

Mark Scheme (Results)

June 2011

GCSE Leisure and Tourism (5LT01)
Paper 01

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Question Number	Answer	Mark
1(a)	D – pony trekking	(1)

Question Number	Answer	Mark
1(b)	<p>One mark for a correct example. May be a general example or a named example</p> <p>e.g.</p> <ul style="list-style-type: none"> ▪ Playgrounds/swings/slides ▪ creche ▪ “Tumbletots” / wacky warehouse / jungle jims / big fun. ▪ Playhouses / playgroups/ play areas ▪ sandpits ▪ ballpools ▪ paddling pools ▪ mini fairground/train rides ▪ mini adventure park / farmer Teds playbarn ▪ petting zoo <p>Any other suitable response may be credited. Do not credit attractions designed for older children. e.g. theme parks, leisure centres, pools (unless specific under 5’s session)</p>	(1)

Question Number	Answer	Mark
1(c)	<p>Up to two marks available. One mark for definition, and one for example - May be a general example or a named example, or an activity.</p> <p>Definition Special interest holidays are trips or visits linked to a particular activity, hobby, skill development or something you love / enjoy(1)</p> <p>Examples of special interest/s holidays could be</p> <ul style="list-style-type: none"> ▪ A cookery course in Italy (1) ▪ A painting weekend in the Lake District (1) ▪ Skiing (1) <p>No marks for repeating the question, e.g. “when you go on holiday to do things you are interested in” (0)</p>	(2)

Question Number	Answer	Mark
1(d)	<p>Maximum of four marks for description of main duties. Marks increase with detail. Marks may be awarded for four separate duties, or two duties with detail. 4 x 1 2 x 2</p> <p>Beach Lifeguard</p> <ul style="list-style-type: none"> ▪ Observing swimmer/surfer behaviour (1) ▪ Monitoring the sea conditions (1)for dangerous situations e.g. strong currents (1) ▪ Flag control – designating safe areas to swim (1) ▪ Rescuing people (1)using boats/surfboards (1) ▪ Co-ordinating rescues (1) with coastguard (1) ▪ Helping to find lost children (1) ▪ Basic lifesaving or first aid (1) ▪ Keeping beach clean (1 max) ▪ Watching people on beach (1) <p>Any reasonable duty may be credited if appropriate. General 'safety' responses – max 1 mark</p>	(4)

Question Number	Indicative Content	
1(e) QWC	<p>Up to six marks available for assessment of the information provided.</p> <p>Customer types ;</p> <ul style="list-style-type: none"> ▪ Groups –friends, scout packs, hen or stag parties, teambuilding for work colleagues ▪ Families- children of different ages... ▪ Romantic couples ▪ Senior citizens / older / middle aged people <p>Positive assessment may include</p> <ul style="list-style-type: none"> ▪ Price (good value £176 ÷12) ▪ Adventure/Exciting/Unusual attraction ▪ Great Scenery ▪ What is included – BBQ facilities, hot chocolate etc <p>Negative assessment may include;</p> <ul style="list-style-type: none"> ▪ Weather (if not in summer) ▪ Size of canoe (cost implications) ▪ No child reductions stated ▪ Food is extra ▪ Disabled access facilities ▪ Supervision ratio not mentioned 	
Level	Mar k	Descriptor
Level 0	0	No rewardable material.
Level 1	1-2	<p>Limited assessment, mainly descriptive response. Repeats info from case study. May only consider one factor or customer type.</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>Some assessment of suitability, considering more than one factor and/or customer type.</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>Clear assessment with a range of factors and more than one customer type considered.</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 1 - 14 marks

Question Number	Answer	Mark
2(a)	B allocating seats on the coaches	(1)

Question Number	Answer	Mark
2(b)	<p>Two marks available for ways of ticketing using new technology. Two separate ways, with little or no description, one mark max.</p> <ul style="list-style-type: none"> ▪ E-tickets / email (1) ▪ Send ticket by fax (1), Fax on its own (0) ▪ Text to mobile phone (1), Text / phone on its own (0) ▪ Sending tickets to the customer by email (1) ▪ E-ticketing, where the customer has a reference number and prints ticket or boarding pass off themselves at home or office (2) ▪ Sending a reference number instead of a ticket by email or text, which customers would use to board the coach (2) 	(2)

