



ASSESSMENT and
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GCE

Geography A

Unit GGA7

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Unit 7: Fieldwork Investigation

General guidance

Quality of Written Communication

As required by QCA, the marking scheme for this unit includes an overall assessment of quality of written communication. There are no discrete marks for the assessment of written communications but where questions are "Levels" marked, written communication will be assessed as one of the criteria within each level.

- Level 1:** Language is basic, descriptions and explanations are over simplified and lack clarity.
- Level 2:** Generally accurate use of language; descriptions and explanations can be easily followed, but are not clearly expressed throughout.
- Level 3:** Accurate and appropriate use of language; descriptions and explanations are expressed with clarity throughout.

Levels marking - General Criteria

The following general criteria relate to knowledge, understanding and their critical application and the quality of written communication as outlined in the AQA Geography A subject specification. They are designed to assist examiners in determining into which band the quality of response should be placed, and should be used when assessing the level of response an answer has achieved. It is anticipated that candidates' performances under the various dimensions will be broadly inter-related and the general guidelines for each level are as follows:

- Level 1:** An answer at this level is likely to:
- display a basic understanding of the topic;
 - make one of two points without support of appropriate exemplification or application of principle;
 - demonstrate a simplistic style of writing perhaps lacking close relation to the term of the question and unlikely to communicate complexity of subject matter;
 - lack organisation, relevance and specialist vocabulary;
 - demonstrate deficiencies in legibility, spelling, grammar and punctuation which detract from the clarity of meaning.
- Level 2:** An answer at this level is likely to:
- display a clear understanding of the topic;
 - make one or two points with support of appropriate exemplification and/or application of principle;
 - demonstrate a style of writing which matches the requirements of the question and acknowledges the potential complexity of the subject matter;
 - demonstrate relevance and coherence with appropriate use of specialist vocabulary;
 - demonstrate legibility of text, and qualities of spelling, grammar and punctuation which do not detract from the clarity of meaning.

Level 3: An answer at this level is likely to:

- display a detailed understanding of the topic;
- make several points with support of appropriate exemplification and/or application of principle;
- demonstrate a sophisticated style of writing incorporating measured and qualified explanation and comment as required by the question and reflecting awareness of the complexity of subject matter and incompleteness/tentativeness of explanation;
- demonstrate a clear sense of purpose so that the responses are seen to closely relate to the requirements of the question with confident use of specialist vocabulary;
- demonstrate legibility of text, and qualities of spelling, grammar and punctuation which contribute to complete clarity of meaning.

NB A perfect answer is not usually required for full marks. Clearly it will be possible for an individual candidate to demonstrate variable performance between the levels. In such cases the principle of best-fit should be applied. Experience suggests that the use of exemplars within this mark scheme and the discussion which takes place during the Standardisation Meeting normally provides sufficient guidance on the use of levels in marking.

Annotation of scripts

- Where an answer is marked using a levels of response scheme the examiner should annotate the script with 'L1', 'L2' or 'L3' at the point where that level is thought to have been reached. The consequent mark should appear in the right hand column. Where an answer fails to achieve Level 1, zero marks should be given.
- Where answers do not require levels of response marking, each script should be annotated to show that one tick equals one mark. It is helpful if the tick can be positioned in the part of the answer which is thought to be credit-worthy.

General advice

It is important to recognise that many of the answers shown within this marking scheme are only exemplars. Where possible, the range of accepted responses is indicated, but because many questions are open-ended in their nature, alternative answers may be equally credit-worthy. The degree of acceptability is clarified through the Standardisation Meeting and subsequently by telephone with the Team Leader as necessary.

Question 1

- (a) Responses should note that Figure P2 suggests the land use, location and sequence expected in a coastal resort, whilst Figures P3 notes a number of good and bad effects of tourism (some of which will be of greater relevance to Cleethorpes than others) and the background information on page P4 suggests the characteristics of current visitors to seaside resorts.

Objectives are clearly based on this information (objective 2), Figure P2 (objective 1) and Figure P3 (objective 3).

Title and aim indicate enquiry purpose is to determine whether and to what extent Cleethorpes matches up with these theoretical expectations.

