



# **GCSE MARKING SCHEME**

**LEISURE AND TOURISM**

**SUMMER 2014**

## **INTRODUCTION**

The marking schemes which follow were those used by WJEC for the Summer 2014 examination in GCSE LEISURE AND TOURISM. They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conferences was to ensure that the marking schemes were interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

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**GCSE LEISURE AND TOURISM**  
**UNIT 2 - LEISURE AND TOURISM DESTINATIONS**  
**MARK SCHEME - SUMMER 2014**

**SECTION A**

Question	Answer	Mark Allocation	Assessment Objective
1. (a)	(a) Flying to India for a heart operation (d) Travelling to a health resort in Spain	0 - 2	A01 - 2
(b)	(b) Travelling to a meeting in Rome (e) Going to a trade fair in Berlin	0 - 2	A01 - 2
(c)	<b>Possible answers:</b>  <ul style="list-style-type: none"> <li>• Holidays</li> <li>• Short breaks</li> <li>• Special interest</li> <li>• City breaks</li> <li>• Day visits</li> <li>• Sports tourism</li> </ul> <b>Any three appropriate answers</b>	0 - 3	A01 - 3
(d)	<b>Sample answer:</b>  Nowadays it is not unusual for a member of a family to live and/or work in another area of the UK (or abroad) (1) which means they will have to travel to see their family (1).  <b>Permutation: 2 marks. 1 mark for an appropriate reason and 1 mark for clear development.</b>	0 - 2	A02 - 2
<b>Total marks</b>		<b>9</b>	

Question	Answer	Mark Allocation	Assessment Objective
2. (a)	<p><b>Sample National Parks:</b></p> <p>South Downs Snowdonia Cairngorms</p> <p><b>Any two appropriate answers.</b></p>	0 - 2	A01 - 2
(b)	<p><b>Answers:</b></p> <ul style="list-style-type: none"> <li>• To conserve and enhance the natural beauty, wildlife and cultural heritage</li> <li>• To promote opportunities for leisure</li> <li>• To foster the economic and social well-being of local communities</li> <li>• To educate people about the local environment</li> </ul> <p><b>Any two appropriate answers.</b></p>	0 - 2	A01 - 2
(c) (i)	<p><b>Sample answers:</b></p> <p>1. National Parks are popular with families because they are free (1). They do not have to pay for many activities such as walking and mountain biking (1).</p> <p>2. Families like visiting National Parks because they can enjoy a range of activities (1) such as walking and canoeing (1).</p> <p><b>Permutation: 2 marks. 1 mark for an appropriate reason and 1 mark for clear development.</b></p>		A02 - 2
(ii)	<p><b>Sample answers:</b></p> <p>1. Transport can be a problem for some people (1) and they may not have a car. Public transport is not always convenient.</p> <p>2. Families with very young children or those who are disabled (1) may find it difficult to access National Parks (1).</p> <p><b>Permutations: 2x2 marks. 1 mark for an appropriate reason and 1 mark for clear development.</b></p>	0 - 4	A03 -04
<b>Total marks</b>		<b>10</b>	

Question	Answer	Mark Allocation	Assessment Objective
3. (a)	<b>B</b> <b>C</b> <b>A</b>	0 - 3	A01 - 3
(b)	<p><b>Sample answers:</b></p> <ol style="list-style-type: none"> <li>The UK has many famous heritage attractions (1) such as Windsor Castle and Westminster Abbey (1).</li> <li>The UK has many famous natural attractions (1) such as its National Parks and mountains like Snowdon (1).</li> <li>The UK has many purpose-built attractions (1) such as Alton Towers and the London Eye (1).</li> </ol> <p><b>Permutations: 2x2 marks. 1 mark for an appropriate reason and 1 mark for a suitable example.</b></p>	0 - 4	A02 - 4
(c)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>Transport - the UK is an island which makes journey times longer and transport more expensive.</li> <li>Weather - the UK's weather is unreliable and often damp and cold.</li> <li>Cost - the UK is an expensive destination to visit as accommodation, food and drink are more expensive than many countries.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - a basic explanation including only one reason. Little knowledge and understanding. List type answer.</p> <p><b>Level 2</b> - a detailed answer including at least two reasons. Some knowledge and understanding.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	A02 - 2
	<b>Total Marks</b>	<b>11</b>	
	<b>TOTAL SECTION A</b>	<b>30</b>	

