

Mark Scheme

Summer 2016

GCSE Leisure and Tourism (5LT01/01)
Unit 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
1(a)	<p>One mark for a correct definition of a short break holiday...</p> <p>e.g.</p> <ul style="list-style-type: none"> • when you leave home to stay away for a few days (1) • a holiday that is between one and four nights (1) • a weekend away (1) • less than one week (1) <p>no marks for repeating the question e.g. a short holiday (0)</p>	(1)

Question Number	Answer	Mark
1 (b)	<p>Up to three marks, one for each duty identified.</p> <p>e.g. Tourism call centre staff</p> <ul style="list-style-type: none"> • Answering the telephone (1) • Making bookings on the computer reservations system(1) • Giving advice about destinations/tours (1) • Confirming prices/taking payments/credit card details (1) • Telephoning regular customers with special offers (1) • Handling complaints/special requests (1) <p>e.g Park ranger</p> <ul style="list-style-type: none"> • Litter control (1) • Footpath maintenance (1) • Monitoring behaviour of visitors/security/safety (1) • Looking after the animals (1) • Educating visitors (1) • Organising events (1) 	(3)

Question Number	Answer	Mark
1(c)	<p>One mark for each key component correctly named.</p> <p>Circus skills workshop – play and/or activity based leisure Dick and Dom show –arts and/or entertainment Volleyball coaching – sport and/or physical recreation</p> <p>Accept spelling mistakes, partial answers and phonetic spelling as long as the component is correct</p>	(3)

Question Number		Indicative Content
*1(d)		<p>Answers may refer to family size; child ages/budgets... Products and services may include:</p> <p>Accommodation +Range available from luxury to basic + Different sizes and standards of accommodation and service + Ground floor options</p> <p>Catering + Lots of choice of eating out - Less choice of takeaway – pizza, bakery and fish and chips +/-Family-friendly pub</p> <p>Leisure facilities +learn new skills +exciting activities + indoor Water world activity – not weather dependent</p> <p>Negative aspects may also include -Lack of healthy eating options -No mention of supermarket for home cooking - lack of “upmarket” or fine dining options</p> <p>Any other suitable responses may also be credited, including lack of other facilities, such as a theatre, nightclub etc....</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Limited assessment which may be mainly descriptive, information may simply be lifted from the case study. May consider customers or families in general. The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.
2	3-4	Some assessment that considers a range of products and services and appeal to different customers The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
3	5-6	Detailed assessment, including negatives, considering a wide range of products and services offered well linked to appeal The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Total for Question 1 - 13 marks

Question Number	Answer	Mark
2(a)	C – Sales and Marketing	(1)

Question Number	Answer	Mark
2 (b)	<p>One mark for identification of a not for profit objective stated by Warwick Castle.</p> <p>These may be included in longer written answers</p> <ul style="list-style-type: none"> • To restore/Restoration/restoration projects (1) • To preserve/Preservation (of the castle) (1) • Conservation (of the castle) (1) • Renovation (1) 	(1)

Question Number	Indicative Content
*2(c)	<p>Examples of the 4P's which may be considered:</p> <p>Place – on motorway near Birmingham</p> <p>Product – variety such as battles, dungeons, special events</p> <p>Price – varies with age, family size etc</p> <p>Promotion – they have a leaflet and website</p> <p>Understanding of the term 'marketing mix' and how some of the 4P's work together</p> <p>e.g. Product and Price</p> <p>Offer a large range of attractions and activities at an all-inclusive entry fee for different categories of visitors</p> <p>e.g. Price and Promotion and Place</p> <p>Early booking discounts up to 20% if booked on line - so this is price and promotion working together to attract customers to visit</p> <p>Any other suitable responses may also be credited</p>

Level	Mark	Descriptor
	0	No rewardable material
1	1-3	<p>Limited explanation, which may be mainly descriptive, information may simply be lifted or matched from the case study. Theoretical responses.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Some explanation that considers how the 4Ps work together and how the marketing mix is used.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>Detailed explanation, showing a good understanding of how the 4P's work together, and how the marketing mix is used to benefit the Castle.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and</p>

		the rules of grammar are used with considerable accuracy.
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Question Number	Indicative Content	Mark
<p>2(d)</p> <p>EXPERT</p>	<p>Up to four marks for explanation of introduction of glamping at Warwick Castle in attracting new customers. Max 2 marks if type of new customer not clear.</p> <p>E.g:</p> <ul style="list-style-type: none"> • Groups of friends want to do something different (1) will be attracted the unusual location/accommodation /activities (1) • Free WiFi – could attract teenagers/business people who may not have visited before (1) because they can play games /and check emails (1) • New customers such as couples may not be attracted because of the weather/camping/family theme (1) so is more likely existing family customers come back for new experience /stay longer (1) <p>Any other valid response may also be considered if appropriate. Responses which contrast with normal camping may also be considered for marks</p>	<p>(4)</p>

