

Applied Leisure and Tourism (Double Award)

General Certificate of Secondary Education **GCSE 1495**

Mark Schemes for the Units

June 2006

1495/MS/R/06

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All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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Mark Scheme 4875
June 2006

Question	Answer	Mark	AO
1 (a)	<p><i>Any Four could include:</i> McDonalds Café Rouge Pizza Hut Harry Ramsden's <i>Accept any reasonable answer</i></p>	(4 x 1)	AO1
(b)	<p><i>Factors might include:</i> Reputation – people often go out to eat at places that are recommended. Convenience – fast food restaurants do not operate booking systems and have prominent location. Value for money The open-air experience atmosphere to meet like minded people and experience the ambience. Hygiene Type of food Environment Access Family provision Award 1 mark for giving a reason and 1 further mark for development. <i>Accept any other reasonable answer.</i></p>	(3 x 2)	AO1
(c)	<p>Possible responsibilities, chefs and other staff, menus, pricing, budgets, quality of service. For each responsibility considered the marks are as follows: Level 1: (1-2 mark) Candidate gives simple list. (1 mark up to 3 points, 2 marks over 3 points) Level 2: (3 – 4 marks) Candidate applies some vocational knowledge by giving a limited explanation or description. Level 3: (5 – 6 marks) Candidate will consider a range of aspects to the job and develop each aspect with some explanation.</p>	(6)	AO1 AO2 AO3
(d)	<p>Use of levels of response criteria: Level 1: (1-3 marks) Describe appropriate facilities for families. Level 2: (4-6 marks) Candidate must show an understanding of the way the facility now meets the needs of families. Level 3: (7-9 marks) Candidate will evaluate how effective the organisation has been in their developments.</p>	(9)	AO2 AO3

Question	Answer	Mark	AO
2 (a)	<p><i>Any four from:</i> Loch Lomond and The Trossachs Northumberland North Yorkshire Moors Yorkshire Dales Lake District Snowdonia Peak District The Broads Brecon Beacons Exmoor Dartmoor Pembrokeshire Coast (New Forest and South Downs currently seeking status as National Parks) 1 mark for each National Park identified.</p>	(4 x 1)	AO1
(b)	<p>Cycling and walking – exercise, open air, good way to see countryside. Camping – economical, open air, freedom of movement. Award 1 mark for giving reason and 1 further mark for development. (2 separate points or one developed) <i>Accept other reasonable answers.</i></p>	(3 x 2)	AO1
(c)	<p>Use of levels of response criteria:</p> <p>Level 1: (1-3 marks) Candidate gives either positive or negative effects, such as jobs created, better local facilities, increased litter, pollution or disturbance to wildlife, but does not consider both positive and negative effects or give reasons.</p> <p>Level 2: (4-6 marks) Candidate gives both positive and negative effects and gives reasons for their suggestions.</p>	(6)	AO1 AO2
(d)	<p>Use of levels of response criteria:</p> <p>Differences might include more outdoor activities in the countryside; cities tend to have more indoor centres that are purpose built. Could argue that cities have more technology in leisure with larger high tech facilities. The examiner must take into account that all candidates will come from different perspectives on the question. It is the ability to consider the issues and form a discussion that is being tested rather than a particular outcome.</p> <p>Level 1: (1-3 marks) Candidate will consider at least one major difference or may list various differences in a simple statement list without discussion.</p> <p>Level 2: (4-6 marks) Candidate considers more than one difference and explains the differences.</p> <p>Level 3: (7-9 marks) Candidate will create discussion of the likely differences and will draw conclusions or form judgement.</p>	(9)	AO2 AO3 AO3

Question	Answer	Mark	AO
3 (a)	<p>Accept any valid answer from the last 3 years. Examples might include destinations in: Spain France Balearics USA Greece Italy Portugal Ireland Cyprus Netherlands Turkey <i>Credit up to date information.</i></p>	(4 x 1)	AO1
(b)	<p>Self-catering – meals not included but facilities to prepare food are. Half Board – breakfast and one other meal included (normally dinner but occasionally lunch). Fully inclusive normally includes all meals, drinks and entertainment (do not accept everything included). Award 1 mark for correct answer and 1 further mark for development.</p>	(3 x 2)	
(c)	<p>Role includes; providing advice to customers, arranging holidays, booking holidays arranging car hire, and travel insurance, dealing with customers face to face and using the telephone; operating reservations via a computer.</p> <p>Level 1: (1 mark) Candidate gives a simple list.</p> <p>Level 2: (2 - 4 marks) Candidate applies some vocational knowledge by giving a limited explanation or description.</p> <p>Level 3: (5-6 marks) Candidate considers a range of aspects to the job and develops each aspect with some explanation.</p>	(6)	AO1 AO2
(d)	<p>Use of levels of response criteria:</p> <p>Candidates could consider any leisure links such as: holidays connected with leisure activities e.g. painting, bird watching; holidays connected with sport e.g. skiing, golf, football; hotels that offer leisure facilities.</p> <p>Level 1: (1-3 marks) Candidate recognises links but forms a simple list without discussion.</p> <p>Level 2: (4-6 marks) Candidate discusses links with description and explanation. More than one link is considered.</p> <p>Level 3: (7-9 marks) Candidate considers a variety of links covering a range of tourism industry <u>components</u> and links to leisure showing good understanding.</p>	(9)	AO2 AO3 AO3