Level 1	Describes features of land use of resort from model, or expected economic effects or natures of visitors or all 3. Heavy reliance on information supplied. No reference to own fieldwork.	1 mark
Level 2	Relates features of land use and/or nature of visitors and/or expected economic effects to objectives. Awareness of the purpose of the enquiry to relate predictions to reality. Implicit reference to own fieldwork.	2-3 marks
Level 3	Clearly relates features of land use and nature of visitors and expected economic effects to objectives and aim/title. Clear awareness of the purpose of the enquiry – and the need to determine extent of fit. Explicit reference to and targeted use of own fieldwork.	4 marks (4 marks)

- (b) Information provided must be used before credit given. No marks simply for copying information. Either 2×1 per undeveloped point or $1 \times (1+1)$ per developed point. Rapid growth occurred during mid-late 19th Century – a characteristic of many seaside resorts (1) – origin in Victorian times. (1)

Presence of railway was significant in linking nearby industrial areas with resort (1) – especially South (and West) Yorkshire towns. (1)

An expected feature of typical seaside resorts is the Pier which was the entertainment centre, (1) and which Cleethorpes received in 1872 giving it this status symbol. (1)

Its primary resources were the beach and the ‘sea’ (1) with sea bathing believed to be beneficial for health (1) or attractions of beach activities. (1) **(2 marks)**

Question 2

- (a)
- | | |
|---------------------------|--|
| <p>Strengths
✓ s</p> | <p>Quick and easy – via observation along streets. (1)
 Classification of land use clearly related to tourist resort.(1)
 Classification derived from model (1) to make links clearer to see (1).</p> |
| <p>Weaknesses
✓ w</p> | <p>Streets vary in size and longer streets likely to have more varied land use. (1)</p> <p>Land use on opposite sides of road may be different.(1)
 Dominant land use not defined (1) – could be 70% or 100%.(1) In some cases, there was more than one land use recorded – but no detail given regarding criteria for this.(1)
 Element of subjectivity i.e. an observer scanning streets (1) rather than objectivity via counts.(1)</p> <p>Problem of classification (ii) potential overlap e.g. amusements/entertainment.
 Geralisation valid as w or s</p> |

Max 3 for either strengths or weaknesses; allow up to 3 for use of own fieldwork.

(5 marks)

- (b) Responses may refer to area used.

In going from Market to Leisure Centre -

visiting a number of clearly different areas – amusement arcades near pier, gardens (1) so would expect a variety of visitors.(1)

Path is along promenade -

So would expect a lot of people to make sampling strategy easy.(1)

Spacing out – sampling -

Evenly spread along promenade (1) to try to get visitors in variety of environments (1) and be representative of whole. (1)

Sampling fifth person to pass -

Removes element of choosing (1) and therefore removes bias (1) – asking people think may answer/ like the look of. (1)
 Contingency plan if fifth person asked was not a visitor (1) which was fairly applied. (1)

Timing of questionnaire –

During start of peak season (1) so expect answers to be representative of summer (1) on a Friday at the start of the weekend when relatively busy. (1)
 Age of respondent estimated – with valid reason. (1)
 (Weakness, negatives, exteriors not relevant)

Allow up to 3 for reference to own fieldwork.

(6 marks)

(c)

Usefulness of Goad Plans

Accurate (1) for both years – primary data collection would not allow collection of 1974 date for comparison.(1) Has O.S. background to facilitate mapping (1) easily obtainable from Library or Goad Plans – save time.(1) Useful for detailed land use (objective 1) or recent economic effects/changes (objective 3).(1)

Usefulness of Figure P8

Contains information which it would be impossible to access otherwise (1)

Much larger numbers considered (1) – 100% sample (1) and therefore greater confidence in data. (1)

Identifies off peak, beginning of peak season and middle of peak season as contrast (1) seasonality. (1)

Information available clearly relevant to a consideration of economic impacts for objective 3.(1)

Minimum 1 for Figs P6a/6b + Fig.P8

Reliable needs qualification.

(5 marks)

Question 3

- (a) i Labels should clearly indicate contrasts between the two photographs, therefore indicating that they are not part of the same zone, which should indicate similar unifying characteristics. Labels should refer to –

