

Leisure and Tourism

General Certificate of Secondary Education **4875**

Investigating Leisure and Tourism

Mark Scheme for June 2010

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Question	Expected answer	Additional guidance
<p>1(a) Using Fig. 1 only name <u>four</u> activities which belong to the countryside recreation component of the leisure industry. [4 marks]</p> <p>[4*1]</p>	<p>One mark for each correct named activity up to a maximum of four.</p> <p>Walking (✓) Camping (✓) Horse riding (✓) Cycling (✓)</p> <p>The above four options are the only options to be credited.</p>	<p>Compulsory annotation ✓ or X</p>
<p>1(b) Describe a suitable location for each of the following activities. [6 marks]</p> <p>[2+2+2]</p>	<p>Up to two marks for each description.</p> <p>Orienteering - can take place anywhere from remote forest and countryside (✓) to urban parks and school playgrounds (✓)</p> <p>Sailing - either water, lake, reservoir or sea (✓) with a launching facility (✓)</p> <p>Paragliding - any location with open space (✓) normally hills or cliffs (✓)</p>	<p>Compulsory annotation ✓ or X</p> <p>Accept a named location only where used as an exemplification</p> <p>Credit safety aspects of each activity such as open space free of trees pylons or dangerous winds</p>
<p>1(c) Using a geographical area which you have studied, explain three ways in which peoples' countryside recreational needs are met. [6 marks]</p> <p>2+2+2</p>	<p>For each explanation of how a need is met award two marks.</p> <ul style="list-style-type: none"> Horse riding - in the South Downs area there are many riding schools (✓) and also a number of bridle paths where horses can be ridden (✓) Cycling - cycle tracks have been built just for cyclists (✓) there are also many marked routes with maps available (✓) Walking - walk ways have been built with paths that go for miles (✓) these are in forests and along the coast (✓) Camping - campsites are available for tents and caravans (✓) these have lots of facilities such as showers and sometimes swimming pools (✓) 	<p>Compulsory annotation ✓ or X</p>

Question	Expected answer	Additional guidance
<p>1(d) Using a geographical area you have studied, discuss how the leisure and tourism industries work together to attract more visitors. [9 marks]</p> <p>Levels</p>	<p>Level 1: [1-3 marks] Candidate identifies facilities or organisations from each sector. Links may only be implied and there may be a uncertainty when naming components.</p> <p>Level 2: [4-6 marks] Candidate describes some links which are sometimes vague. There should be some naming of components at the top end of the mark band. Candidates will start to introduce the idea of increasing visitor numbers.</p> <p>Level 3: [7-9 marks] Candidate shows clear use of component names, links components together explicitly and clearly shows how the links work to bring more visitors to the area.</p> <p>Identification/descriptive response: In the Brighton area there are many hotels that have leisure clubs attached [L1-1 mark]. There are also lots of golf courses you can play [L1-2 marks] and you can watch a football match [L1-3 marks].</p> <p>If you are a tourist staying in a hotel you can do lots of leisure activities like use the gym or swimming pool or play golf for fun in your leisure time [L2-4 marks]. These activities will link leisure and tourism together [L2-5 marks] because hotels are in the accommodation and catering component and golf is in the sport and physical recreation component. The more activities that are offered the more visitors will come to the area [L2-6 marks].</p> <p>Analytical/evaluative response In my area, Brighton, the leisure and tourism industries work together by having hotels for visitors which are in the tourism component of accommodation and catering. These hotels have probably been advertised by a tourist information centre from the component tourist information and guiding services. [L3-7 marks]</p>	<p>Compulsory annotation L1 L2 L3</p>

Question	Expected answer	Additional guidance
	<p>The hotels will often provide leisure clubs where visitors can use the gym or swimming pool from the sport and physical recreation component of the leisure industry. The hotel may also have tickets available for a theatre such as the Theatre Royal which is from the arts and entertainment component of the leisure industry [L3-8 marks]. By having all the links more people will be willing to come to an area as they will have lots of different activities to do also by having a variety of links then a variety of visitors will be attracted to an area so increasing visitor numbers without many links then few people would come to the area just to do one activity [L3-9 marks].</p>	