Question Number	Answer	Mark
2(c)	<p>Up to 2 marks available either for two separate point or one developed point.</p> <p>One mark for each safety measure;</p> <ul style="list-style-type: none"> ▪ Seatbelts for all passengers (1) ▪ CCTV camera on board (1) ▪ Service coach regularly (1) ▪ Posters displaying safety rules (1) ▪ First aid box on board (1), with driver/courier fully trained (1) ▪ Regulations on passenger behaviour (1)e.g. no drinking alcohol on board (1) ▪ No smoking (1) ▪ Service coach regularly (1) ▪ Licence (1) ▪ Ensure driver is fit to drive (1) ▪ Posters displaying safety rules (1) ▪ Security checks (1) <p>Travel sickness related answers(0)</p>	(2)

Question Number	Answer	Mark
2(d)	<p>Up to 2 marks for each suggestion. Marks increase with detail in description of suggestion. Up to 2 marks for explanation as to how each suggestion will help attract customers in winter. Max 3 marks in total for each suggestion / explanation.</p> <p>Examples of suggestions may include;</p> <ul style="list-style-type: none"> • Attractive posters / adverts (1) • Hot drinks / blankets (1 max) ▪ More advertising/Advertising in different places (1) ▪ Reduced prices or special offers out of season (1) ▪ A wider variety of trips, e.g. weekend city breaks, short breaks, 'turkey and tinsel' holidays before Christmas; Christmas and New Year holidays; School trips; Theatre breaks; Day trips; ski trips <p>Explanation may include;</p> <ul style="list-style-type: none"> ▪ Out of season hotel prices cheaper, so can afford to sell at reduced costs ▪ School groups/holidays are not usually in summer months ▪ Christmas and New Year – can charge high prices as high demand so will increase income ▪ Theatre breaks especially to London very popular at present ▪ Different age groups will be attracted by short breaks and weekend trips, they may be at work in the week, but may choose to take more than one break with MCM coaches if they enjoy it. <p>Explanation should be clearly linked to the objective for 2 marks</p>	(6)

Total for Question 2 - 11 marks

Question Number	Answer	Mark
3(a)	C - VFR	(1)

Question Number	Answer	Mark
3(b)	<p>Two marks for description of business travel. Answers with examples but no definition – maximum one mark only</p> <ul style="list-style-type: none"> ▪ When you travel with your job/work (1) to discuss / plan ideas / sell products or services (1) ▪ Travelling from your normal place of employment for the purpose of work (1) ▪ Going to a conference (1) ▪ Conferences (1), meetings(1), seminars(1), trade fairs(1), exhibitions (1 mark max) ▪ Travelling from home to your work (or similar) (1) ▪ Company pays for trip (1) <p>No marks for answers/part answers which repeat the stem of the question e.g.</p> <ul style="list-style-type: none"> ▪ Business travel is when you travel for business (0) 	(2)

Question Number	Answer	Mark
3(c)	<p>Up to 3 marks available. These may be awarded for one factor explained in detail, or more than one factor briefly explained.</p> <ul style="list-style-type: none"> ▪ Distance/journey time from Belfast-Paris(1) ▪ Faster by plane (1) ▪ Only staying for a weekend (1) ▪ Low cost airlines offer cheap flights (1) <p>Factors which may be considered in the response include:</p> <p>Accessibility – this means how easy it would be for them to get there. Belfast has an airport so they would not have to travel far, and the flight time would only be short compared to time taken driving there giving them the most amount of time in Paris.</p> <p>Cost/Fares – there may be low cost airlines flying from Belfast to Paris -this would make the weekend quite cheap.</p> <p>Convenience – as they are only going for the weekend, it would be much too far to drive there and back, they would not even get there before it was time to return.</p>	(3)

Question Number	Answer	Mark
3(d)(i)	One mark for each factor correctly identified by a X in the box A and C are the only acceptable answers.	(2)