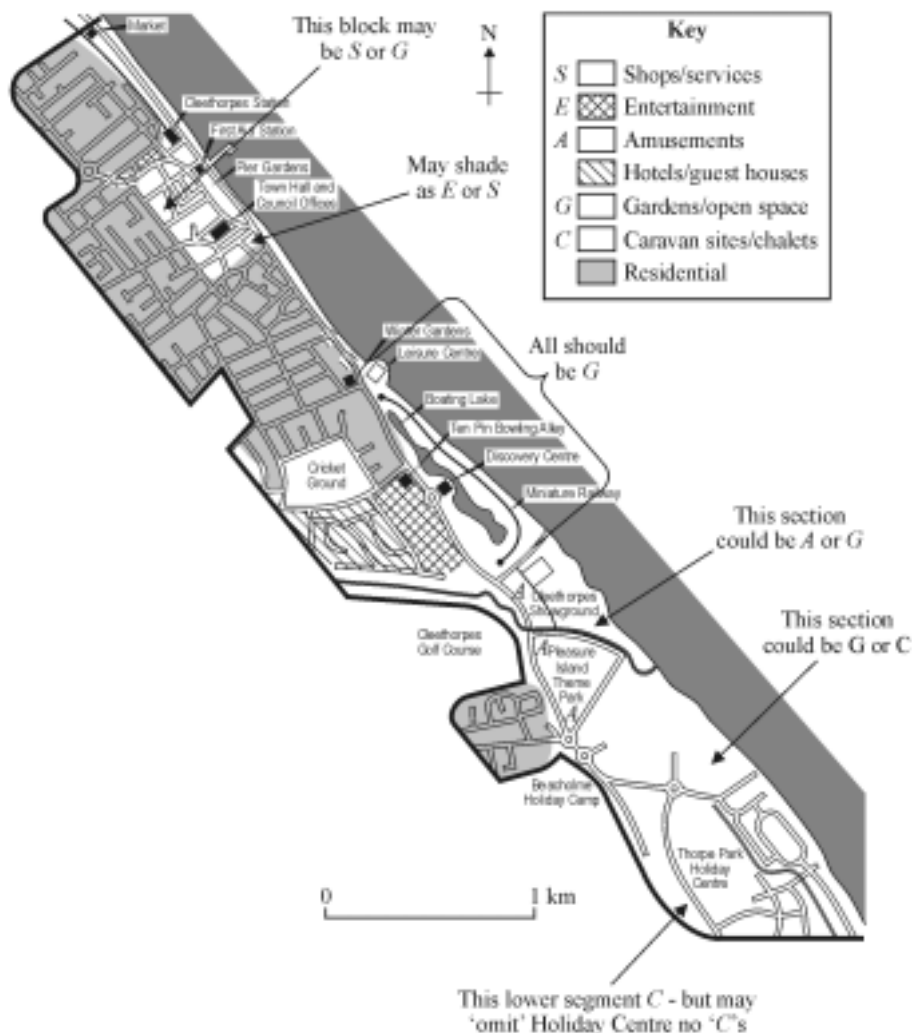
Buildings only not surrounding area.

- ✓s contrasting size of individual buildings
- ✓a contrasting age of buildings
- ✓q contrasting quality of buildings
- ✓f contrasting function of buildings – including past as well as present
- ✓ap contrasting appearance

1 mark per basic contrast; 1+1 if elaborated e.g. is specific about relative size; contrasting functions features must be arrowed to gain marks.

(6 marks)

- ii 4×1 for correctly showing remaining four land use zones (see map –below.) (4 marks)



CBD is much nearer sea front.

Zones are generally present which are predicted but not in same sequence – much more elongated and spread in zones along the coast on figure 3 rather than changing with distance from it. Thus going southwards from CBD are areas of entertainment, hotels/guest houses, open spaces – gardens, boating lake, amusements and campsites. Last category not considered at all in the model. Neither is entertainment distinguished from amusements. Extent of amusements and large hotels is much less than predicted and being intermittent rather than continuous zones as suggested by the model. Amusements at edges rather than in middle. Promenade is only continuous zone, following the beach but no evidence of zoned activity on the beach, although pier has expected central position.

Figure P4

Largely reinforces above but confirms more mixed nature of land uses rather than exclusive zones, e.g. photo 2 shows café next to amusement arcade. Entertainment zone clearly shown in photo 4 – absent from Figure P2. CBD clearly shows internal variation – photo 4 vs. 5, 6 vs. 7 Guest house zone clearly shown on Isaac's Hill although extent limited – it is relatively exclusive. Limited continuity of hotel 'zone' shown in photo 10, whilst photo 11 shows expected nature of promenade, photo 12 Meridian Point – modern development and not really accommodated in model P2. Extensive users of land clearly confined to southern edge, and apart from gardens not really taken into account on model.

Level 1

Describes Figure 3, possibly in detail. Clearly notes nature of zoning appropriate terms used. May also describe photographs – figure P4.

