

GCSE

LEISURE AND TOURISM

48401 Understanding Leisure and Tourism Destinations
Mark scheme

4840
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Version 1.0: Final

Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this Mark Scheme are available from aqa.org.uk

Question	Expected response	Mark Allocation	AO
1	More than one ring = 0. Built attraction	1	1 AO1
2	More than one ring per response = 0. Point marked. London Wales	2	2 AO1
3	<p>Levels of response No mark for mode of transport</p> <p>Level 1 Basic Likely to list advantages / disadvantages and not be clearly about the chosen mode of transport. At top L1 at least one attempted explanation/or is about a specific UK city journey. Trains are good because they offer a chance to relax (1) and you can buy discount tickets in advance (2). Sometimes trains can be too noisy with other passengers (3) but because there are mainline stations in all UK cities, trains offer easy access into the centre of the city (4).</p> <p>Level 2 Clear Clear explanations of advantages and disadvantages. For top marks, expect a balance of advantages AND disadvantages. Trains offer the ability to buy discounted tickets, meaning savings can be made if trips are planned ahead (5) and another advantage is the convenience of booking and printing tickets at home, avoiding busy queues at terminals (6). A disadvantage of travelling by train between cities is that stations are often located in city centres, so getting to the station itself may be an issue (7); a further disadvantage is the cramped conditions on many intercity services, meaning you may have to stand for part of the journey (8).</p>	<p>1-4</p> <p>5-8</p>	<p>2 AO1 6 AO2</p>
4	Point marked. Up to two correct location descriptors. Points may be awarded for correct country, region, (i.e. south-west or province). If not overseas or not a seaside resort, score 0. e.g. St Tropez is located in France (1), on the Cote d'Azur (1).	2	2 AO1
5(a)	Point marked. Allow two separate ideas or one well-developed point. e.g. A historic site is where important events have occurred in the past/hundreds of years ago (1) or buildings of heritage value are found (1), for example, the Waterloo battlefield (1), near Brussels.	2	2 AO1

Question	Expected response	Mark Allocation	AO
6	<p>Point marked. Type of attraction- Natural (1) attraction</p> <p>Overseas built attraction must be overseas and be clearly named, e.g. Eiffel Tower, Skywalk. Location need not be stated, although name must be clear.</p> <p>Sports /entertainment venue must be UK located, and be clearly named, e.g. Old Trafford, Wimbledon. Do not credit football team names, must be a venue.</p>	3	3 AO1
7	<p>Point marked. More than one box ticked = 0</p> <p>Making sure the future effects of tourism are fair for destination communities.</p>	1	1 AO1
8	<p>Point marked. More than one box ticked = 0</p> <p>Positive environmental impact of tourism.</p>	1	1 AO1
9	<p>Point marked. First mark for simple link of factor to customer, second point for development.</p> <p>Possible response-</p> <p><i>Weather and climate may have influenced Emma's decision to go to Spain because she says she is camping (1) and the dry weather means the trip will be more pleasant and enjoyable (2).</i></p> <p><i>Cost may have influenced Emma's decision to go camping because she may only have just started working so may not be earning very much (1) and she may want to save her holiday money for spending on evenings out (2).</i></p> <p><i>The range of products and services on offer may have helped Emma to decide to visit Barcelona as there are many attractions like the stadium she can tour (1) and she can take flamenco lessons as she likes dancing (2).</i></p>	6 (3x2)	2 AO1 2 AO2 2 AO3

Question	Expected response	Mark Allocation	AO
10	<p>Point marked. No credit for name of NP. One mark per location descriptor, e.g.</p> <p>Dartmoor is in Devon (1), in southwest England (2).</p>	2	2 AO1
11	<p>Point Marked No credit for naming home area or NP Does not have to be same NP as in 10. Allow up to 2 marks for any correct parts of a route between home area and NP. Must be a UK NP, name need not be clear.</p> <p>Birmingham Exmoor M5 south (1), A39 west (1)</p>	2	2 AO1
12	<p>QWC question No mark for city name</p> <p>Levels of response Max L1 if a UK city or not a clearly named city.</p> <p>Level 1- Basic, not linked. Simple descriptive points rather than explanation. Not linked to the couple. Written expression is basic and lacks meaning.</p> <p>Possible response: <i>Amsterdam</i> <i>Amsterdam has canal boats to ride on (1). They can visit Dam Square (2) or walk through the cobbled streets (3) and then have an afternoon at the Anne Frank Museum (4).</i></p> <p>Level 2- Clear, explanation/links. Sense of place is evident. Some detailed description of how the leisure activities / attractions in the destination are suited to the married couple. Explanation of how suited to the married couple for top L2.</p> <p>Possible response: <i>Amsterdam is a great city to visit for this married couple. They could go to Dam Square for a coffee together and just 'people watch' cyclists, soaking up the atmosphere (5). After this, they could take a canal boat cruise around Amsterdam aboard the pancake boat (6) which could be</i></p>	<p>1-4</p> <p>5-8</p>	<p>4 AO1 4 AO2 4 AO3</p>

Question	Expected response	Mark Allocation	AO
	<p><i>fun for them and mean they get to enjoy seeing the Dutch architecture from the boat, ideal if it is raining (7). There is also the opportunity to visit the Rijksmuseum and see works by Vermeer and Rembrandt, which is a memorable activity more suited to the needs of this married couple (8).</i></p> <p>Level 3- Detailed links and explanations. Clear explanation of how well the leisure activities / attractions are suited to the married couple. Sense of place is detailed. Conclusions may begin to be offered about the sense of suitability to the city destination for the married couple. For top L3, written expression is fluent in conveying meaning.</p> <p>Possible response: <i>The above, but additionally: I think that somewhere like the Rijksmuseum would be fantastic to visit- seeing works like The Night Watch are just the kind of thing to enjoy seeing on a short-break when time is short (9). Amsterdam is also ideal for the couple as it is a flat and compact city, so attractions are easily accessible by canal, tram or bus (10). The couple would probably appreciate some time to reflect on their visit, away from the popular areas of the city, so they could visit the Begijnhof- where they can soak up the peace of this religious greenspace (11), and then visit the chapel to see a series of panels telling the story of the Miracle of Amsterdam (12).</i></p>	9-12	
13	<p>Point marked. Per idea,</p> <ul style="list-style-type: none"> - Idea of beyond Europe / Med basin - Idea of greater than 5 hours flying time - Exemplification- Johannesburg 	2	2 AO1
14	<p>Point marked. One mark for the impact described (positive + negative), second mark for the link to the destination. e.g.</p> <p>Positive- <i>The environment is kept tidy throughout the year (1) on Southsea seafront (2).</i> Negative- <i>Part-time jobs are lost (1) at Canoe Lake cafe (2) at the end of the holiday season.</i></p>	8 (4+4)	2 AO1 6 AO2