

LEISURE AND TOURISM: DOUBLE AWARD

1495

ADDITIONAL SPECIMEN ASSESSMENT MATERIALS

This document contains specimen assessment materials for the GCSE in Leisure and Tourism. These further specimen questions reflect those found in the original specimen paper (available with the specifications) and are to be used as further practice questions by candidates. They must be used only in conjunction with the original specimen assessment materials which give a guide to the general shape and character of the operational examination paper.

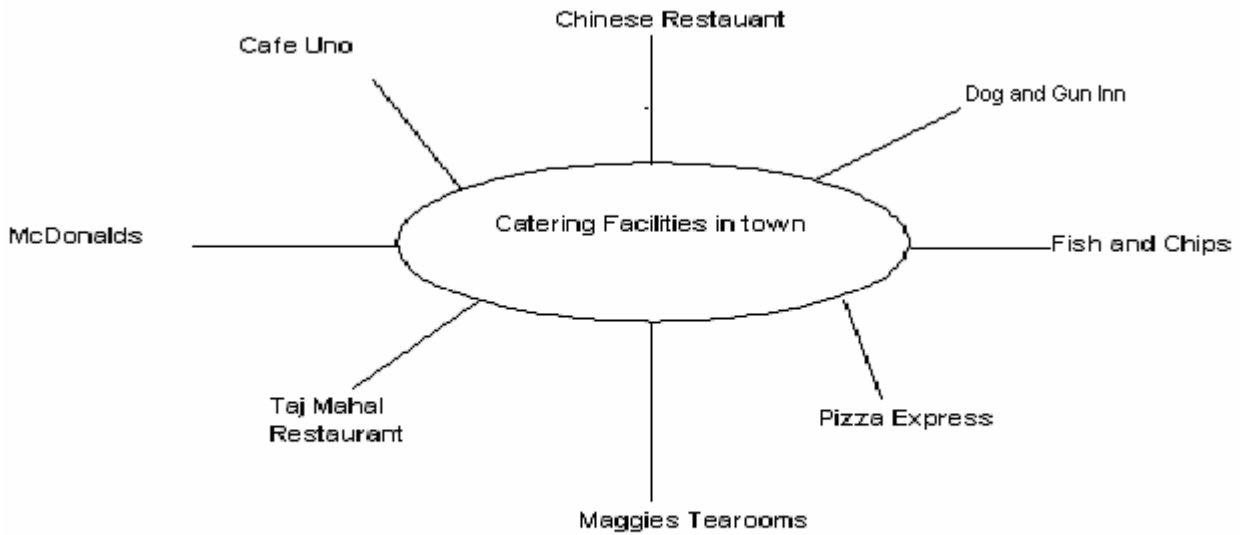
QAN 100/1972/8

CONTENTS

Question Paper
Mark Scheme

1 Study Figure1 and answer the questions below.

Figure 1



(a) Name **four** different catering establishments found in the advertisement.

- (i) _____ [1]
- (ii) _____ [1]
- (iii) _____ [1]
- (iiii) _____ [1]

(b) Explain **three** factors that influence people's choice of where to eat out.

- (i) _____ [2]
- (ii) _____ [2]
- (iii) _____ [2]

[9]

Figure 2

Your Top Ten Books
1) The Wives of Bath Wendy Holden (Headline)
2) Shopoholic & Sister Sophie Kinsella (Black Swan)
3) High Society Sarah Mason (Time Warner)
4) The Mummy Diaries Rachel Johnson (Viking)
5) Having a Lovely Time Jenny Éclair (Time Warner)
6) Jamie's Dinners Jamie Oliver (Penguin)
7) Jonathan Strange & Mr Norrell Susanna Clarke (Bloomsberry)
8) Where Rainbows End Cecelia Ahern (Harpers Collins)
9) Simply Heaven Serena Macksey (Century)
10) The Food Doctor Everyday Diet Ian Marber (Dorling Kindersley)

TV TOP TEN
1) Eastenders 14.2 million
2) Coronation Street
3) The Vicar of Dibley
4) Emmerdale
5) Casualty
6) Casualty and Holby City
7) News
8) The Bill
9) Agatha Christie's Marple
10) News

Single of the week	Album of the week
<i>Destiny's Child- Soldier (Columbia)</i>	<i>Various- 80's (Family)</i>

DVD's
1) Open water <small>(15)</small>
2) I, Robot <small>(12)</small>
3) Hellboy <small>(12)</small>
4) The Chronicles of Riddick <small>(15)</small>

2 Study Figure 2 and answer the following questions.

(a) Name the **four** types of home-based leisure shown in Figure 2.

