

Mark Scheme (Pre-Stand)

January 2012

GCSE Leisure and Tourism (5LT01)  
Paper 1 The Leisure and Tourism  
Industry

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
<b>1(a)</b>	D – Belfast Tourist Information Centre	<b>(1)</b>

Question Number	Answer	Mark
<b>1(b)</b>	<p>Any two of the following may be credited with one mark</p> <ul style="list-style-type: none"> <li>• Books/Book loan (1)</li> <li>• Reference/Research documents/get information(1)</li> <li>• CD (1)</li> <li>• DVD(1)</li> <li>• Videogames(1)</li> <li>• Selling library products e.g. bookmarks/posters (1)</li> <li>• Computers for use/using the Internet (1)</li> <li>• Visiting author talks (1)</li> <li>• Children’s play area/activities(1)</li> <li>• Membership(1)</li> <li>• Children’s storytelling (1)</li> </ul> <p>Or any other suitable product/service offered by a library</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>1(c)</b>	<p>Up to three marks for the duties of a fitness instructor at a gym or health club. Marks may be awarded for three separate duties undertaken within the role, or one or two duties with detail (3 x1 or 1 x 3 or 1 + 1x2)</p> <ul style="list-style-type: none"> <li>• Monitoring safety of customers on machines (1)</li> <li>• Healthy eating/diet advice(1)</li> <li>• Check machines are working correctly/safety(1)</li> <li>• First aid (1)</li> <li>• One to One fitness instruction (1)</li> <li>• Leading exercise classes (1) such as kick boxing or aerobics (1)</li> <li>• Assessing customer’s fitness level,(1) then designing fitness programmes to suit them (1) e.g. how many minutes they need to do on each machine, of how many sit ups to do (1)</li> </ul>	<b>(3)</b>

Question Number	Answer	Mark
<b>1(d)</b>	<p>One mark for each holiday type correctly identified;</p> <ul style="list-style-type: none"> <li>• Domestic</li> <li>• Short Break</li> </ul> <p>Any other responses are incorrect</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>1(e)</b>	<p>One mark for each example correctly identified for each of the following sectors</p> <ul style="list-style-type: none"> <li>• <b>ACCOMMODATION</b> – Holiday Inn</li> <li>• <b>VISITOR ATTRACTION</b> – Beatles Museum</li> <li>• <b>ARTS AND ENTERTAINMENT</b> – Echo Arena/Rihanna concert/ concert</li> <li>• <b>TRANSPORT</b> – Open top bus/Lime Street Station/Train</li> </ul>	<b>(4)</b>

**Total for Question 1 = 12 marks**

Question Number	Answer	Mark
<b>2(a)</b>	C – Calculating annual profits	<b>(1)</b>

Question Number	Answer	Mark
<b>2(b)</b>	<p>Up to two marks for a financial objective For both marks the objective must be worded as an objective suitable for a large hotel</p> <ul style="list-style-type: none"> <li>• Make (more) money (1)</li> <li>• Increase profits (1)</li> <li>• Increase turnover (1)</li> <li>• Increase sales (1)</li> <li>• Increase income (1)</li> <li>• To encourage repeat business (1) to improve profit(1)</li> <li>• To increase bedroom occupancy rates(1) to improve profits (1)</li> <li>• To increase the number of bookings(1) to increase turnover (1)</li> <li>• To attract more customers (1) to make more money/profit(1)</li> </ul> <p>Any other suitable financial objective may also be credited.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>2(c)(i)</b>	<p>Up to 2 marks for an answer. Marks increase with detail.</p> <p><b>Communicate with customers e.g.</b></p> <ul style="list-style-type: none"> <li>• Have an online booking and payment system (1)</li> <li>• Smartphone App (1)</li> <li>• Send email confirmations (1) to save time and postage for the hotel (1)</li> <li>• to enable customers to give their views of the hotel(1) they could start an online feedback forum(1)</li> <li>• Check in online (1) to minimise queues at the reception desk as staff will need to spend less time with each customer (1)</li> <li>• Email customers with details of special offers/future events (1)</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
<b>2(c)(ii)</b>	<p>Up to 2 marks for an answer. Marks increase with detail.</p> <p><b>Promote the hotel e.g.</b></p> <ul style="list-style-type: none"> <li>• Advertise on websites/social-networking sites/popups (1) to give information on deals/offers/events (1)</li> <li>• Advertise on websites/social-networking sites/popups (1) as lots of people use these types of sites (1)</li> <li>• Have its own website(1) with all the hotel details, facilities, prices, photos (1)</li> <li>• Have a virtual tour/webcam (1) which will enable potential customer to actually see the facilities and encourage them to book (1)</li> </ul>	<b>(2)</b>