Question	Answer	Mark	AO
4 (a)	<p><i>Any four from:</i> Candidates must use a verb or be an activity. Walking Visiting heritage sites Visiting countryside Experiencing mountains Visiting National Parks Outdoor activities (if candidate lists individual activities they cannot be awarded a mark for outdoor activities). <i>Accept reasonable answers</i></p>	(4 x 1)	AO1
(b)	<p><i>Any three from:</i> Creation of jobs Regional regeneration Increased leisure opportunities Maintenance of traditional cultural activities Attraction of new businesses to the area Accept positive or negative impacts Award 1 mark for identifying a social impact and 1 further mark for social explanation.</p>	(3 x 2)	AO1
(c)	<p><i>Impacts might include:</i> Urban encroachment through housing development New road building Changes in agricultural systems used by farmers Quarrying that creates landscape changes Erosion/overuse</p> <p>Level 1: (1-3 marks) Candidate may identify 2 or more threats but either gives a simple list, limited explanation or describes only one threat.</p> <p>Level 2: (4-6 marks) Candidate will develop each of the threats given with some justification and reasoning for selection.</p>	(6)	AO1 AO2
(d)	<p><i>Attractions might include:</i> VFR (visiting friends and relations) Business reasons Sports events Historic buildings Scenery Interesting city Events/entertainments</p> <p>Use of levels of response criteria: Answers must relate to coastal resort identified (not a commercial organisation or a county).</p> <p>Level 1: (1-3 marks) Identifies a range of reasons why it is attractive but gives little discussion.</p>	(9)	AO2 AO3

	<p>Level 2: (4-6 marks) Identifies a range of reasons why it is attractive and gives some reasoning or further explanation. Must show evidence of breaking down the question categories such as VFR and business tourism.</p> <p>Level 3: (7-9 marks) Will show evidence of good analysis considering a range of visitors and attractions. The answer will show depth and maturity in the discussion.</p>		AO3
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Criterion	AO1	AO2	AO3	Total
1 (a)	4	0	0	4
(b)	6	0	0	6
(c)	2	2	2	6
(d)	0	3	6	9
2 (a)	4	0	0	4
(b)	6	0	0	6
(c)	3	3	0	6
(d)	0	3	6	9
3 (a)	4	0	0	4
(b)	6	0	0	6
(c)	1	3	2	6
(d)	0	3	6	9
4 (a)	4	0	0	4
(b)	6	0	0	6
(c)	3	3	0	6
(d)	0	3	6	9
Totals	49	23	28	100

**General Certificate of Secondary Education
Applied Leisure and Tourism (Double Award) 1495
June 2006 Assessment Series**

Unit Threshold Marks

Unit		Maximum Mark	A*	A	B	C	D	E	F	G	U
4875	Raw	100	87	77	67	57	49	41	34	27	0
	UMS	100	90	80	70	60	50	40	30	20	0
4876	Raw	50	46	41	36	31	26	21	16	11	0
	UMS	100	90	80	70	60	50	40	30	20	0
4877	Raw	50	46	41	36	31	26	21	16	11	0
	UMS	100	90	80	70	60	50	40	30	20	0

Entry Information

Unit	Total Entry
4875	3639
4876	3694
4877	3769

Specification Aggregation Results

GRADE	A*A*	AA	BB	CC	DD	EE	FF	GG	UU
UMS	270	240	210	180	150	120	90	60	0
Cum %	0.25	4.0	14.1	32.4	51.2	67.5	81.7	91.0	100

4024 candidates were entered for aggregation this series

For a description of how UMS marks are calculated see;
www.ocr.org.uk/OCR/WebSite/docroot/understand/ums.jsp

Statistics are correct at the time of publication

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