(i) _____ [1]

(ii) _____ [1]

(iii) _____ [1]

(iiii) _____ [1]

(b) Explain three advantages home-based leisure has compared to other forms of leisure activity.

(i) _____
_____ [2]

(ii) _____
_____ [2]

(iii) _____
_____ [2]

(c) How does the growth of home-based leisure lead to the expansion of related shops and services in town centres?

_____ [6]

Blackpool

Prepare to discover the places, attractions and activities that Blackpool has to offer. No matter where you are or what you do in Britain's number one resort you'll always have a great time!

For more information call Blackpool Tourist Information 01253 478222

www.visitblackpool.com

Blackpool Tourist Information, 1 Clifton Street, Blackpool, FY1 1LY. Tel: 01253 478222

Email: tourism@blackpool.gov.uk

4 Study Figure 4 and answer the following questions.

(a) Name **four** different types of holiday shown in the advertisements.

(i) _____ [1]

(ii) _____ [1]

(iii) _____ [1]

(iiii) _____ [1]

(b) On a coach holiday the driver is responsible for more than just driving the coach. Explain **three** other roles the coach driver might carry out on such a holiday.

(i) _____
_____ [2]

(ii) _____
_____ [2]

(iii) _____
_____ [2]

(c) Explain what advantages and disadvantages a coach holiday has for a family with young children.

_____ [6]

Figure 5

Starlight Theatre

School Groups

Twelfth Night/Arturo Ui/ The Seagull/ Krapp's Last Tape

All seats only £6.50 Monday-Friday, plus one ticket for every ten booked.

The Jungle Book

All seats £8 for matinee performances on Thu 30 June and Fri 1 July

Children's Parties

Book an after show children's party from as little as £50. Food, drink and staff can be provided. Parties are organised on a first come first served basis and are at the Theatre Manager's discretion.



Tickets for disabled people including those who have impaired sight or hearing and the person accompanying them are just **£5.50** for **Twelfth Night, Arturo Ui, The Seagull** and **Krapp's Last Tape** and **£9** for all other shows unless otherwise indicated.



A Sennheiser infrared hearing enhancement system is available in the main auditorium at all performances for those who have impaired hearing. The system for use or without a hearing aid. Receivers and headsets need to be booked in advance when purchasing your tickets.

Paper 2

5 Study Figure 5 and answer the following questions.

(a) i Which component of the leisure industry does the advertisement belong to?

_____ [1]

ii Name **three** groups of people the theatre caters for, apart from the general public.

_____ [1]

_____ [1]

_____ [1]

(b) For the three groups of people you have named in **(a) ii**, the theatre has no direct car park. Explain **three** facilities the theatre could provide for such people.

_____ [2]

_____ [2]

_____ [2]

(c) Explain the links this leisure facility might have with other components of the leisure industry.

_____ [6]

Figure 6

Leisure Centre - Fees and Charges			
Swimming	Adult	Per 45 minutes	£2.70
	Concession	Per 45 minutes	£2.00
	Bonus card holder	Per 45 minutes	£1.30
	Parent and child	Per 45 minutes	£2.70
	Family ticket	Per 45 minutes	£7.00
	School pupil	Per session	£1.15
	Aquacise	Per session	£3.00
	Lessons (course of 10) Adult	Per 45 minutes	£45.00
	Lessons (course of 10) Junior	Per 30 minutes	£29.00
	Private hire of pool	Private hire of pool	£79.00
Private hire of pool + Inflatable	Private hire of pool	£125.00	
Badminton	Per court - Adult	Per 55 minutes	£7.20
	Per court - Concession	Per 55 minutes	£6.30
	Bonus card holder (per person)	Per 55 minutes	£1.30
Table Tennis	Per table - Adult	Per 55 minutes	£3.80
	Per table - concession	Per 55 minutes	£2.70
	Per table - Bonus card holder (per person)	Per 55 minutes	£1.30
Fitness Suite	Adult		£4.00
	Concession		£3.00
	Bonus card holder		£1.30
	Teen fit (3.30-5.30 weekdays and all weekend)		£2.20
	Induction - Adult		£12.00
	Induction - concession		£8.00
	Induction - Bonus card holder		£2.00
	Fitness testing		£12.00
Annual pass		£270.00	
School booking	Per 60 minutes	£40.00	
Solarium	Adult	Per session	£3.60
Ancillary Hall	Half hall - adult	Per 55 minutes	£7.20
	Half hall - concession	Per 55 minutes	£6.30
	Gymkins -per child	Per 55 minutes	£2.00
Meeting room	Room hire	Per 60 minutes	£11.00
Equipment Hire	Adult	Per session	£1.50
	Bonus card holder	Per session	£0.50

