

Mark Scheme (Results)

January 2011

GCSE

GCSE in Leisure and Tourism (5LT01/01)

Unit 1: The Leisure and Tourism Industry

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Assessment Objectives

There are three assessment objectives for GCSE in Leisure and Tourism. They detail the knowledge, skills and understanding that the learner is required to demonstrate.

For this qualification, assessment objective descriptions are given below.

AO1	Demonstration of knowledge, understanding and skills Recall, select and communicate their knowledge and understanding of a range of contexts.
AO2	Application of knowledge, understanding and skills Apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks.
AO3	Research and analysis Analyse and evaluate information, sources, and evidence, make reasoned judgements and present conclusions.

Question Number	Answer	Mark
1 (a) AO1	C - Ben Nevis	(1)

Question Number	Answer	Mark
1 (b) AO1	<p>Any two of the following may be credited with one mark each:</p> <ul style="list-style-type: none"> ▪ Reading ▪ Watching DVD ▪ Watching TV ▪ Listening to music ▪ Socialising electronically ▪ Gardening ▪ DIY ▪ Arts and Crafts ▪ Playing/practising music ▪ Cookery <p>Or any other suitable home-based leisure activities , including named consoles e.g Wii / Xbox / Playstation.</p> <p>Do not accept:</p> <ul style="list-style-type: none"> ▪ Laptop ▪ Computer ▪ Ipad 	(2)

Question Number	Answer	Mark
1 (c) AO1	<p>One mark for each specific duty. Duties must be significantly different, e.g. collecting deposits and collecting balances is all financial duties (1). General “customer service” and “look after” answers can be credited with a maximum of one mark each.</p> <p>Park Ranger</p> <ul style="list-style-type: none"> ▪ Planting trees ▪ Protecting wildlife ▪ Education of visitors ▪ Organising walks and special events ▪ Updating notice boards ▪ Enforcing rules, eg access ▪ Tidy/clean/remove litter ▪ Looking after animals (max 1 mark) <p>Travel Clerk</p> <ul style="list-style-type: none"> ▪ Booking package holidays ▪ Arranging independent travel ▪ Collecting deposits, balances for holidays ▪ Checking/issuing tickets ▪ Giving advice on destinations (max 1 mark) ▪ Giving information on visa, health requirements (max 1 mark) ▪ Foreign exchange (max 1 mark) ▪ Giving deals/special offers (max 1 mark) <p>Any other reasonable duty may be credited if appropriate.</p>	(4)

Question Number	Answer	Mark
1 (d) AO2	<p>Up to 4 marks available for an explanation. Descriptive responses max 2 marks.</p> <p>e.g.</p> <ul style="list-style-type: none"> ▪ It would be cheaper (1) ▪ As they are staying in a friends apartment they don't need to book accommodation which would be included in a package holiday (2) ▪ Freedom to choose own airline (1) This will enable them to choose the class and departure airport that is most convenient to their home and appropriate to their budget (1) ▪ Can choose departure day and time of flight(1) As they may not be restricted to travelling at the weekend, they could stay for as long or as short a time as they wish, and not be restricted to a one or two week stay as they would be on a package holiday (1) ▪ As they are booking a car hire, they will not have to wait around for transfer coaches, and will be able to get to the apartment much quicker once they arrive in Spain (1).They have chosen to stay in a friend's apartment which may be cheaper for them, or even free (1) If they had booked everything together through a tour operator brochure they would probably have paid more (1) 	(4)
Total for Question 1		11 marks

Question Number	Answer	Mark
2 (a) A01	D - Package	(1)

Question Number	Answer	Mark
2 (b) A01	<p>Up to three marks available for description. Max 2 marks for simple list.</p> <p>e.g.</p> <ul style="list-style-type: none"> ▪ Communicate with customers (1) ▪ Filing/paperwork (1) ▪ Answering the phones (1) ▪ Sending membership cards to customers (1) ▪ Dealing with post from suppliers or customers (1) ▪ Handling complaints from members (1) ▪ Answering e-mails (1) ▪ Keeping records (1) ▪ Handling enquiries (1) ▪ Making bookings for specific services such as personal trainers (2) ▪ Making bookings for specific services such as personal trainers or for classes such as step or kickboxing (3) <p>Any other reasonable duty may be credited.</p> <p>Do not credit: Answers which relate to roles undertaken by other departments e.g. finance; IT; marketing.</p>	(3)