## SECTION B

Question	Answer	Mark Allocation	Assessment Objective
4. (a)	True False True False	0 - 4	A01 - 4
(b)	<p><b>Possible advantages:</b></p> <ul style="list-style-type: none"> <li>• Shorter journey time</li> <li>• Cheaper</li> <li>• City or short break options are more realistic</li> <li>• Some people only have time for 2-5 day holiday</li> </ul> <p><b>Any 2 appropriate advantages</b></p>	0 - 2	A02 - 2
(c) (i)	<p><b>Possible attractions:</b></p> <ul style="list-style-type: none"> <li>• Natural.</li> <li>• Built/Purpose-built.</li> </ul> <p><b>Visitor types:</b></p> <ul style="list-style-type: none"> <li>• Groups.</li> <li>• Families.</li> <li>• Couples.</li> <li>• Special interest.</li> <li>• Adrenalin junkies.</li> <li>• Beach bums.</li> <li>• Culture vultures.</li> </ul> <p><b>The choice of attractions will depend on the destination chosen. Candidates are not required to include natural, built and purpose-built attractions.</b></p> <p><b>Levels marked</b></p> <p><b>Level 1</b> - a basic description including only one or two attractions and visitor types. Little knowledge and understanding. Little evaluation. Generic/list type answer.</p> <p><b>Level 2</b> - a detailed answer including at least two or three attractions and visitor types. Some knowledge and understanding. Some evaluation.</p> <p><b>Level 3</b> - a well-developed answer including at least three or four attractions and visitor types. Clear knowledge and understanding. Clear evaluation</p>	0 - 8	A01 - 3 A03 - 5
		1 - 3	
		4 - 6	
		7 - 8	

Question	Answer	Mark Allocation	Assessment Objective
(ii)	<p><b>Possible promotional material:</b></p> <ul style="list-style-type: none"> <li>• The candidate's answers might depend on the destination chosen.</li> <li>• Websites</li> <li>• Internet pop-ups</li> <li>• TV programmes</li> <li>• TV adverts</li> <li>• Magazines/newspapers</li> <li>• Brochures</li> <li>• Advertisements</li> </ul> <p><b>Any two appropriate examples.</b></p>	0 - 2	A01 - 2
(iii)	<p><b>Sample answer:</b>            Tourism destinations use promotional materials in order to attract tourists (1). The more tourists that are attracted to a tourism destination results in more profits for travel and tourism organisations (1).</p> <p><b>Permutation: 2 marks. 1 mark for an appropriate reason and 1 mark for clear development.</b></p>	0 - 2	A03 - 2
<b>Total marks</b>		<b>18</b>	

Question	Answer	Mark Allocation	Assessment Objective
5. (a) (i)	<p><b>Possible answers:</b></p> <p>Airline BA. EasyJet. Ryanair. Coach National Express. Shearings. Megabus. Train Arriva. Cross Country. First Great Western. Eurostar.</p> <p><b>Any three appropriate answers</b></p>	0 - 3	A01 - 3
(ii)	<p><b>Possible answers:</b> <b>The advantages/disadvantages will depend on the transport method chosen.</b></p> <ul style="list-style-type: none"><li>• Cost</li><li>• Journey time</li><li>• Comfort</li><li>• Convenience</li><li>• Safety</li><li>• Availability</li></ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - a basic description with only one or two advantages/disadvantages. Little knowledge and understanding. List type answer.</p> <p><b>Level 2</b> - a detailed answer with at least two or three advantages/disadvantages. Some knowledge and understanding.</p> <p><b>Level 3</b> - a well-developed answer with at least three or four advantages/disadvantages. A well balanced answer. Clear knowledge and understanding.</p>	0 - 8  1 - 3  4 - 6  7 - 8	A03 - 8



Question	Answer	Mark Allocation	Assessment Objective
(b) (i)	<p>Possible answers:</p> <p>Metro/tube      London. Paris. Taxis. London black cabs. New York - yellow taxis.</p> <p>Bus      London red bus.</p> <p>Train      London. Tokyo.</p> <p>Bicycles      Boris (Barclays) bikes.</p> <p>Rickshaws      Mumbai. Beijing.</p> <p>Trams      Manchester. Nottingham. San Francisco.</p> <p>Sightseeing buses      London. Blackpool.</p> <p><b>Levels marked</b></p> <p><b>Level 1</b> - a basic description with only 1 or 2 examples of city transport methods. Little knowledge and understanding. Generic/list type answer.</p> <p><b>Level 2</b> - a detailed description with only two or three examples of city transport methods. Some knowledge and understanding</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	A02 - 6
(ii)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• Low carbon emission buses</li> <li>• Electric trams</li> <li>• Bike hire</li> <li>• Electric car hire</li> <li>• Auto rickshaws</li> <li>• A city centre tariff</li> <li>• Park and ride</li> </ul> <p><b>Permutations: 2x2 marks. 1 mark for an appropriate measure and 1 mark for development.</b></p>	0 - 4	A02 - 4
<b>Total marks</b>		<b>21</b>	



