



GCSE MARKING SCHEME

LEISURE AND TOURISM

2015

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2015 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 2015
SECTION A

Question	Answer	Mark Allocation	Assessment Objective
1. (a)	<p>Possible answers:</p> <p>Pembroke Castle. St. Paul's Cathedral. Stonehenge. Roman Baths. National Portrait Gallery. The British Museum.</p> <p>1 mark for each appropriate answer. No marks for heritage / cultural destination such as Bath.</p>	0 - 2	AO1 - 2
(b) (i)	<p>Answers</p> <p><i>a. Eating traditional food</i> <i>d. A battlefields tour</i></p>	0 - 2	AO1 - 2
(ii)	<p>Possible answers:</p> <p>Visiting monastery. Visiting an art gallery. A castle tour of Wales. A guided tour of The Colosseum, Rome.</p> <p>Any 2 appropriate answers</p>	0 - 2	AO1 - 2
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Secondary schools, colleges and universities like to visit cultural / heritage attractions as it can help their <i>students</i> understand more about art and history and may help with their exams / dissertations. • Junior schools might like to visit cultural / heritage attractions as the visit might enthuse the pupils for a project they might be starting. <p>Levels marked</p> <p>Level 1 - a basic explanation with only one reason. Little knowledge and understanding. List type answer.</p> <p>Level 2 - a detailed explanation including at least 2 reasons. Some knowledge and understanding.</p>	0 - 4	AO2 - 4
Total marks		10	

Question	Answer	Mark allocation	Assessment objective
2. (a)	<p>Possible answer:</p> <p>A couple from London would like to visit tourism destinations in North and South Wales.</p> <p>Best method of transport: Coach or car. Reason: As the journey is quite long the coach would provide a more relaxing and less tiring choice.</p> <p>A car would allow the flexibility to visit destinations in Wales at their own pace.</p> <p>A family visiting London who want to see as much of the city as possible in one day. Best method of transport: Sightseeing bus or underground. Reason: The bus would travel around London so that the family would see the major attractions and also have an on-board commentary.</p> <p>The underground would provide a quick and affordable way to travel around London, especially if an Oyster card / day ticket was purchased.</p> <p>Permutations: 2 x 2 marks. 1 mark for an appropriate method of transport and 1 mark for a clear reason.</p>	0 - 4	AO2 - 4
(b)	<p>Possible answers:</p> <p>Transport development can:</p> <ul style="list-style-type: none"> • Attract more visitors • Ease traffic related problems • Reduce transport related pollution • Reduce journey times • Make journeys safer. <p>Named examples:</p> <ul style="list-style-type: none"> • Severn Bridge • M4. M5 • Heathrow Terminal 5 • Regional airports - Southampton, Bristol. <p>Levels marked</p> <p>Level 1 - a basic explanation with only 1 or 2 reasons and little or no exemplification. Little knowledge and understanding. List type answer.</p> <p>Level 2 - a detailed explanation with at least 2 reasons and some exemplification. Some knowledge and understanding</p>	0 - 4	AO3 - 4
Total marks		8	

Question	Answer	Mark allocation	Assessment
3. (a)	<p>Answers: All inclusive holidays:</p> <p>Flight / transport. Accommodation Transfers. Excursions. Some activities. Entertainment. All meals. Most drinks/.</p> <p>Any 2 appropriate answers.</p>	0 - 2	AO1 - 2
(b)	<p>Answers:</p> <p>Spanish costas. Benidorm. The Algarve. Portugal. Cyprus. Bay of Naples.</p> <p>Any 2 appropriate answers</p>	0 - 2	AO1 - 2
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> • One advantage package holidays offer is the <i>financial protection</i> against a tour operator or travel agent going bankrupt. • A second advantage is that tour operators have a <i>responsibility</i> to ensure the safety of their customers with advice and action if things go wrong. • High street travel agent advice • Cheap deals offered by online travel agents • Special offers by websites such as Travelzoo and Groupon. <p>Permutations: 2 x 2 marks. 1 mark for an appropriate advantage and 1 mark for a clear explanation. No marks for all-inclusive answers.</p>	0 - 4	AO2 - 4