Question Number		Indicative Content
<b>2(d)</b>  <b>QWC</b>		<p>Assessment may include the following points:</p> <p><b>Keep existing customers</b></p> <ul style="list-style-type: none"> <li>+ new rides</li> <li>+ younger siblings of existing customers</li> <li>+ even more to do at the PB e.g. characters</li> <li>- existing customers will expect new white knuckle rides not kids rides</li> </ul> <p><b>Attract new customers</b></p> <ul style="list-style-type: none"> <li>+ new, modern attraction, well marketed on TV programmes</li> <li>+ more to do for younger aged children</li> <li>+ rides sound exciting</li> <li>+ characters will appeal to toddlers etc</li> <li>+ Groups from nurseries, primary schools could come</li> <li>- limited age range will be attracted</li> <li>- typical market of teenagers will not be attracted</li> </ul>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
<b>1</b>	<b>1-2</b>	<p>Basic responses that are mainly descriptive, or repetitive of case study. Possibly limited assessment.. May have only considered existing or new customers, not both.</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>
<b>2</b>	<b>3-4</b>	<p>Responses with some assessment and application. Responses may have clear application and some assessment or some application and clear assessment. Both new and existing customers and positive and/or negative aspects are considered, though not in detail.</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>
<b>3</b>	<b>5-6</b>	<p>Focused responses with sustained assessment and application considering both new and existing customers and positive and/or negative aspects are considered in some detail.</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 = 15 marks**

Question Number	Answer	Mark
<b>3(a)</b>	B – Challenge	<b>(1)</b>

Question Number	Answer	Mark
<b>3(b)</b>	<p>Two marks, one for each exciting/adventure outdoor activity suitable for teenagers... Answers may be a specific example or a generic example</p> <ul style="list-style-type: none"> <li>• Whitewater rafting/kayaking/canoeing</li> <li>• Rock climbing</li> <li>• Bungee jumping</li> <li>• Sphering/zorbing</li> <li>• Go Ape</li> <li>• Abseiling</li> <li>• Coasteering</li> <li>• Go-karting</li> <li>• Caving/pot-holing</li> <li>• Mountain-biking</li> <li>• Skiing/snow-boarding</li> <li>• Pony-trekking/horse riding</li> <li>• Scuba diving</li> <li>• Parachute jumping / parascending/hanggliding/microlite flying</li> </ul> <p>Quad biking(0) LaserQuest(0)</p> <p>Any other suitable outdoor adventure activity may also be credited.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>3(c)</b>	<p>Up to three marks for appropriate factors which are important to business traveller. Marks increase with detail in description. List of factors, Max 2 marks.</p> <ul style="list-style-type: none"> <li>• Frequency of trains (1)</li> <li>• Accessibility of hotel from station (1)</li> <li>• Destination routes with direct flights (1)</li> <li>• Availability of sockets for laptops on trains(1)</li> <li>• Business class availability(1)</li> <li>• Suitable timetables(1) e.g. Fast journey times to their destination(1)</li> <li>• Efficient service (1) e.g. Speedy check in and check out at hotels (1)</li> <li>• Availability of accommodation(1) near to their meeting location (1)</li> </ul>	<b>(3)</b>

Question	Answer	Mark
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Number		
<b>3(d)</b>	<p>Up to two marks available for each of two diseases which may affect travellers to India</p> <ul style="list-style-type: none"><li>• Typhoid (1)</li><li>• Hepatitis A (1)</li><li>• Tuberculosis (0)</li></ul> <p>Students may also identify Tuberculosis, however, there is not enough time for them to see their doctor for protection against this.</p>	<b>(2)</b>