All weather pitch	Whole pitch (occasional) Adult	Per 60 minutes	£45.00
	Whole pitch (occasional) Junior/school	Per 60 minutes	£30.00
	Whole pitch (seasonal) Adult	Per 60 minutes	£40.00
	Whole pitch (seasonal) Junior/school	Per 60 minutes	£24.00
	Half pitch- Adult	Per 60 minutes	£24.00
	Half pitch- Junior/school	Per 60 minutes	£16.00
	Quarter pitch - Adult	Per 60 minutes	£17.00
	Quarter pitch - Junior/school	Per 60 minutes	£11.00
Tennis	Per court - Adult	Per 60 minutes	£5.50
	Per court - Concession	Per 60 minutes	£2.90
	Bonus card holder (per person)	Per 60 minutes	£1.30
Annual payment scheme	Premier court		£319.00
	Aqua card		£209.00
	Youth card		£165.00
	Swim card (senior citizen and disabled)		£190.00
Standing order payment scheme	Premier court		£29.00
	Aqua card		£19.00
	Youth card		£15.00
	Swim card (senior citizen & disabled)		£17.25
	Paid monthly minimum 3 months subscription plus initial set up/admin. Fee		£20.00
Bonus card	Reduced payment for those in receipt of state benefits		
Concessions	Junior/senior citizen/disabled		
Children	Under 8 years must be accompanied by an adult at all times		

6 Study Figure 6 and answer the following questions.

(a) Name **four** sports you could take part in at this leisure facility.

_____ [1]
_____ [1]
_____ [1]
_____ [1]

(b) Describe how the Centre serves **three** different groups of people.

Group service _____ [2]
_____ [2]

Group service _____ [2]
_____ [2]

Group service _____ [2]
_____ [2]

(c) Explain the differences between the job roles of a fitness instructor and a leisure assistant at this Centre.

_____ [6]

Figure 7

<p>www.nationalrail.co.uk</p> <p>www.altontowers.com</p> <p>emailinfo@glossoptouristcentre.co.uk</p> <p>www.nationalexpress.com</p> <p>e-mailashbourneinfoderbyshiredales.gov.uk</p> <p>enquiries@rivendalecaravanpark.co.uk</p> <p>info@peakrockcottages.co.uk</p>

7 Study Figure 7 and answer the following questions.

(a) Name **one** site or e-mail address a tourist could use for:

Transport _____ [1]

Accommodation _____ [1]

Visitor attraction _____ [1]

Ordering maps and leaflets _____ [1]

(b) Travel agents also make use of online services. Explain **three** ways a travel agent might use these services to satisfy customer requests.

1 _____ [2]

2 _____ [2]

3 _____ [2]

(c) For one website you have used, describe the products and services listed.

Name of site _____

Products of services _____

_____ [6]

Figure 8

Advertisements in a high street shop window

Nobody beats us on price!

NO COMMISSION CHARGE ON CURRENCY EXCHANGE

DISCOUNTS ON ALL HOLIDAYS BOOKED IN OCTOBER!

Cheap offers to Scotland

LATE BOOKING BARGAINS!!!

Figure 9

RUGBY UNION
HORSE RACING
MOTOR RACING
FOOTBALL
SNOOKER
CRICKET
ROWING
TENNIS
GOLF
SWIMMING

(d) For **one** sport you have studied or participated in, explain the products and services on offer.

Name on sport _____

Products and services _____

[9]

Figure 10

National Trust Properties in Essex and Suffolk

Georgian Playhouse

Theatre Royal

Bury St Edmunds

Eccentric and Unusual

Ickworth House

Park and garden

Dunwich Heath

Coastal Centre and Beach

Orford Ness

National Nature reserve

Blakes Wood

This 99 acre ancient woodland consists of hornbeam and sweet chestnut. The trees are coppiced giving them a distinctive shape. The area is renowned for its bluebells and wood anemones.

Open: All Year

Admission: free

Location: Small woodland car park, off Riffhams Chase, Little Baddow, Nr Chelmsford.