Question Number	Answer	Mark
2 (c) AO1	<p>Up to 4 marks available for the identification and description of safety and/or security measures for customers and property that would be appropriate to a health club. Marks may be awarded for up to four different measures or additional marks may be awarded to measures for more detail.</p> <p>Customers</p> <ul style="list-style-type: none"> ▪ Safety checks on all equipment and machinery (1) ▪ Entry systems such as photo swipe cards/barriers (1) ▪ Risk assessments on activities as appropriate (1) ▪ Health check/screening on application for membership (1), this may include contacting a doctor or arranging a medical examination (1) ▪ Rules and regulations clearly displayed on posters and notices (1) ▪ Lifeguards (1)(if appropriate) and staff to monitor safe usage of machines (1) ▪ Age restrictions e.g. under 16's not allowed on weights (1) ▪ Induction before members can use equipment (1) ▪ Demonstrations of how the machines work (1) ▪ Fire alarms/escapes/exits (1) ▪ Customer details protected using passwords on computers (1) <p>Property</p> <ul style="list-style-type: none"> ▪ Lockers for personal property, e.g. handbags (1). The keys could be on wristbands which customers would take with them into the gym or pool (1) ▪ CCTV in changing rooms and car parks (1) ▪ Ensure they have (public) liability insurance (1) 	(4)

Question Number	Indicative content	
2 (d) QWC (i)(ii)(iii) AO3 (6)	<p>Responses may evaluate the following positive and negative points from the leaflet...</p> <p>Content</p> <ul style="list-style-type: none"> ▪ Save £50 guaranteed (+) ▪ Prices and destinations Egypt £522/Tenerife £251 (+) ▪ Free child places (+) ▪ ATOL licence-protection (+) ▪ 20kg luggage (+) ▪ Free transfers and in-flight meals (+) ▪ No fuel supplements (+) ▪ No duration given for prices (-) ▪ No departure dates given for prices (-) ▪ £50 - per person or per booking? (-) <p>Layout</p> <ul style="list-style-type: none"> ▪ Nice appealing picture of flipflops (+) ▪ Good attractive heading statement (+) ▪ Font and type all same in rest of leaflet (-) ▪ Name of company and contact details need highlighting (-) <p>Customer types that may be attracted may also be referred to in the evaluation e.g.</p> <ul style="list-style-type: none"> ▪ Those who would normally only take a summer holiday with Direct may be attracted to a holiday in winter as well ▪ Customers who may have previously requested a brochure but never booked ▪ Customers who have not travelled with Direct for several years 	
Level	Mark	Descriptor
Level 0	0	No rewardable material.
Level 1	1-2	<p>The response will simply describe the features from the leaflet, and have limited or no reference to attracting customers. It may concentrate solely on the layout and/or content, and no evaluation.</p> <p>Information is presented with limited organisation in a generally unstructured way. Basic use of spelling, punctuation and grammar with noticeable errors. Terminology may not be used accurately or appropriately.</p>
Level 2	3-4	<p>The response will consider points from the leaflet, and link these to attracting customers. Evaluation of effectiveness/suitability of both the information given and the layout will be present, but may be limited.</p> <p>Most information is presented clearly with satisfactory organisation and structure. Spelling, punctuation and grammar used with general accuracy, although spelling errors may still be found. Some terminology is used accurately and appropriately.</p>
Level 3	5-6	<p>The response will consider many of the features of the leaflet and evaluate these both positively and negatively, making clear reference to their effectiveness in attracting customers, and may also refer to the types of customer who may be targeted.</p> <p>Opinions given will be substantiated. Evidence of reasoning. Information is presented in a well-structured, logical and clear layout. Spelling, punctuation and grammar used with considerable accuracy, spelling errors are unusual. There is good use of accurate and appropriate terminology.</p>
		Total for Question 2 14 marks