Question	Answer	Mark Allocation	Assessment Objective
7. (a)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• Job creation</li> <li>• Wealth/income for local people and organisations</li> <li>• Further investment - leisure facilities, accommodation</li> <li>• Multiplier effect</li> </ul> <p><b>Any other appropriate positive economic impact.</b></p> <p><b>Levels marked</b></p> <p><b>Level 1</b> - a basic explanation with only one example of positive economic impacts. Little knowledge and understanding. List-type answer.</p> <p><b>Level 2</b> - a detailed explanation with at least two examples of positive economic impacts. Some knowledge and understanding.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	A01 - 4
(b)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• Creation of new leisure facilities for local people. e.g. swimming pool, bars.</li> <li>• The building of new homes. e.g. improved environment</li> <li>• Improved infrastructure. e.g. roads, school.</li> <li>• Regeneration of the area.. e.g. improved environment.</li> <li>• Creation of jobs resulting in higher living standards.</li> </ul> <p><b>Permutation: 2x2 marks. 1 mark for an example of positive social impacts. 1 mark for development/exemplification.</b></p>	0 - 4	A01 - 4
(c)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• The loss of Newry Beach</li> <li>• Loss of plant and animal life</li> <li>• Loss of traditional way of life. E.g. language, cultural events.</li> <li>• Increase in local house prices</li> <li>• Increase in local shop process</li> <li>• Increase in visitors</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - a basic explanation with only one example of negative impacts. Little knowledge and understanding. Generic/list type answer.</p> <p><b>Level 2</b> - a detailed explanation with at least two examples of negative impacts. Some knowledge and understanding.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	A02 - 4
	<b>Total marks</b>	<b>12</b>	
	<b>Section B total marks</b>	<b>60</b>	

**GCSE LEISURE AND TOURISM**

**UNIT 4 - CHOICE AND CHANGE IN LEISURE AND TOURISM**

**MARK SCHEME - SUMMER 2014**

**SECTION A**

<b>Question</b>	<b>Answer</b>	<b>Mark Allocation</b>	<b>Assessment Objective</b>
1. (a)	<b>Answers:</b> Watching a rented DVD-home based. Walking in a local park - outdoor. Playing Wii games - home-based. Bird watching - outdoor.	0 - 4	A01 - 4
(b)	<b>Example answers:</b> <ul style="list-style-type: none"> <li>• It is more affordable than going out to a leisure facility.</li> <li>• Families like to have fun together.</li> <li>•</li> </ul> <b>2 marks. 1 mark for each appropriate reason.</b>	0 - 2	A02 - 2
(c)	<b>Sample answers:</b> <ul style="list-style-type: none"> <li>• People who choose home-based entertainment don't socialise with other people (1) which can mean they become lonely (1).</li> <li>• People who choose home-based entertainment might exercise less (1) which could lead to all sorts of health problems (1).</li> </ul> <b>Permutation: 1 mark for an appropriate reason and 1 mark for a clear explanation.</b>	0 - 2	A02 - 2
<b>Total marks</b>		<b>8</b>	

Question	Answer	Mark Allocation	Assessment Objective
2. (a)(i)	Birmingham.	0 - 1	A01 - 1
(ii)	Bristol.	0 - 1	A01 - 1
(b)	<p><b>Example answer:</b> A person with a low income might walk in countryside areas or visit museums which are free of charge. A person on a low salary might holiday in the UK as it could be cheaper than going abroad.</p> <p><b>Levels marked</b></p> <p><b>Level 1</b> - explanations are likely to be basic and include only one example. Little knowledge and understanding. List-type answer.</p> <p><b>Level 2</b> - explanations are likely to be detailed and include at least two examples. Some acknowledge and understanding.</p>	<p>0 - 4</p>           <p>1 - 2</p>           <p>3 - 4</p>	A03 - 4
<b>Total marks</b>		<b>6</b>	