Monks and Merchants

Coggeshall Grange Barn

One of the oldest timber-framed barns in Europe dating from the 18th century. It was the barn of the Cistercian monastery of Coggeshall

- Magnificent interior with early timber joints
- Collection of farm carts and wagons
- Displays of barn restoration

Ancient Woodland

HATFIELD FOREST

National nature reserve

10 Study Figure 10 and answer the following questions.

(a) From the list in Figure 10 identify **one** facility that belongs to:

1 Arts and entertainment _____ [1]

2 Countryside recreations _____ [1]

3 Visitor attractions _____ [1]

4 Sport and physical recreation _____ [1]

(b) Explain which attraction would suit the following people:

1 Walker _____
_____ [2]

2 Historian _____
_____ [2]

3 Music lover _____
_____ [2]

(c) Explain how some of the facilities listed in Figure 10 can help meet the special needs of their customers.

_____ [6]

11 Study Figure 11 and answer the following questions.

(a) i Which component of the leisure industry does a visit to the Peak District belong to?

_____ [1]

ii Name **three** National Parks in England (apart from the Peak District).

1 _____ [1]

2 _____ [1]

3 _____ [1]

(b) Explain **three** visitor attractions in a National Park such as the Peak District.

1 _____ [2]

2 _____ [2]

3 _____ [2]

(c) Explain the different types of holiday, you can experience, in an area such as the National Park.

_____ [6]

Figure 12

Easy Jet destinations in the UK



12 Study Figure 12 and answer the following questions.

(c) Which destination would you use to see the following places:

1 Scottish Highlands _____ [1]

2 Giant's Causeway in Northern Ireland _____ [1]

3 Beatles Experience _____ [1]

4 Premier League Football Game _____ [1]

(b) i Explain **one** advantage and **two** disadvantages that a plane journey has compared to using either the train or road.

Advantage _____
_____ [2]

Disadvantage 1 _____
_____ [2]

Disadvantage 2 _____
_____ [2]

(c) Describe the role of air cabin crew on board an Easyjet flight.

_____ [6]

Figure 13

List of accommodation in a seaside resort

Hotels and Guest Houses			
Name of Establishment	RAC		AA
Admiral House	♦♦♦♦/ Sparkling Diamond Award & Warm Welcome Award		
Alcive	♦♦♦		
All Seasons Lodge		♦♦♦♦	
Amber Lodge	♦♦♦		
Andover			♦♦♦♦
Anglia House	♦♦♦/ Sparkling Diamond Award		

Hotels and Guest Houses			
Name of Establishment	RAC		AA
Imperial Hotel	★★★/ Dining Award	★★★/ Silver Dining Award	★★★/ Dining Award
Jennis Lodge			♦♦♦♦
Kensington	♦♦♦		
Kentville	♦♦♦		
Kilbrannan	♦♦♦		
Kingsley House	♦♦♦/ Sparkling Diamond Award & Warm Welcome Award		

SELF CATERING

Name of Establishment		AA
Beachside/ Bella Vista	★★★★	
Blue Riband	AIV	
Broadland Sands	★★★★	
Caister Holiday Centre	★★★	
California Cliffs	★★★	
Carefree	AIV	
Cavalier	AIV	
Clippesby Hall	★★★★	3 Pennants

FLATS, COTTAGES AND FURNISHED HOUSES

Name of Establishment		AA
Apsley House	AIV	
Arrandale Apartments	★★★	
Beachside/Bella Vista	★★★★	
Blue Riband	AIV	
Carefree	AIV	
Cambridge Court	★★★★★★★★	

Extra questions

13 Study figure 13 and answer the following questions.

(a) i Name two types of accommodation found at this resort.

1 _____ [1]

2 _____ [1]

ii Name **two** other types of accommodation **not** in the list.

1 _____ [1]

2 _____ [1]

(b) Explain what the following terms mean;

Self catering _____
_____ [2]

Half board _____
_____ [2]

All Inclusive _____
_____ [2]

(d) What are the different grading systems for accommodation used to show?