Question Number	Answer	Mark
<p>3 (a)</p> <p>A01</p>	<p>One mark for the correct identification of a “relaxing” leisure activity.</p> <p>e.g.</p> <ul style="list-style-type: none"> ▪ Yoga ▪ Tai-Chi ▪ Painting ▪ Reading ▪ Spa ▪ Sunbathing ▪ Any other suitable leisure activity ▪ Massage <p>Participative team sports such as football/rugby may NOT be credited.</p> <p>Watching TV and sleeping also no marks.</p>	<p>(1)</p>
<p>3 (b) (i)</p> <p>A01</p>	<p>One mark for the correct name of a no-frills, low cost or budget airline.</p> <p>e.g.</p> <ul style="list-style-type: none"> ▪ Easyjet ▪ Ryanair ▪ Jet2 ▪ BMI baby <p>Any other appropriate/real airline may be credited</p>	<p>(1)</p>
<p>3 (b) (ii)</p> <p>A01</p>	<p>Up to two marks for each of two features of a no-frills, low cost or budget airline.</p> <p>E.g.</p> <ul style="list-style-type: none"> ▪ All one class (1) ▪ No seat allocations before boarding (1) ▪ No food or drink included in the fare (Max 1) ▪ Fast turnaround in destinations (1) ▪ Less comfort/space/legroom on board (1) ▪ Usually fly to UK and European destinations only (1) ▪ Offer cheap, one way fares (1) ▪ Lots of extras added on to basic fare (1) ▪ Charge extra for baggage in the hold of the plane (1) ▪ Lower baggage allowance (1) ▪ Cheaper fares (1) ▪ No on board entertainment <p>Do not accept:</p> <ul style="list-style-type: none"> ▪ Low Cost (0) ▪ Budget (0) ▪ No-frills (0) <p>Any other suitable feature may be credited.</p>	<p>Graduate</p> <p>(2)</p>

Question Number	Answer	Mark
<p>3 (c)</p> <p>AO2</p>	<p>Up to 2 marks available for each explanation.</p> <p>Max 1 mark for each descriptive response or statements lifted from article.</p> <p>Answers which contrast coach with other forms of transport may also be credited.</p> <p>Single senior citizen</p> <ul style="list-style-type: none"> • Chat to fellow travellers on the journey would be a great way for them to socialise and meet new people, as there are often many single travellers on coach holidays (2) • Like to see the sights, and they may be infirm or unable to drive long distances, this will enable them to see many different places in comfort (2) <p>Adult with 2 children</p> <ul style="list-style-type: none"> • Children if not asleep may be bored with this type of travel, they will be too young to read a book, and this may make them travel sick anyway, they will probably not be interested in the scenery and may disturb other elderly passengers (2) • Coaches will not stop on demand, and children as young as this will probably need to go to the toilet quite frequently,(1) so travel by car or train may be better for them (1) • As there is only one adult, one of the children will have to sit on their own (2) • "Because its boring" type answers (Max 1) 	<p>(4)</p>

Question Number	Indicative content	
3 (d) QWC (i)(ii)(iii) AO1 (2) AO3 (4)	<p>Positive assessment may include:</p> <ul style="list-style-type: none"> ▪ Improved safety on flights and at airports ▪ Improved speed/time taken to go through security ▪ The fact they are deleted immediately ▪ Reduction in “hand contact” from traditional search ▪ No need to remove clothing, shoes etc ▪ Deterrent for terrorists ▪ Make passengers feel safer ▪ Flight departures ‘on time’ <p>Negative assessment may include:</p> <ul style="list-style-type: none"> ▪ Embarrassment of passengers, especially those with false limbs etc ▪ Possibility of images being stored/downloaded ▪ Infringement of human rights/civil liberties ▪ Images may be viewed by opposite sex officers at airport ▪ Possible impact of X rays on organs, pregnant women etc 	
Level	Mark	Descriptor
Level 0	0	No rewardable material.
Level 1	1-2	The response will simply describe the features mentioned in the article and not relate it to improving security for passengers, airlines and airports Information is presented with limited organisation in a generally unstructured way. Basic use of spelling, punctuation and grammar with noticeable errors. Terminology may not be used accurately or appropriately.
Level 2	3-4	The response will consider some points from the article, and will assess the scanner’s effectiveness. Comments on its suitability and effects on passenger experience will be limited in range and scope, and may focus on either positive or negative aspects. Most information is presented clearly with satisfactory organisation and structure. Spelling, punctuation and grammar used with general accuracy, although spelling errors may still be found. Some terminology is used accurately and appropriately.
Level 3	5-6	The response will consider many points from the article, and evaluate these both positively and negatively, making clear reference to their effectiveness for the passenger experience and safety. Opinions given will be substantiated. Evidence of reasoning. Information is presented in a well-structured, logical and clear layout. Spelling, punctuation and grammar used with considerable accuracy, spelling errors are unusual. There is good use of accurate and appropriate terminology.
Total for Question 3 14 marks		