Question	Answer	Mark Allocation	Assessment Objective
3. (a)	<p><b>Example answers:</b></p> <ul style="list-style-type: none"> <li>• Damage to plants and trees.</li> <li>• Disturbing animal life.</li> <li>• Pollution caused by litter.</li> </ul> <p><b>Any two appropriate answers</b></p>	0 - 2	A01 - 2
(b)	<p><b>Answers:</b> Tourists eat in a locally owned cafe. Tourists walking in a National Park.</p>	0 - 2	A01 - 2
(c)	<p><b>The candidates' explanations will depend on the project chosen.</b></p> <p><b>Levels marked</b></p> <p><b>Level 1</b> - explanations are likely to be basic and include only one example of what the project is trying to achieve. Little knowledge and understanding. List-type answer.</p> <p><b>Level 2</b> - explanations are likely to be detailed and include at least two examples of what the project is trying to achieve. Some knowledge and understanding.</p>	0 - 4  1 - 2  3 - 4	A01 - 4
		<b>Total 8 marks</b>	
4. (a)	<p><b>Answer:</b> Bath. Windsor Castle.</p>	0 - 2	A01 - 2
(b)	<p><b>Sample answers:</b></p> <ol style="list-style-type: none"> <li>1. Tourist overcrowding in a destination can cause traffic congestion (1). This can make it difficult for local people to drive around their home area 1).Tourist overcrowding in a destination can cause traffic congestion (1). This can make it difficult for local people to drive around their home area 1).</li> <li>2. Tourist overcrowding can result in damage to heritage attractions (1). For example, walking along a city's wall can erode the stone over a period of time (1).</li> </ol> <p><b>Permutations: 2x2 marks. 1 mark for an appropriate reason and 1 mark for clear development.</b></p>	0 - 4	A03 - 4
(c)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• Traffic related solutions such as 'park and ride'.</li> <li>• Limiting visitor numbers.</li> <li>• A tourist tax.</li> <li>• Increasing admission prices.</li> </ul> <p><b>2 marks. 1 mark for each appropriate suggestion.</b></p>	0 - 2	A02 - 2
		<b>Total marks</b>	<b>8</b>
		<b>TOTAL FOR SECTION A</b>	<b>30</b>

Question	Answer	Mark Allocation	Assessment Objective
5. (a)	<p><b>Answers:</b></p> <p>Transport. Facilities. Media. Cost.</p>	0 - 4	A01 - 4
(b)	<p><b>Possible answers:</b></p> <p>Dedicated car parking. Automatic doors. Low reception point. Disabled toilets. Ramps. Lift.</p> <p><b>Any four appropriate suggestions.</b></p>	0 - 4	A01 - 4
(c)	<p><b>Possible answers:</b></p> <p>Under 18s - not allowed alcohol, access to clubs. Under 17 - not allowed to drive. Young children must be accompanied. Older people might opt for less active pursuits. Younger people might opt for more active pursuits. 18-25 year olds might go to places such as Ibiza. Many over 60s might prefer a coach tour or cruise.</p> <p><b>Levels marked</b></p> <p><b>Level 1</b> - explanations are likely to be basic and include only one or two examples. List type answer.</p> <p><b>Level 2</b> - explanations are likely to be detailed and include two or three examples</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	A01 - 2 A02 - 2
(d)	<p><b>Possible answers:</b></p> <p>Families - crèche. Under 15s football. Over 50s club. Cardiac club. Pilates for over 50s. Women only sessions.</p> <p><b>Levels marked</b></p> <p><b>Level 1</b> - evaluations are likely to be basic and descriptive and include only one or two facilities and people types. Generic / list type answer.</p> <p><b>Level 2</b> - evaluations are likely to be detailed and include two or three facilities and people types.</p> <p><b>Level 3</b> - evaluations are likely to be well developed and include three or four facilities and people types.</p>	<p>0 - 8</p> <p>1 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	A01 - 3 A03 - 5
		<b>Total 20 marks</b>	