_____ [6]

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**Oxford Cambridge and RSA Examinations
General Certificate of Secondary Education**

LEISURE AND TOURISM: DOUBLE AWARD

UNIT 1: Investigating leisure and tourism

1495

MARK SCHEME

Advice to examiners on marking scripts

- 1 Please ensure that you use the *final* version of the marking scheme.
You are advised to destroy all draft versions.
- 2 Please mark all post standardisation scripts in red ink. A tick should be used for each answer judged worthy of a mark. The tick should be placed at the point in the answer where the mark has been awarded. The number of ticks should be the same as the number of marks awarded. If two (or more) responses are required for one mark, use only one tick. Half marks should never be used.
- 3 No comments should be written on scripts.
Remember that scripts may be returned to Centres.
- 4 The marks awarded for each part question should be indicated in the margin provided on the right hand side of the page. The mark total for each question should be ringed at the end of the question, on the right hand side. These totals should be added up to give the final total on the front of the paper.
- 5 Correct answers to calculations should gain full credit even if no working is shown unless otherwise indicated in the mark scheme. (An instruction on the paper to 'Show your working' is to help candidates who may then gain partial credit even if their final answer is not correct.)
- 6 Strike through all blank spaces and/or pages in order to give a clear indication that the whole of the script has been considered.
- 7 An element of professional judgement is required in the marking of any written paper and candidates may not use the exact words that appear in the mark scheme. If the essence is correct *and* answers the question, contact your Team Leader/Principal Examiner for guidance.

Question	Answer	Mark	AO
1(a)	Cafe Restaurant Takeaway Pub Chip shop Accept other reasonable answers	(4 x 1)	AO1
(b)	Access Price Menu Personal recommendation Size of party 1 mark for reason and 1 further mark for explanation. Accept other reasonable answers	(3 x 2)	AO1
(c)	Main duties include: managing staff, day to day issues, problems, dealing with complaints, supervising waiters and speaking to customers. Level 1: (1 mark) Candidate gives simple list. Level 2: (2-4 marks) Candidate applies some vocational knowledge by giving a limited explanation or description. Level 3: (5-6 marks) Candidate considers a range of aspects to the job and develops each aspect with some explanation	(6)	AO1 AO2 AO3
(d)	Use of levels of response criteria: Level 1: (1-3 marks) Candidate selects one leisure facility and describes the catering activities without time element. Level 2: (4-6marks) Candidate describes more than one facility and links to various catering developments in the last 20 years. Level 3: (7-9marks) Candidate considers a variety of facilities and activities with a full explanation.	(9)	AO2 AO3 AO3

2(a)	Watching TV Reading Listening to Music Watching Films	(4 x 1)	AO1
(b)	Any three from: Cheaper No need to travel In own home Materials can be delivered 1 mark for advantage and 1 further mark for explanation Accept other reasonable answers	: (3 x 2)	AO1
(c)	Use of levels of response criteria: Level 1: (1-3 marks) Candidate makes a list of video rental shops, computer shops, second-hand bookshops and television rental shops without explaining why they are there. Level 2: (4-6 marks) Candidate gives reasons why the outlets are found in the accessible town centre.	(6)	AO1 AO2
(d)	Use of levels of response criteria: Links should include hotels which have TV, DVD, snooker, books – also holiday chalets have such facilities now. If candidate has not named facility, award Maximum Level 2. Level 1: (1-3 marks) Candidate will list activities. Level 2: (4-6 marks) Candidates gives reasons for the facilities developed. Level 3: (7-9 marks) Candidates shows an understanding of the links and will analyse why such facilities help the establishment with trade.	(9)	AO2 AO3 AO3
3 (a)	Write Telephone E-mail Search the web	(4x1)	AO1

(b)	<p>Three from: Availability Convenience Cost Speed Distance 1 mark for giving a reason and 1 mark for development. Accept other reasonable answers.</p>	(3 x 2)	AO1
(c)	<p>Use of levels of response criteria: Level 1: (1-3 marks) Candidate makes a list of hotels, camping, caravanning, self catering, guest houses with little explanation.</p> <p>Level 2: (4-6 marks) Candidate gives full reasons for the different types such as cost, for families or couples, convenience, location.</p>	(6)	AO1 AO2
(d)	<p>Use of levels of response criteria: Advantages include jobs, money, extra Facilities, better infrastructure. Disadvantages include pollution, social problems and increased local costs. If candidate has not named a resort, award maximum Level 2.</p> <p>Level 1: (1-3 marks) Candidate will list advantages disadvantages.</p> <p>Level 2: (4-6 marks) Candidates gives reasons for both advantages and disadvantages.</p> <p>Level 3: (7-9 marks) Candidates shows an understanding of the advantages and disadvantages and will analyse why increased tourism causes different problems and positive points.</p>	(9)	AO2 AO3 AO3
4(a)	<p>Coach Weekend break Specialist holidays Week/residential holiday Mid-week breaks Accept other reasonable answers</p>	(4 x 1)	AO1