Question	Expected answer	Additional guidance
<p>2(a) Identify <u>four</u> jobs in the list below that are leisure industry roles. [4 marks]</p> <p>[4*1]</p>	<p>One mark for each correct identification.</p> <p>Fitness instructor ✓ Travel consultant X Lifeguard ✓ Conference organiser X Air cabin crew member X Tourist guide X Ground staff (greenkeeper) ✓ Restaurant manager ✓</p>	<p>Compulsory annotation ✓ or X</p> <p>Answer must come from Fig. 2</p>
<p>2(b) Describe <u>one</u> leisure activity from each of the key components given below. [6 marks]</p> <p>[2+2+2]</p>	<p>Up to two marks for each description.</p> <p>Catering:</p> <ul style="list-style-type: none"> Eating a pizza (✓) with friends in a pizza hut restaurant (✓) <p>Sport and Physical recreation</p> <ul style="list-style-type: none"> Playing football (✓) with friends in a park (✓) <p>Arts and entertainment</p> <ul style="list-style-type: none"> Watching a film (✓) at the cinema with your family (✓) 	<p>Compulsory annotation ✓ or X</p>
<p>2(c) Describe three ways in which the key leisure components of sport and physical recreation and catering are often linked. [6 marks]</p> <p>Normal 2+2+2</p>	<p>For each link given credit one mark - max three plus up to an additional three marks for explanation/development of each link given - max 6.</p> <ul style="list-style-type: none"> A health club often has a café (✓) for people to enjoy a drink in after exercise (✓) Football clubs offer sport as their main attraction but also offer hot dogs and snacks (✓) at half time (✓) A leisure centre has various forms of catering from vending machines (✓) to cafes that often have seating areas for people to socialise (✓) An Olympic stadium may have restaurants (✓) to allow people who have travelled to eat while they are there (✓) 	<p>Compulsory annotation (✓) or X</p>

Question	Expected answer	Additional guidance
<p>2(d) Discuss how well would the type of short break offered in Fig. 2 would meet the needs of a family of two adults and two children under 16 years of age. [9 marks]</p> <p>Levels</p>	<p>Level 1: [1-3 marks] Candidate identifies activities from Fig. 2 with some description but little or no explanation. At the top end will consider the cost.</p> <p>Level 2: [4-6 marks] Candidate considers the range of activities on offer as appealing to a family group and may start to break down the question into which activity will suit which family member. The answer may be stereotypical in gender terms and will be explanation rather than analysis or evaluation.</p> <p>Level 3: [7-9 marks] Candidate will show clear evidence of analysis/evaluation that may question the actual age range of children, the value for money that may be offered or the relative wealth of the family.</p> <p>Indicative content: Given in the text to Fig. 2.</p> <p>Possible responses The short break holiday would meet the needs of this family by having golf to play [L1-1 mark], a leisure club and tickets to Leeds castle [L1-2 marks]. They also have a restaurant and free breakfast and dinner [L1-3 marks]. The golf would be good for the dad who might like golf [L2-4] or the children if they play. The leisure club might be good for the whole family as everyone likes swimming together [L2-5 marks]. The price is expensive as this is only a short break so they would have to be able to afford it [L2-6 marks].</p> <p>What would suit a family is to have activities that cater for everyone. This package has golf that can be played by the whole family if the children are old enough, [L3-7 marks] a leisure club that is good for a whole family as well because most people like to go swimming as</p>	<p>Compulsory annotation L1 L2 L3</p>

Question	Expected answer	Additional guidance
	<p>a family for relaxation. However if the children are young then there may not be much for them to do and so they might get bored. [L3-8 marks]. In the evening going to a London theatre could be good for the whole family as there are shows to suit everyone and visiting Leeds castle could be good if children are studying history or just to look around something interesting. With food included for only £179 this seems like a really good offer that would appeal to many families. [L3-9 marks]</p>	