Question	Answer	Mark allocation	Assessment
6. (a) (i)	<p>Answers</p> <p>True. False. False. True.</p> <p>1 mark for each correct answer.</p>	0 - 4	AO2 - 4
(ii)	<p>Possible answers:</p> <p>Trade fairs. Exhibitions. Conventions. Conferences. Incentive travel.</p> <p>Any 2 appropriate answers.</p>	0 - 2	AO1 - 2
(iii)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Many business people travel alone whereas leisure travellers are more likely to travel in groups. • The business person is more likely to focus on work whereas the leisure traveller will be seeking to enjoy the scenery and attractions. <p>More business travel takes place during the week whereas leisure travel is often at weekends (or for a week or two).</p> <p>Permutations: 2 x 2 marks. 1 mark for an appropriate difference and 1 mark for a clear explanation.</p>	0 - 4	AO2 - 4
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Creates jobs and in the events industry. E.g. conferences. • Creates jobs in accommodation and transport providers. • Creates income for host destinations and people employed. • Creates wealth / profits for a range of leisure and tourism sectors such as transport, accommodation and catering. • Contributes to the UK's balance of payment. • Increase foreign exchange earnings. <p>Levels marked</p> <p>Level 1 - a basic explanation with only 1 or 2 reasons. Little knowledge and understanding. List type answer.</p> <p>Level 2 - a detailed explanation with at least 2 reasons. Some knowledge and understanding. To gain 5/6 marks the explanation must be balanced.</p>	0 - 6	AO1 - 3 AO2 - 3
Total marks		16	

Question	Answer	Mark allocation	Assessment
Q.7 (a)	<p>Answers:</p> <p>a. <i>The Mediterranean Sea</i> f. <i>The Canary Islands</i> g. <i>Skye and the Hebrides</i></p>	0 - 3	AO1 - 3
(b)	<p>Possible Answers:</p> <p>Cunard. P & O. Thomsons. Fred Olsen. Viking. Thomas Cook. Royal Caribbean.</p> <p>Any 2 appropriate answers.</p>	0 - 2	AO1 - 2
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> • More affordable / cheaper • Shorter journey time - flights, cruise • Shorter holiday period - 1 week instead of 2 or 3. • Familiarity with destinations. <p>Permutations: 2 x 2 marks. 1 mark for an appropriate advantage and 1 mark for a clear explanation.</p>	0 - 4	AO2 - 4
(d)	<p>Possible answers:</p> <p>Over 55s - relaxing along with entertainment such as musicals. Activities such as cooking lessons.</p> <p>Culture vultures - visiting historic / cultural destinations such as Venice, St. Petersburg and Barcelona. Guest speakers on a range of topics.</p> <p>Families - activities and entertainment. e.g. film nights, children's club, swimming pools, climbing wall.</p> <p>Couples - romantic or honeymoons. Spa facilities, gourmet dining, luxurious cabins.</p> <p>Levels marked</p> <p>Level 1 - a basic answer with little or no assessment. Only 1 or 2 types of tourist. Little knowledge and understanding. List type answer.</p> <p>Level 2 - a detailed answer with some assessment. At least 2 or 3 different types of tourist. Some knowledge and understanding.</p>	0 - 6	AO3 - 6

GCSE LEISURE & TOURISM UNIT 4
CHOICE AND CHANGE IN LEISURE AND TOURISM
MARK SCHEME SUMMER 2015
SECTION A

Question	Answer	Mark allocation	Assessment objective
1. (a)	Answers: b. Cycling to work. e. Employing a personal fitness trainer.	0 - 2	A01 - 2
(b)	Possible answers: – People are more likely to choose more active leisure activities. E.g. swimming rather than darts. – Families might opt for an activity centred holiday rather than a beach type holiday. – People might opt for a catering facility offering organic / vegetarian food rather than a fast food outlet. Permutation: 2 x 2 marks 1 mark for a valid suggestion and 1 mark for as clear outline.	0 - 4	A01 - 4
Total marks		6	
2 (a)	Possible answers: Conference room. Meeting rooms. Screen. projector. Computer. Stationery. Refreshments. Any 3 appropriate answers.	0 - 3	A01 - 3
(b)	Possible answers: – To retain present customers. – To attract new customers. – To maintain income / profits. – To complete with other leisure and tourism organisations. Permutations: 2 x 2 marks. 1 mark for an appropriate reason and 1 mark for a clear answer.	0 - 4	A01 - 2 A02 - 2
Total marks		7	