1-3 marks

Level 2

Begins to relate land use in Cleethorpes – Figure 3 with predicted land use – Figure P2. Some use of photographs – but probably imbalance in use of two resources. Some, albeit, implicit comment/evaluation.

4-6 marks

Level 3

Clearly relates land use in Cleethorpes on Figure 3 with predicted land use – Figure P2. Photographs also used to make valid points regarding applicability of model. Clear explicit comment perhaps in the form of explanation and evaluation.

7-8 marks

(8 marks)

(b) i 3×1 for marking on trip lines, using keys appropriately. (3 marks)

ii Characteristics of visitors

Origin o	Most come from immediately west – South Yorkshire towns of Sheffield, Rotherham, and Doncaster. Nearby locations – Scunthorpe, Grimsby, Immingham also. Majority W/N.W. direction and within 110 km. Few from Midlands area. As distance increases, significant reduction. Very few e.g. one from Birmingham, Sunderland clearly outliers.
Mode of transport m	Vast majority arrive by road – where car is dominant. Coach trips play a part. Train least important but would account for 15%.
Length of stay l	26/40 visit for a day or less – 65% 1/8 stay for weekend; 15% for a week, very few only 2/40 stay for longer.
Place stay p	Of those staying – only 5/15 approx. 1/3 stayed in hotel or guesthouse and only one of these in a hotel. Majority staying in self-catering accommodation on caravan sites, chalet parks.
Job done j	Majority clearly in groups D and E, then C. Very few – only 3 in A and B.
Age a	Significant proportion is their 60's/70/s – 14 approximately 1/3, relatively few in 30's and 20's, only 7/40. Clearly, visitors are generally 50's and above if this sample is representative.

Comment may be made for individual characteristics or in summary at end regarding extent to which reality matches up with expected.

Level 1	Describes some of characteristics. Clearly makes generalisation regarding characteristics. This information on Figure P7 (and possibly fig 4)	1-3 marks
Level 2	Clearly notes general characteristics of visitors at least 2 referred to. Information clearly used to make points from Figure P7 and Figure 4. Some comment relating to 'to what extent' – which may be implicit. Comment likely to be at end.	4-6 marks
Level 3	Targeted use of information on Figure P7 and Figure 4 with regard to characteristics noted on page P4. Information used as evidence to support link between predicted and reality in Cleethorpes. Explicit comment relating to 'to what extent' – which is likely to be integrated throughout and characteristic based – 3 minimum referred to.	7-8 marks

(8 marks)

- (c) i 4×1 for correctly showing bars for each category.
(max 3 for incorrect or no shading) **(4 marks)**

- ii Changes generally show overall decline in number of vacant buildings, indicating that tourist function offering positive benefit – in terms of employment.
Similarly change in dwellings – only 1 throughout the 3 street whereas previously there was 6, suggesting growth.
Cafes/restaurants were significant in 1974 become even more important in 2000 such services offering unskilled jobs, casual jobs. Similarly jobs available in bars/pubs – these absent in 1974 (now having 8 in area indicate clear growth in entertainment/leisure sector).

Comment

Changes are not even – Alexandra Road has benefited less than Market Street and High Street - latter has seen most significant change in fortunes and become a key growth area for entertainment and changed from apparent decline to growth assimilation instead of discard.

Level 1 Describes some of the changes shown on figure 5. May be detailed but generalised changes regarding function/location would be a better strategy. **1-2 marks**

Level 2 Describes changes – probably in sequence and shows some awareness of implication of changes regarding economic effects may be generalised. **3-4 marks**

Level 3 Changes clearly described and information included is targeted to the economic effects suggested in Figure P3. Clear understanding of the importance of changes with regard to economic impact. May refer to contrasts between areas. **(6 marks)**

- iii Either 0.05 or 0.01 level of significance (1)
Plus valid reason why – e.g. these equate with 95% or 99% levels of confidence (1) or may refer to why higher level not needed as lives not endangered as with medical research (1) or why not lower – not enough confidence in results. (1)

Degrees of freedom is 3 (1) because it is determined by column total – (1) row total – 1 (1) which is 3×1 . (1)

Critical value is either 7.82 or 11.34 (1) **(5 marks)**

- iv The value of 15.86 obtained is higher than the critical value at both 0.05 and 0.01 level of significance (1) this means that the hypothesis stated is accepted.