Question	Expected answer	Additional guidance
<p>3(a) Other than those identified in Fig. 3, name <u>four</u> services offered to passengers on a flight. [4 marks]</p> <p>[4*1]</p>	<p>One mark for each correct identification up to a maximum of four identifications.</p> <ul style="list-style-type: none"> • duty free sales • pillows • blankets • bar service • priority boarding • kids activity packs • discount tickets • luggage carried • assistance for special needs • toilets • safety demonstrations • newspapers. 	<p>Compulsory annotation (✓) or X</p>
<p>3(b) Describe the following three duties of a member of air cabin crew. [6 marks]</p>	<p>One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three descriptions.</p> <p>Safety demonstrations</p> <ul style="list-style-type: none"> • The crew will stand in the aisle and give a manual demonstration of what to do (✓) such as pointing out the emergency exits (✓) <p>Serving meals.</p> <ul style="list-style-type: none"> • The crew will serve either meals or sell sandwiches (✓) from a trolley (✓) <p>Dealing with medical emergencies.</p> <ul style="list-style-type: none"> • In an emergency the crew will clear the area (✓) and administer first aid (✓) 	<p>Compulsory annotation ✓ or X</p>

Question	Expected answer	Additional guidance
<p>3(c) Explain how an airline can meet the requirements of passengers with the following needs. [6 marks]</p>	<p>For each explanation of how an airline can meet the needs credit one mark (max three) plus an additional development mark where explanations give more than one point.</p> <p>An airline can meet the needs of a physically disabled passenger by providing wheelchair assistance when boarding the aircraft (✓) and by carrying a wheelchair free of charge (✓) and by providing wheelchair accessible toilets on board long haul flights (✓).</p> <p>An airline can provide for young children by offering priority boarding for families travelling with young children (✓) free carriage of buggies (✓) and when on-board they can provide children's packs with colouring books and pencils (✓).</p> <p>An airline can provide for people with special dietary requirements by offering a pre-book facility at the time of booking (✓) this is also offered for religious needs (✓) and by ensuring that special meals are carried on-board and aircraft (✓).</p>	<p>Compulsory annotation ✓ or X</p>
<p>3(d) Discuss the benefits and limitations of air travel, as opposed to rail travel, for short haul journeys. Levels [9 marks]</p>	<p>Level 1: [1-3 marks] Candidate identifies benefits or limitations of air and/or rail transport.</p> <p>Level 2: [4-6 marks] Candidate shows some description in the response and at the top end of the mark band may start to show evidence of simple explanation relating to basic concepts such as speed and cost.</p> <p>Level 3: [7-9 marks] Candidate demonstrates analysis/evaluation and will start to consider more complex ideas such as environmental impacts. At the top end of the mark band simple conclusions will be drawn as to the relative merits of each form of transport.</p>	<p>Compulsory annotation L1 L2 L3</p>

Question	Expected answer	Additional guidance
	<p>Indicative content:</p> <p>Air</p> <ul style="list-style-type: none"> • Faster • Cheaper • Safer • Less tiring • Negative environmental impacts • Boring over longer distances. <p>Rail</p> <ul style="list-style-type: none"> • Eco friendly • Compete on speed with air city to city • More rail stations than airports • More reliable than air (arriving on time) • City centre stations. <p>Exemplar responses:</p> <p>Identification/descriptive responses</p> <p>Air is faster than train [L1-1 mark] and trains are more expensive than cheap airlines like Easyjet [L1-2 marks]. On a train you can get up and walk around. [L1-3 marks]. On an aeroplane you get to your destination faster like going to Barcelona would only take 2 hours by plane but might take 6 hours by train [L2-4 marks] also you could get a flight for maybe £100 but a train ticket could cost £250 [L2-5 marks]. Air is safer than train as we see more train crashes than plane crashes and planes are not delayed as often as trains are [L2-6 marks].</p> <p>Analytical/evaluative response</p> <p>The prices offered by low-cost airlines give a false idea of the costs of transport The “1p plus taxes” flights cost a lot more when tax is added. [L3-7 marks] Also for city centre to city centre trips, railways often compete very effectively on speed, reliability, use of time and even quality [L3-8 marks]. Despite shorter actual travel times, air is not always the faster option when you take into account the time spent first getting to the airport, waiting to depart and then travelling to the final city centre destination. [L3-9 marks]</p>	