Question Number	Indicative content	
* 3(d)(ii) QWC	<p>Assessment may include the following;</p> <ul style="list-style-type: none"> ▪ Fitness in training leading up to marathon (+) ▪ Health benefits of losing weight and being fitter (+) ▪ Money raised for charity (+) ▪ Feel good factor- personal challenge (+) ▪ Visiting a new destination (+) ▪ Meeting new people (+) ▪ Improving your time/competing/winning/self-fulfilment (+) ▪ Health problems after the race (-) ▪ Cost of getting to overseas marathons may outweigh money raised (-) ▪ Weather on the day of the race (-) or (+) ▪ Emotional aspects (especially if you don't finish) (-) 	
Level	Mark	Descriptor
Level 0	0	No reward able material.
Level 1	1-2	Limited responses which are mainly descriptive. 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	Some assessment, positive and/ or negative points considered. 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	Clear assessment, the response will consider many points in detail (both positive and negative points considered) and make a personal judgement. 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
4(a)	<p>One mark available for an appropriate named seaside resort (No mark for Llandudno)</p> <p>e.g. Oban, Portrush, Eastbourne, Blackpool, Whitby, Scarborough, Great Yarmouth, Tenby, Newquay, Bournemouth... or any other suitable response</p>	(1)

Question Number	Answer	Mark
4(b)	<p>Up to two marks, one for each feature of a seaside resort</p> <ul style="list-style-type: none"> ▪ Pier (1) ▪ Beach (1)/ sand (1)/ sea (1) (max 1 mark) ▪ Guesthouses (1)/ hotels(1) / accommodation (1 max) ▪ Expensive 4 star hotels with stunning sea views. (1) ▪ Donkey rides (1) ▪ Theatre (1) ▪ Fairground rides (1) ▪ Cable cars (1) <p>Features which could be associated with any type of destination may NOT be credited</p> <p>e.g.</p> <ul style="list-style-type: none"> ▪ shopping (0) ▪ Copper Mine (0) ▪ Snowboarding centre (0) ▪ Llandudno Festival (0) ▪ Theme park (0) ▪ Great orme (0) ▪ Cable cars (0) 	(2)

Question Number	Answer	Mark
4(c)(i)	<p>Up to three marks available. One mark for each impact described. Additional marks may be awarded for detail. Limited answers such as more jobs or income for locals may be awarded a maximum of two marks.</p> <p>Positive impacts on the local community include;</p> <ul style="list-style-type: none"> ▪ Income/jobs for local people (1) in the snow centre, which is open all year round (1) ▪ Additional income for shops (1) on the week in May when the festival is on (1) ▪ Tourist facilities such as the theatre (1) are also available to the local community (1) ▪ Improved infrastructure (1) ▪ Income / money for local businesses (1) people buying ice cream / fish and chips / souvenirs (1) 	(3)

Question Number	Answer	Mark
4(c)(ii)	<p>Up to three marks available. One mark for each impact described, marks increase with detail Limited answers such as pollution or erosion may be awarded a maximum of two marks.</p> <p>Negative impacts on the local environment may include</p> <ul style="list-style-type: none"> ▪ Increased air pollution (1) and/or congestion on the roads (1) from the cars arriving in the resort for the Festival (1) ▪ Additional litter / rats (1) from people visiting the stalls and fairground (1) ▪ Erosion (1) on the ground from the ski slope ▪ Visual pollution (1) – building a ski slope on the cliff top(1) ▪ Wildlife and seabirds may be disturbed (1) by the ski slope and its visitors (1) ▪ Traffic jams / congestion (1) ▪ Crime and trouble (1) ▪ Overcrowding and increased noise (1) 	(3)

Question Number	Answer	Mark
4(d)	<p>Up to 2 marks available either for two separate point or one developed point. Ways in which a seaside destination may ensure it remains sustainable...</p> <ul style="list-style-type: none"> ▪ Park and Ride to beach ▪ Underground car parks ▪ Have plenty of litter bins and litter pickers in the area ▪ Building regulations/ planning permission for any new developments e.g. no unsuitable developments, use only local materials ▪ Train locals for jobs in tourism companies ▪ Recycling systems ▪ Encouraging purchasing of locally produced food ▪ Environmental protection ▪ Education – locals and visitors 	(2)

Total for Question 4 - 11 marks

Total for Paper - 50 marks

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