Total for Question 2 - 12 marks

Question Number	Answer	Mark
3 (a)	One mark for any of the following reasons <ul style="list-style-type: none"> • Fitness/to keep fit/to exercise (1) • Entertainment (1) • Spiritual well-being (1) • Challenge (1) • Social opportunities/socialising/to meet people (1) 	(1)

Question Number	Answer	Mark
3 (b)	One mark for any of the following reasons <ul style="list-style-type: none"> • Sightseeing (1) • Visiting friends and relatives /relations/family/VFR (1) • Business/business travel/work/job (1) • Educational purposes/ to learn something (1) 	(1)

Question Number	Answer	Mark
3 (c) (i)	Up to four marks for explanation linked to factors which may be implied or stated. Must link to customer type for second mark Couple in their 50's e.g. <ul style="list-style-type: none"> • Cost may be less important than convenience (1) because it's a special occasion/holiday of a life time they may have a big budget (1) • Accessibility will be more important than special offers/discounts (1) because they will have the time to cruise directly from the UK (1) to luxury destinations such as Caribbean – in winter (1) as they are not stuck to school holidays so have suitable timetables (1) 	(4)

Question Number	Answer	Mark
3 (c) (ii)	Up to four marks for explanation linked to factors which may be implied or stated. Must link to customer type for second mark Family with teenage children e.g. <ul style="list-style-type: none"> • Destination routes is an important factor for the family (1) because they will want to visit lots of different destinations to keep the children 	(4)

	<p>entertained (1)</p> <ul style="list-style-type: none"> • Cost /value for money may be more important to these customers than destinations (1) because all meals and entertainment are included (1) so there is no need for extra spending money (1) also they will be looking for discounts such as 50% off. (1) • The convenience of having suitable facilities for teenagers such as waterslides (1) will enable parents to relax and know that their children are having fun, so its good for all the family (1) 	
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Question Number	Answer	Mark
3 (d)	<p>Up to four marks for an explanation of why health and safety is important to cruise ship companies.</p> <p>Answers should relate to companies or ship NOT the passengers themselves.</p> <p>e.g.</p> <ul style="list-style-type: none"> • If there is an incident, for example a fire, it would be reported in the media or on TV. (1)This would affect the company's reputation, and possible future bookings (1) • It is important that cruise ships comply with the Law (1) as the cost and impact of legal action may affect their profitability (1) • If there was a fire in a cabin caused by cigarettes or kettles (1)there may be a high cost of repairs to damage (1) • If there was an outbreak of diseases e.g. norovirus on a ship (1) it would be difficult to contain (1) crew also at risk, so they may have staff shortages (1) 	(4)

Total for Question 3 - 14 marks

Question Number	Answer	Mark
4 (a)	D- Brighton	(1)

Question Number	Answer	Mark
4 (b)	<p>One mark for each feature of historical and cultural destinations identified e.g.</p> <ul style="list-style-type: none"> • Old buildings/historic houses/castles/walls/ruins (1) • Old churches/cathedrals/religious places (1) • Art galleries (1) • Museums (1) • Sites of battles (1) • Industrial heritage /mills/mines (1) • Links with the past or historical figures (1) • Maritime history/ warships/ docks (1) <p>Features of any destination e.g. hotels, car parks, restaurants may NOT be credited. Examples of historical or cultural attractions (0)</p>	(2)

Question Number	Answer	Mark
4 (c)	<p>One mark for each of TWO negative impacts of tourism on communities in the UK</p> <ul style="list-style-type: none"> • Overcrowding in the area (1) • Change of local facilities in to tourist facilities (1) • Local shops selling souvenirs instead of groceries (1) • Higher house prices (1) • Congestion on roads/ more traffic(1) • Parking on verges, outside houses (1) • Named Pollution relevant to communities e.g. increased litter/visual eyesore (1) • Crime/vandalism/graffiti/antisocial behaviour (1) <p>Answers which refer to environment no marks e.g. footpath erosion (0) wildlife habitats destroyed (0)</p>	(2)

Question Number	Answer	Mark
4 (d)	<p>Up to four marks for explanation as to how the National Trust ensures sustainability. Theoretical answer showing knowledge of definition only 1 mark e.g.</p> <ul style="list-style-type: none"> • Use/promoting regional and local suppliers of produce e.g. ice cream and cheese in their shops and cafes (1) means that local crafts /skills will not die out. (1) • Money they get from cottage rental is re-invested (1) in protecting and preserving the countryside for future generations(1) • Sustainability means that the needs of the present are met, as are those of future generations.(1) By reinvesting into future work (1) and using local suppliers they are doing both of these (1) as suppliers will be able to stay in business (1) 	(4)

Total for Question 4 - 9 marks