Question	Answer	Mark allocation	Assessment objective
6. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Loss of habitats. - Deforestation. - Increase in litter. - Pollution - CO2 emissions, noise. - Erosion of footpaths. - Sand loss on beaches. - Wear and tear to heritage attractions <p>Any 4 appropriate examples.</p>	0 - 4	A01 - 4
(b) (i)	<p>The explanation will depend on the project chosen.</p> <p>Levels marked</p> <p>Level 1 - explanations are likely to be basic and include little exemplification. Little knowledge and understanding. Generic / list type answer.</p> <p>Level 2 - explanations are likely to be detailed and include some exemplification. Some knowledge and understanding.</p> <p>No marks for non- UK project.</p>	0 - 4 1 - 2 3 - 4	A02 - 4
(ii)	<p>The evaluation will depend on the project chosen.</p> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic. Little evaluation. Little knowledge and understanding. List type answer.</p> <p>Level 2 - answers are likely to be detailed. Some evaluation. Some knowledge and understanding.</p> <p>Marks to be awarded for non-UK answers.</p>	0 - 4 1 - 2 3 - 4	A03 - 4
Total marks		12	

Question	Answer	Mark allocation	Assessment objective
7. (a)	<p>Possible answers: Motorway - M4. M25. M6. Bridge - Severn. Menai. Humber. Airport - Heathrow. Bristol. Train station - St. Pancras. Manchester Piccadilly. Euston. Ferry port - Dover. Fishguard. Harwich.</p> <p>Any 5 appropriate answers - major UK examples only.</p>	0 - 5	A01 - 5
(b)	<p>Possible answers: Shorter journey times - bridges, motorways. aircraft to long haul destinations. Comfort - aircraft are more comfortable - legroom, personal entertainment screens, business class. New aircraft such as the A380. Cost - competition has reduced costs. E.g. Ryanair. Cruise ships - increasingly popular with a wide range of facilities and destinations.</p> <p>Levels marked</p> <p>Level 1 - explanations are likely to be basic and include little exemplification. Little knowledge and understanding. List type answer.</p> <p>Level 2 - explanations are likely to be detailed and include some exemplification. Some knowledge and understanding.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	A02 - 6
(c)	<p>Possible answers: The answers will depend on the factors chosen.</p> <p>Permutations: 3 x 2 marks. 1 mark for a basic answer. 2 marks for clear answer.</p>		
Total marks		17	

Question	Answer	Mark allocation	Assessment objective
8. (a)	<p>Possible answers: Food / nutrition. Health awareness. Hygiene. Improved technology - medical. Entertainment. Ability to combat disease.</p> <p>Permutations: 2 x 2 marks. 1 mark for an appropriate reason and 1 mark for clear development.</p>	0 - 4	A01 - 4
(b) (i)	<p>Possible answers:</p> <ul style="list-style-type: none"> - SAGA holidays. - Holidays targeted at the over 50s. - Adult only cruises. - Low season breaks. - Specialist travel insurance. <p>Levels marked</p> <p>Level 1 - explanations are likely to be basic and include little exemplification. Little knowledge and understanding. List type answer.</p> <p>Level 2 - explanations are likely to be detailed and include some exemplification. Some knowledge and understanding.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	A02 - 4
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Over 50s exercise classes - school time sessions. Pilates. Badminton. - Cardiac classes. - Learning for leisure. - Special offers. <p>Levels marked</p> <p>Level 1 - explanations are likely to be basic and include little exemplification. Little knowledge and understanding. List type answer.</p> <p>Level 2 - explanations are likely to be detailed and include some exemplification. Some knowledge and understanding.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	A02 - 4

Question	Answer	Mark allocation	Assessment objective
(c)	<p>Possible answers:</p> <p>Single parent - may opt for leisure organisations which offer a crèche. Help provided by family / friends. More difficult for single parents.</p> <p>Nuclear - possibly more choice for children with two adults / parents . More family activities.</p> <p>Nomadic - travellers - Parents / adults who do not have a permanent home.</p> <p>Level 1 - explanations are likely to be basic and include little exemplification. Little knowledge and understanding. List type answer.</p> <p>Level 2 - explanations are likely to be detailed and include some exemplification. Some knowledge and understanding.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	<p>A01 - 2</p> <p>A03 - 4</p>
Total marks		18	



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