Question Number		Indicative Content
<b>3(e)</b>  <b>QWC</b>		<p><b>Evaluation may include these factors</b></p> <ul style="list-style-type: none"> <li>• Journey time/accessibility</li> <li>• Convenience</li> <li>• Frequency of service</li> <li>• Cost/fares</li> </ul> <p><b>Customer Types referred to may include</b></p> <ul style="list-style-type: none"> <li>• Business</li> <li>• Families</li> <li>• Single travellers</li> <li>• Overseas visitors</li> <li>• Educational/groups</li> </ul> <p>The best way to Heathrow for a business traveller would probably be the train. The train is by far the fastest way, and business people like the shortest journey time.</p> <p>However a family, especially if they have small children, may choose to take a taxi as it would be more convenient, they might have luggage and prams so would have a more door to door service and they take up to 5 passengers.</p>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
<b>1</b>	<b>1-2</b>	<p>Basic responses that are mainly descriptive, or repetitive of case study. Possibly limited evaluation. May have only considered one factor. May have only considered one customer type or customers in general.</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>
<b>2</b>	<b>3-4</b>	<p>Responses with some evaluation and application. Responses may have clear application and some evaluation or some application and clear evaluation. More than one factor and at least two customer types will have been considered and positive and negative evaluation is present, though not in detail.</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>
<b>3</b>	<b>5-6</b>	<p>Focused responses with sustained evaluation and application considering lots of customer types, and several factors. Positive and negative aspects will have been clearly evaluated in some detail.</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</p>

	terminology.
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**Total for Question 3 = 16 marks**

Question Number	Answer	Mark
<b>4(a)</b>	B – Tourist town/city	<b>(1)</b>

Question Number	Answer	Mark
<b>4(b)</b>	<p>Two marks, may be allocated as two separate positive impacts, (1 + 1) or one positive impact with detail (2)</p> <ul style="list-style-type: none"> <li>• Employment/jobs (1)</li> <li>• Money coming in to the city (1) which can be spent on redevelopment (1)</li> <li>• Income (1) for restaurants, bars, shops in Newcastle from the weekend visitors (1)</li> </ul> <p>Any other suitable positive impact may also be credited.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>4(c)</b>	<p>Up to two marks, one for each countryside area correctly named. Must be an <b>example</b>, not a generic feature or type of destination.</p> <ul style="list-style-type: none"> <li>• Lake District (1)</li> <li>• Snowdonia (1)</li> <li>• Giants Causeway (1)</li> <li>• New Forest (1)</li> <li>• The National Forest (1)</li> <li>• Mountains (0)</li> </ul> <p>Any other suitable named countryside area or named country park may also be credited.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>4(d)</b>	<p>Up to two marks available for a definition of sustainable with reference to countryside areas. Maximum 1 mark if no reference to countryside areas. For 2 marks must show clear understanding of the term sustainability. Answers may include the following points:</p> <ul style="list-style-type: none"> <li>• Development that meets the needs of the present without affecting the future (1)</li> <li>• To preserve the natural environment by controlling litter (1)</li> <li>• Protecting rural communities and way of life(1)</li> <li>• Involving local people in the development, e.g. jobs(1)</li> <li>• Buying local produce, goods, souvenirs etc (1)</li> <li>• Creating nature reserves (1)</li> <li>• Protecting the natural environment (1) and its wildlife (1)</li> </ul> <p>Or any other suitable point may also be credited.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>4(e)</b>	<p>Up to maximum of 4 marks for the poster.            If material only copied/lifted from case study max 2            Marks may be awarded for:</p> <ul style="list-style-type: none"> <li>• Appropriate for target market /language for children (1)</li> <li>• Content – relevant facts from CPRE extract (up to 2)</li> <li>• Application ie. Link to sustainability of countryside areas and/or beaches/advice given (up to 2)</li> </ul>	<b>(4)</b>

**Total for Question 4 = 11 marks**  
**Total for Paper = 50 marks**

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