Question	Answer	Mark Allocation	Assessment Objective
6. (a)	<p><b>Answers:</b></p> <p>Positive environmental.  Negative economic or social.  Positive social.  Negative social.</p>	0 - 4	A01 - 4
(b)	<p><b>The leisure and tourism attractions and facilities will depend on the chosen destination.</b></p> <p><b>Levels marked</b></p> <p><b>Level 1</b> - descriptions are likely to be basic and include only one or two leisure and tourism attractions and facilities. Little or no reference to different tourist types. Generic / list type answer.</p> <p><b>Level 2</b> - descriptions are likely to be detailed and include at least two or three leisure and tourism attractions and facilities. Some reference to different tourist types.</p> <p><b>Level 3</b> - descriptions are likely to be well developed and include at least three or four leisure and tourism attractions and facilities. Clear reference to tourist types.</p>	<p>0 - 8</p> <p>4 - 6</p> <p>7 - 8</p>	<p>A02 - 3  A02 - 5</p>
(c)(i)	<p><b>Possible answers:</b></p> <p><b>Positive Economic</b></p> <ul style="list-style-type: none"> <li>• The creation of jobs.</li> <li>• The creation of wealth / incomes.</li> <li>• Investment in the destination.</li> <li>• Multiplier effect.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - descriptions are likely to be basic and include only one or two economic positive impacts. Little or no evaluation. List-type answer.</p> <p><b>Level 2</b> - descriptions are likely to be detailed and include at least two or three impacts. Some evaluation.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	<p>A01 - 2  AO3 - 2</p>



Question	Answer	Mark Allocation	Assessment Objective
(ii)	<p><b>Possible answers:</b></p> <p><b>Social</b></p> <ul style="list-style-type: none"> <li>• Improve quality of life.</li> <li>• Improve facilities.</li> <li>• Protection of local traditions / culture.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - descriptions are likely to be basic and include only one or two positive social impacts. Little or no evaluation. List type answer.</p> <p><b>Level 2</b> - descriptions are likely to be detailed and include at two or three positive impacts. Some evaluation.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	<p>A01 - 2 AO3 - 2</p>
(d)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• To educate visitors, e.g. not to have BBQs as they might cause a fire.</li> <li>• To inform visitors, e.g. an animal's breeding season.</li> <li>• To warn visitors, e.g. fines for illegal parking or littering.</li> </ul> <p><b>Any two appropriate suggestions.</b></p>	<p>0 - 2</p>	<p>A02 - 2</p>
<b>Total marks</b>		<b>22</b>	

Question	Answer	Mark Allocation	Assessment Objective
7. (a)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• Bar.</li> <li>• Restaurant.</li> <li>• Fitness centre.</li> <li>• Spa facilities.</li> <li>• Pool.</li> <li>• Meeting rooms.</li> </ul> <p><b>Any four appropriate examples</b></p>	0 - 4	A01 - 4
(b)	<p><b>Example answers:</b></p> <ul style="list-style-type: none"> <li>• CCTV.</li> <li>• Secure electronic keys.</li> <li>• Room safes.</li> <li>• Secure parking.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - explanations are likely to be basic and include only one example of security technology. List-type answer.</p> <p><b>Level 2</b> - explanations are likely to be detailed and include at least two examples of security technology.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	A02 - 4
(c)	<p><b>Example answers:</b></p> <ul style="list-style-type: none"> <li>• Hotels could use solar panels (1) as this will provide a clean source of energy (1). They might also use water saving taps (1) as this help reduce water usage (1).</li> <li>• Efficient heating systems.</li> <li>• Biomass boiler.</li> <li>• Protection of fauna and flora in the grounds.</li> <li>• Planting of trees.</li> </ul> <p><b>Permutations: 2 x 2 marks. 1 mark for an appropriate example and 1 mark for clear development.</b></p>	0 - 4	A02 - 4

<b>Question</b>	<b>Answer</b>	<b>Mark Allocation</b>	<b>Assessment Objective</b>
(d)(i)	<b>Possible answers:</b> <ul style="list-style-type: none"> <li>• Attract more guests.</li> <li>• Increase profit levels.</li> <li>• Attract better staff.</li> <li>• Repeat guests will increase.</li> <li>• Marketing costs will decrease.</li> <li>• Insurance costs will be lower.</li> </ul> <b>Any two appropriate suggestions</b>	0 - 2	A02 - 2
(ii)	<b>Possible answers:</b> <ul style="list-style-type: none"> <li>• WiFi.</li> <li>• Spa facilities.</li> <li>• Packages, e.g. golf</li> <li>• Well-resourced conference / meeting room.</li> <li>• Well-equipped bedrooms.</li> </ul> <b>Levels marked</b>  <b>Level 1</b> - outlines are likely to be basic and include only one or two examples of how hotels meet expectations of quality. List type answer.  <b>Level 2</b> - outlines are likely to be detailed and include at least two or three examples of how hotels meet expectations of quality.	0 - 4        1 - 2        3 - 4	A03 - 4
	<b>Total marks</b>	<b>18</b>	
	<b>SECTION B TOTAL MARKS</b>	<b>60</b>	



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