Question	Expected answer	Additional guidance
4(a) Name <u>four</u> products or services that can be included in a package holiday. [4 marks]	One mark for each named product or service up to a maximum of four products or services. <ul style="list-style-type: none"> Accommodation (✓) could be at hotel, caravan etc Flights (✓) or other form of transport Transfers (✓) Use of resort rep (✓) Food/catering (✓) Activities (✓) 	Compulsory annotation (✓) or X
4(b) Describe the appeal of each of the following activities. [6 marks]	Up to two marks for each description. <p>Playing golf</p> <ul style="list-style-type: none"> Golf can be played by everyone in the family (✓) whether they are young or old (✓) <p>Visiting a spa</p> <ul style="list-style-type: none"> Will appeal to the parents as it is relaxing (✓) and likely to be children free (✓) <p>Going on a cruise</p> <ul style="list-style-type: none"> Lots of activities to do (✓) and can see new things from the water (✓) 	Compulsory annotation ✓ or X
4(c) Explain why an all inclusive holiday might appeal to a family on a budget. [6 marks]	For each explanation of how an all inclusive holiday might appeal to a family on a budget (max three) plus an additional development mark where explanations give more than one point. <ul style="list-style-type: none"> because there are added things thrown in (✓) drinks, ice-creams, food (✓) 	Compulsory annotation ✓ or X

Question	Expected answer	Additional guidance
	<ul style="list-style-type: none"> • sometimes water sports can often be thrown into the deal (✓) with activities such as windsurfing (✓) • can be possible for some families to book an all-inclusive holiday and then not spend any extra money when they are there (✓) You usually have to have a little bit of spending money (✓) • All inclusive may allow parents to have more peace (✓) as the kids can eat, drink and do activities without asking for money (✓) 	
<p>4(d) Discuss how the components of leisure and tourism are linked in a holiday resort. [9 marks]</p> <p>Levels</p>	<p>Level 1: [1-3 marks] Candidate identifies facilities or activities from each sector. Links may only be implied and there may be uncertainty when naming components.</p> <p>Level 2: [4-6 marks] Candidate describes some links which are sometimes vague. There should be some naming of components at the top end of the mark band.</p> <p>Level 3: [7-9 marks] Candidate shows clear use of component names, links components together explicitly and clearly shows how the links work together for an area such as Cyprus at the top and a simple conclusion may be drawn.</p> <p>Exemplar responses:</p> <p>Identification/descriptive response Cyprus links together components because you have to travel to Cyprus [L1-1 mark] and then you would need a hotel. While you are there you can do lots of things like playing golf [L-2 marks] or tennis [L1-3 marks]. You will probably have booked your holiday through a travel agent [L2-4 marks] and will eat at restaurants while you are</p>	<p>Compulsory annotation L1 L2 L3</p>

Question	Expected answer	Additional guidance
	<p>there if you are not all inclusive [L2-5 marks]. Eating in a restaurant is from catering a leisure component and using a travel agent is from travel and tourism components. [L2-6 marks]</p> <p>Analytical/evaluative response: Cyprus links together components because you have to travel by air to Cyprus because it is a long way, flights belong to the transportation components of the travel and tourism industry and then you would need a hotel, which belongs to the accommodation and catering component. While you are there you can do lots of things like playing golf or tennis which are in the sport and physical recreation component of the leisure industry. [L3-7 marks]. The two industries have now been linked although there are many other links such as booking your holiday through a travel agent which is a travel and tourism component and eating at restaurants while you are there which is catering leisure component [L3-8 marks]. Cyprus is the same as many holiday destinations where the components link in everything you do when taking a holiday especially where you are doing some form of physical activity [L3-9 marks].</p>	

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