With reference to objective 3, it is clear that there have been substantial changes in building function (1) which suggest the growth of the area (1) due to the decline of functions such as dwellings vacant. (1) **(3 marks)**

- (d) Visitors – figures clearly indicate seasonality of Cleethorpes as a resort with large range of figures showing increase of 330000 in August over February.

This is apparent in all categories and self-catering accommodation close during part of season.

Vast majority of visitors are day trippers indicating resort past its peak and seeking to maintain economy. Day-trippers have less benefit than visitors who stay on the economy.

Expenditure – clearly significant amount of money brought into the area and growth encouraged in certain sectors – especially food and drink (c.f. earlier changes noted) recreation and shopping.

This will lead to further expenditure e.g. hotels, guest houses buying food; employing local service people, using local services e.g. laundrettes.

Stimulus for further developments to ensure tourists return e.g. McDonalds, retail park development. A problem is the need for business to be able to withstand winter lull – uneven demand.

Employment – whilst this is obviously seasonal in many instances, impact apparent with over 3800 jobs provided in August – a 90% increase. Many jobs will allow casual employment and other jobs to students and semi-skilled and unskilled workers. Seasonal unemployment a problem.

Candidates likely to consider each subsection in turn, and note effects.

Some may cross-reference other data – e.g. Figures P6a, P6b, photographers P4 and this should be seen as a perceptive response – attempting to use all information available.

Annotate p (positive)/ n (negative)

Level 1	Describes changes shown on Figure P8 – perhaps in some detail evidence of changes noted.	1-3 marks
Level 2	Clear description of information shown with tentative reference to economic effects. May see effects as entirely positive or negative, but will clearly begin to make links. May use information other than P8.	4-6 marks
Level 3	Targets response to question. Clearly uses information in Figure P8 to note economic effects – both positive and negative. May consider relative importance of positive and negative effects. Will use information other than that in Figure P8.	7-8 marks (8 marks)

Question 4

Level 1	Simple statements made with reference to objectives or overall aim. May focus more on some aspects than others, e.g. delimitation by land use. May jump about, be poorly structured. No reference to own fieldwork experiences in a meaningful way with regard to title. Lacks awareness of limitations or may refer to limitations only and neglect to summarise findings.	1-3 marks
Level 2	Some development of statements. Refers to all objectives (perhaps in varying detail) and in appropriate order or clear reference to aim/title. May make intermittent reference to evidence or refer in a generalised way. Will show some awareness of reliability of findings/limitations and will show own experience. Will refer to own fieldwork with regard to e.g. limitations or extensions and reference will be meaningful to this enquiry not just descriptive of own fieldwork. Max 5 if only conclusion or reliability/limitation.	4-7 marks
Level 3	As Level 2, but will refer precisely and specifically to data collected as evidence. Will be clearly aware of limitations. Will realise extent to which aims have been realised. Will be critically evaluative of enquiry. May suggest meaningful extensions(s) of study. Will clearly be applying own experiences of fieldwork/enquiry –e.g. to limitations, an awareness of extent to which aims been fulfilled; means of extension. Fieldwork will be applied in a relevant manner to this enquiry.	8-10 marks

(10 marks)

N.B. Fieldwork experience must be used in a way relevant to this enquiry. The conclusion here relates to this enquiry – it is not an opportunity for the candidates to conclude their own enquiry experienced during Fieldwork.

Maximum 7 if no reference to own fieldwork.

Question 5

- (a) Tourist area/resort life cycle model would be expected starting point (1) with max 2×1 for elaboration regarding nature of model – sequence of stages and importantly what happens once peak reached. Could draw diagram.

Max 2×1 for justification e.g. one type of economic effect (1) looks to present/future (1) would be useful in offering explanation for present level of visitors, developments (1).

(5 marks)

- (b) Simple, general, valid, open hypothesis – 1 mark e.g. the environment will suffer as a result of tourism. Residents will not like problems caused by tourism.

Clear, specific, targeted directional hypothesis. – 2 marks

E.g. The impact of tourism on the environment will vary with the number of visitors in different areas. Local residence living in the vicinity of tourist areas will have stronger views than those living further away from them

(2 marks)

- (c) 6×1 or $3 \times (1+1)$ any combination marks should be given for information relating to what data would be collected as well as how.

E.g. environment survey would consider certain criteria such as noise litter crowding (1). Bipolar analysis (1) could be conducted with elaboration of criteria, scale used (1) and justification of different criteria, method (up to 3) could consider where survey would be carried out and how and why study sites would be determined e.g. via systematic, random sampling and merits of the method, justification.

(6 marks)