(b)	<p>Roles could include: Courier/tour guide Maintenance of vehicle Organise excursions Handle complaints/questions Organise accommodation 1 mark for reason and 1 further mark for explanation. Accept other reasonable answers.</p>	(3 x 2)	AO1
(c)	<p>Advantages include: everything organised for you, all meals and visits included, maybe cheaper. Disadvantages include: all activities at set times, no flexibility, long boring coach rides, visits not child friendly.</p> <p>Level 1: (1 mark) Candidate gives simple list</p> <p>Level 2: (2-4 marks) Candidate applies some vocational knowledge by giving a limited explanation for both advantages and disadvantages.</p> <p>Level 3: (5-6 marks) Candidate will consider a range of advantages and disadvantages with full comparison</p>	(6)	<p>AO1</p> <p>AO2</p> <p>AO3</p>
(d)	<p>Coach tours ensure many sites are seen, different types of landscape can be seen whilst travelling, region is damaged less by trampling, numbers can be controlled at specific sites,</p> <p>Level 1: (1-3 marks) Candidate will list points on either region or tourist.</p> <p>Level 2: (4-6 marks) Candidates gives reasons for both region and tourist.</p> <p>Level 3: (7-9 marks) Candidate fully analyses why a coach tour has positive points for both the region and the tourist over other types of holiday in such an extensive area.</p>	(9)	<p>AO2</p> <p>AO3</p> <p>AO3</p>

Paper 2	Arts and entertainment	(1)	AO1
5 (a) i	Children School parties	(3 x 1)	AO1
ii	Impaired hearing Disabled		
(b)	Facilities could include: Reserved parking place outside for disabled Staff used to direct groups from drop-off points Discount tickets for local car parks Council/police permission for drop-off/ Pick-up Special places for wheelchairs 1 mark for reason and 1 further mark for explanation. Accept other reasonable answers.	: (3 x 2)	AO1
(c)	Links could include: café/restaurant on-site, bar, shop for goods, guided tours on open days, children's' play activities, painting displays. Level 1: (1 mark) Candidate gives simple list. Level 2: (2-4 marks) Candidate applies some vocational knowledge by giving a limited explanation of links. Level 3: (5-6 marks)	(6)	AO1 AO2 AO3
(d)	Use of levels of response criteria: Candidate could consider any named facility Maximum Level 1 if no facility named. Level 1: (1-3 marks) Candidate selects one facility and describes the services without explanation. Level 2: (4-6marks) Candidate describes one facility and its' services with a simple explanation. Level 3: (7-9marks) Candidate offers full explanation to a variety of services. Any Four from:	(9)	AO2 AO3 AO3

6 (a)	Swimming Badminton Table tennis Tennis Any sport in a gym Any sport on a pitch	(4 x 1)	AO1
(b)	Any group of people from: Children Disabled Senior citizen On state benefits Parent and child Families 1 mark for group and 1 mark for service linked. Accept other reasonable answers Services from: Price Concessions Bonus card Different Times	(3x2)	AO1
(c)	Main duties for comparison include: fitness deals with specific duties while assistant takes many and varied duties. Level 1: (1-3 marks) Candidate gives simple list of both jobs. Level 2: (4-6 marks) Candidate clearly compares the two jobs on basis of qualifications, wages relative positions	(6)	AO1 AO2
(d)	Use of levels of response criteria: If candidate has not named a centre, award maximum Level 1 Level 1: (1-3 marks) Candidate selects one facility and describes the facilities without explanation. Facilities could include equipment, areas and associated leisure components. Level 2: (4-6marks) Candidate describes one facility and its' facilities with a simple explanation of range and groups catered for.	(9)	AO2 AO3

	<p>Level 3: (7-9marks) Candidate considers a variety of facilities offered with a full explanation of why each is there.</p>	(4 x 1)	AO3
7(a)	<p>Transport: National Rail National Express</p> <p>Accommodation: tourist centre, Ashbourne, caravan park peak cottages</p> <p>Attractions: Alton Towers speedwell cavern</p> <p>Maps: tourist centre Ashbourne</p>		AO1
(b)	<p>Make bookings Search availability Research details of holiday Look for price Look for alternatives in same place 1 mark for idea and 1 further mark for development. Accept other reasonable answers.</p>	(3 x 2)	AO1
(c)	<p>Any website maybe chosen, such as those listed in Fig. 7. Products could include holiday, hotel, transport, visitor attraction. Service could include bookings, different types of holiday, alternatives on price, accommodation and transport.</p> <p>Level 1: (1 mark) Candidate gives simple list.</p> <p>Level 2: (2-4 marks) Candidate applies some vocational knowledge by giving a limited explanation of both products and services.</p> <p>Level 3: (5-6 marks)</p>	(6)	AO1 AO2 AO3
(d)	<p>Candidate will consider a range of products and services well developed. Maximum Level 1 if no site named</p>	(9)	