Question Number	Answer	Mark
<p>4 (a)</p> <p>A01</p>	<p>One mark for the correct identification of an English National Park.</p> <ul style="list-style-type: none"> ▪ Lake District ▪ Northumbria/Northumberland ▪ North York Moors ▪ Yorkshire Dales ▪ Peak District ▪ Exmoor ▪ Dartmoor ▪ New Forest ▪ The (Norfolk) Broads ▪ South Downs (if designated by 2011) <p>The answer must be exact</p> <p>National Parks in Wales (Snowdonia, Brecon Beacons or Pembrokeshire Coast may NOT be credited)</p> <p>National Parks in Scotland (Cairngorm, Loch Lomond and the Trossachs) may NOT be credited.</p> <p>Center Parcs may NOT be credited.</p>	<p>(1)</p>

Question Number	Answer	Mark
4 (b) AO1	<p>Up to two marks, one for each feature of a countryside area described.</p> <p>Basic responses such as "rural", "natural" or "peace and quiet" may be credited with a maximum of one mark.</p> <ul style="list-style-type: none"> ▪ Open green spaces (1) ▪ An area with beautiful views and scenery (1) ▪ Heather moorland (1) dales/valleys (1) ▪ Not built up or urban (1) ▪ Small villages, no big towns or cities (1) ▪ Low population (1) ▪ Lots of farms, with fields, crops and sheep/cows (2) ▪ Landscape features like mountains and lakes (1) ▪ Footpaths/walking trails/areas (1) ▪ Countryside related activities e.g. mountain climbing (1) <p>Do not accept Trees.</p>	(2)

Question Number	Answer	Mark
4 (c) AO1	<p>Two marks available, one for each example of a feature of a historical and cultural destination taken from the case study. Examples/Features which are not stated in the case study are NOT acceptable. Features without examples e.g. museums; may not be credited.</p> <p>Roman Heritage (0)</p> <ul style="list-style-type: none"> ▪ Roman Baths (1) ▪ 15th century Bath Abbey(1) <p>Georgian Heritage (0)</p> <ul style="list-style-type: none"> ▪ Royal Crescent (1) ▪ Pump Room (1) ▪ Pulteney Bridge (1) <p>Features which are not distinctive to historical and cultural destinations may not be credited</p> <ul style="list-style-type: none"> ▪ 150 restaurants (0) ▪ accommodation (0) ▪ high quality shopping (0) 	(2)

Question Number	Answer	Mark
<p>4 (d)</p> <p>AO1</p>	<p>Up to two marks available for a definition of sustainable development. Answers may include the following points:</p> <ul style="list-style-type: none"> ▪ Development that meets the needs of the present without affecting the future (1) ▪ Protecting the natural environment (1) and its wildlife (1) ▪ Protecting local communities and way of life(1) ▪ Involving local people in the development, e.g. jobs(1) ▪ Protecting destinations and their heritage (1) for future generations (1) ▪ Buying/using/selling local produce, goods, souvenirs etc (1) ▪ Development which does not harm the environment (1) ▪ Development using materials which will not run out (1) <p>May also credit examples of sustainable development (1)</p> <p>Or any other suitable point may also be credited.</p>	<p>(2)</p>

Question Number	Answer	Mark
4 (e) A02	<p>Answers which give examples of destinations and how they have implemented strategies to help them remain sustainable can also be credited.</p> <p>Answers which give examples of destinations and how they have implemented strategies to help them remain sustainable can also be credited.</p> <p>Countryside area</p> <p>e.g. They have rangers, usually local people, who do guided walks in the countryside (1), they educate customers about the countryside (1), the animals and plants that live there, and how the endangered species can be protected. The money from the walks can be used to pay the guides (1), so it will ultimately benefit the local area's economy (1).</p> <p>e.g. In a National Park such as the Lake District there are very strict planning controls and you are only allowed to build using local stone that will blend in with the landscape to ensure that the area does not become overdeveloped (2)</p> <p>Historical/cultural destination</p> <p>e.g. park and ride (1) to protect the city centre from traffic congestion (1), or fumes from lots of cars, which may erode the buildings (1), this is used in a city like York (1).</p> <p>e.g. Revenue from tourism is important to maintain historic buildings for the future. Organisations such as the National Trust have opened up buildings such as castles and stately homes to the paying public, and use the entry fees to maintain them (4). Another example of this is Longleat House which the Marquis of Bath opened in 1949 to help maintain it, and is now a famous attraction and a safari park. (4)</p> <p>Answers which list or describe measures without explanation may be credited to a maximum of 2 marks e.g:</p> <ul style="list-style-type: none"> • Countryside code (1) • Building regulations (1) • Controlling litter/bins (1) • Protecting animals (1) • Restrict tourists/traffic (1) 	(4)
Total for Question 4		11 marks

Total for paper 50 marks

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