	<p>Firstly foreign visitor will look for general information on areas of England including climate, accessibility, and places to visit or see friends. Secondly more specific information will be required from other sites, such as bookings or types of holiday available.</p> <p>Use of levels of response criteria: Level 1: (1-3 marks) Candidate makes simple list of ideas.</p> <p>Level 2: (4-6 marks) Candidate begins to identify different levels of ideas.</p> <p>Level 3: (7-9 marks) Candidate considers a variety of sites with a full explanation.</p>		
8 (a) i		(1)	AO2
ii	<p>Travel Agency</p> <p>Thomas Cook</p> <p>Going Places</p> <p>Thomson</p> <p>First choice</p> <p>Accept other reasonable answers including names of local companies.</p>	(3 x 1)	AO3 AO1 AO1 AO1
(b)	<p>Services may include:</p> <p>Researching holidays/availability</p> <p>Cost of holidays</p> <p>Booking of holidays</p> <p>Supply of brochures</p> <p>Foreign currency supply</p> <p>1 mark for service and 1 further mark for development.</p> <p>Accept other reasonable answers.</p>	(3 x 2)	AO1
(c)	<p>Package holidays include:</p> <p>Transport</p> <p>Accommodation</p> <p>Sometimes: tours, pick up, drop off, courier services.</p> <p>Level 1: (1-3 marks) Candidate gives simple list of component parts with little development.</p> <p>Level 2: (4-6 marks) Candidate lists all the major parts of a package holiday with details related to a specific example.</p>	(6)	AO1
(d)	<p>Maximum Level 1 for no example</p>		AO2

	<p>Costs will include: Advanced accommodation bookings, charter flight bookings, brochure production, administrative costs, insurance etc.</p> <p>Use of levels of response criteria: Level 1: (1-3 marks) Candidate makes simple list of costs.</p> <p>Level 2: (4-6marks) Candidate begins to explain where the individual costs arise.</p> <p>Level 3: (7-9marks) Candidate covers a full range of costs and begins to evaluate which ones are significant.</p>	(9)	<p>AO2</p> <p>AO3</p> <p>AO3</p>
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Paper 3		(4 x 1)	AO1
9(a)	Examples of venues could include: Football-Wembley, Old Trafford Tennis-Wimbledon Cricket -Lords Accept any reasonable answer including more local venues.		
(b)	Costs include: Transport to venue Entrance fee Refreshments Programme 1 mark for cost and 1 further mark for development. Accept other reasonable answers	(3 x 2)	AO1
(c)	Sporting teams today rely on many money sources Gate receipts Sponsorship Sale of merchandise Grants Level 1: (1 mark) Candidate gives simple list. Level 2: (2-4 marks) Candidate applies some vocational knowledge by giving a limited explanation of money sources. Level 3: (5-6 marks) Candidate will consider a range of sources and explain fully the importance of each to the overall income of the club.	(6)	AO1 AO2 AO3
(d)	Any sport may be considered here but it is important to stress products and services not just a general account of the sport. Products of football might include: result, position in table, money generated in terms of stock market or viability. Services include: spectator entertainment, day out. Maximum Level 1 if no sport named. Use of levels of response criteria: Level 1: (1-3 marks) Candidate makes simple list of products and services. Level 2: (4-6marks) Candidate begins to explain products and services.	(9)	AO2 AO2

	<p>Level 3: (7-9marks) Candidate covers a full range of products and services with a full explanation.</p>		AO3
10 (a)	<p>1 Theatre Royal 2 Dunwich Heath, Orford Ness, Blakes Wood, Hatfield Forest. 3 Theatre Royal, Ickworth House, Coggeshall Grange Barn. 4 Dunwich Heath, Orford Ness, Blakes Wood, Hatfield Forest.</p>	(4 x 1)	AO1
(b)	<p>Walker -Dunwich Heath, Orford Ness, Blakes Wood, Hatfield Forest. Historian -Theatre Royal, Ickworth House, Coggeshall Grange Barn. Music Lover-Theatre Royal. 1 mark for correct place and 1 further mark for explanation.</p>	(3 x 2)	AO1
(c)	<p>Special needs might include: Catering for different groups of people such as children, senior citizens. Also wheelchair, hard of hearing, partially sighted people.</p>	(6)	
	<p>Level 1: (1-3 marks) Candidate gives simple list of facilities designed to cater for different people.</p>		AO1
	<p>Level 2: (4-6 marks) Candidate makes a comprehensive list of facilities with explanation as to how they are adapted to encourage a range of people to visit the venues. At least two venues must be used to take answer into Level 2.</p>		AO2
(d)	<p>The National Trust is now in greater competition with other high profile parks and attractions and, therefore, now offers: Themed days, visiting displays and exhibitions, hands-on experiences, information leaflets.</p>	(9)	
	<p>Use of levels of response criteria: Level 1: (1-3 marks) Candidate makes simple list of different ways that a facility might encourage more customers.</p>		AO2

	<p>Level 2: (4-6 marks) Candidate begins to explain how such promotions are targeted at different groups to ensure new/return visits etc.</p>		AO3
	<p>Level 3: (7-9 marks) Candidate explains in detail how a range of promotions works to the advantage of the establishment.</p>		AO3
11 (a) i			
ii	<p>Visitor attraction OR Countryside recreation. Three from</p>	(1)	AO1
	<p>Snowdonia Yorkshire Dales Brecon Beacons Dartmoor Lake District Exmoor Pembrokeshire Northumberland North York Moors</p>	(3 x 1)	AO1
(b)	<p>Allow designated or planned parks.</p>		
	<p>Scenery Seaside at some parks Villages and towns Churches Caves in some parks Stately homes and gardens 1 mark for attraction and 1 further mark for development.</p>	(3 x 2)	AO1
(c)	<p>Accept other reasonable answers.</p>		
	<p>Holiday types could include: Camping, caravanning, tours, self catering, farmhouses, bed and breakfast, cycle tours, specialist tours</p>	(6)	
	<p>Level 1: (1 mark) Candidate gives simple list.</p>		AO1
	<p>Level 2: (2-4 marks) Candidate applies some vocational knowledge by giving a limited explanation of different holiday types.</p>		AO2
	<p>Level 3: (5-6 marks) Candidate will consider a range of holidays and explain fully the variety on offer in these large areas.</p>		AO3
(d)	<p>Links will be very varied because of the large range of holidays. One clear link will</p>		

	<p>Level 3: (5-6 marks) Candidate will consider a range of aspects to the job and develop each aspect with some explanation.</p>		AO3
(d)	<p>Short break package holiday must be explained in two parts: Short Break is weekend or two/three days Package includes accommodation and travel with others, in some cases.</p> <p>Level 1: (1-3 marks) Candidate gives simple list of both component parts with little development.</p> <p>Level 2: (4-6 marks) Candidate lists all the major parts of a package holiday with details related to a short break holiday.</p> <p>Level 3: (7-9 marks) Candidate covers a full range of points on both parts of the question with a full explanation. No credit for just mentioning one part of the question.</p>	(9)	AO2 AO3 AO3
Extra			
13(a) i	Hotels Guest houses Flats Cottages Lodges Caravans Tents Bed & Breakfast Motels Accept other reasonable answers.	(4 x 1)	AO1
ii			
(b)	Self Catering Facilities provided(1) Do own cooking(1) Half board-Bed, breakfast(1) One other meal-mainly dinner(1) all Inclusive all food(1) All drinks (1) Accept reasonable alternatives but must be two parts to answer for full marks.	(3 x 2)	AO1
(c)	Grading system is used to define: Type of facilities in building Number of facilities in building Quality of facilities/service Higher number of stars/diamonds more	(6)	

(d)	<p>facilities and greater range Could give examples of higher order service i.e. provision of night porter.</p> <p>Level 1: (1-3 marks) Candidate gives simple list of differences between the various categories without explanation.</p> <p>Level 2: (4-6 marks) Candidate gives a comprehensive list of possible differences and a full explanation of higher gradings.</p> <p>Large hotels now offer a full range of leisure facilities: Swimming pool, jacuzzi, gym., pool and snooker rooms, TV, DVD and services of gym assistant etc.</p> <p>Level 1: (1-3 marks) Candidate gives simple list of facilities with little development.</p> <p>Level 2: (4-6 marks) Candidate lists a range of facilities with explanation of their development linked to expansion of trade.</p> <p>Level 3: (7-9 marks) Candidate covers a full range of facilities with detailed explanation.</p>	(9)	<p>AO1</p> <p>AO2</p> <p>AO2</p> <p>AO3</p> <p>AO3</p>
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