

**General Certificate of Secondary Education January 2012** 

**Leisure and Tourism** 

48401

(Specification 4840)

**Unit 1: Understanding leisure and tourism destinations** 

Mark Scheme

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Question	Expected response	Marks	AOs
1	Built attraction.	1	AO1
2	Point marked. Allow two separate ideas or one well-developed point. E.g. A natural attraction is an attraction that is physically attractive/beautiful (1), that many people are attracted to, (1), for example Durdle Door (1) in Dorset.	2	AO1
3	St Pancras City <b>or</b> Stansted Victoria	3	AO1
4	Destination type - City All other correct responses, point marked.  Beach or seaside resort (must be UK) - e.g. Brighton, Torquay, Newquay, Tenby, Filey, Hunstanton, Portrush.  Ski/snowsports resort (must be overseas) - e.g. Aspen, Cervinia, Tignes (1).  National Park (must be UK) - Cairngorm, Loch Lomond, Northumberland, Lake District, North York Moors, Yorkshire Dales, Peak District, Broads, South Downs, New Forest, Dartmoor, Exmoor, Brecon Beacons, Pembrokeshire Coast, Snowdonia (1).	4	AO1

Question	Expected response	Marks	AOs
5(a)	No credit for use of 'Budapest' as given in the stem.  Point marked. Allow two separate ideas or one well-developed point.  E.g. A short-haul destination is usually less than 3-4 hours flying time from the UK (1), is located within Europe / the Mediterranean Basin (1), for example Benidorm (1).	2	AO1
5(b)	Point marked. No mark for name of city.  Name of first attraction (1) specific to the city named. Credit appeal even if name unclear.  Tower of London (1)  Appeal for Visitors The Tower of London is home to the Crown Jewels (1) and there are the famous ravens to see, which are not supposed to leave the Tower (1) or the kingdom will fall.  Name of second attraction (1) specific to the city named.  Credit appeal even if name unclear.  London Eye (1)  It is a 30 minute flight in a glass capsule (1) with great views over the Palace of Westminster (1). It now has a 4D visitor experience (1).	6	AO1
6	Point marked up to 3 correct marks for three correct elements of a route to the final city destination. Final leg must reach city, not just nearest airport.  Possible response Home area: Portsmouth City destination: Amsterdam Drive on the A27/A272 to Gatwick (1). Fly from Gatwick to Amsterdam Schipol (1). Catch the train from Schipol to Amsterdam Central station (1).	3	AO1

Question	Expected response	Marks	AOs
7	Point marked. First mark for simple link of factor to customer, second point for development.  Possible response The range of products and services may have influenced Ben's choice because his friends have offered to take him for a ride on the river (1) and to see art galleries for the day, and he is an art student (2).  Ben may have been influenced by personal interests and tastes because he is obviously into art studies and architecture (1) and Paris is offering so much opportunity to learn about this (2).  Cost may have influenced Ben's decision to go to Paris because he is a student, who may not have much money (1). The free accommodation offered by his friends means his holiday money will go much further (2).  Ben's choice of Paris is influenced by its accessibility as it won't take too long to get there (1) and the range of travel options means he should get a good deal as he is a student (2).  Events may have influenced Ben as he has studied art at college (1) and there are some art exhibitions for him to go and see (2).	6	AO2
8	Levels of response Must be about a UK National Park, Max Level 2 if not clearly named.  Level 1 – Basic, not linked Simple points rather than evaluations. Not linked to the group of mature adults.  In terms of QWC, a level 1 answer displays basic expression; meaning may be unclear.  Possible response New Forest The New Forest has walks in the woods and across open heath (1). There are lots of little ponds with picnic places where they could relax (2). They could take photos of the ponies and other animals as they wander freely (3). They could camp at one of the Forest's campsites (4).	1 – 4	AO1 AO2 AO3

Clear <b>sen</b> evaluation are suited	Clear, detailed, descriptive links se of place accesses this level. Clear of the activities / attractions and how they to the group of mature adults. For top ritten expression is clear in conveying	5 – 8	
expressed	f QWC, a level 2 answer is well d. Meaning is clear. For top marks, written n is fluent and conveys meaning very well.		
The group Wildlife Pa wander an wildcats a photos to Hard mus groups the Beaulieu i	response o would enjoy a visit to the New Forest ark near Ashurst (5). Here they can round and see all our native wildlife like and pinemartens up close and enjoy taking show each other later (6). The Bucklers eum would be a great choice as they offer e chance to cruise together on the River (7), which would be an enjoyable ent way to enjoy the Forest (8).		
Evaluation	Detailed links and evaluations may not be especially detailed at the to access Level 3.	9 – 12	
attractions Clear sens	of how well the range of activities / s at the NP meets the needs of the group. se of place. For top Level 3 marks, written is fluent and conveys meaning well.		
Bucklers I for groups tailored virulinked to I mature grand Builders I offers the meal toge hotel can a fantastic Beaulieu I diners who (11). The Hard such Museum, and rivers of activitie	response (the above, but in addition) Hard offers special discounts and activities is which would mean they can arrange a sit, perhaps focusing on the naval history welson which would be a good thing for the oup to do together (9). The Master dotel and Restaurant at Bucklers Hard group the chance to enjoy a memorable ther in one of the Function Rooms, as the cater for up to 80 diners, which makes this is evenue for this group (10), overlooking the River and away from other visitors and ich the mature adults would appreciate range of different activities at Bucklers as the river cruises, the Maritime the tours through the Shipwright's Cottage ide walks means there is an exciting range as for everybody's interests which makes by able day out, with something for all in		

Question	Expected response	Marks	AOs
9	QWC question		AO2 AO3
	Levels of response Advantages – direct travel between cities, no driver fatigue, low environmental impact, can book discounts online. Disadvantages - inflexibility, need to change trains, long journey times, overcrowding.		
	In terms of QWC, a level 1 answer displays basic expression; meaning may be unclear.		
	Level 1 – Basic Upper Level 1 will attempt explanation of both an advantage and a disadvantage. An advantage is you can search online for the cheapest tickets (1) as you will likely know the date and time of travel in advance. (2). A disadvantage can be that journeys tend to be inflexible (3) because trains work to fixed timetables (4).	1 – 4	
	Level 2 – Clear Both an advantage and a disadvantage clearly explained, more than one of an advantage or disadvantage for higher Level 2. Top Level 2 is two advantages and two disadvantages all clearly explained.	5 – 8	
	In terms of QWC, a level 2 answer is well expressed. Meaning is clear. For top marks, written expression is fluent and conveys meaning very well.		
	Trains offer direct travel between major cities and a way to avoid traffic congestion on main motorways if travelling at peak times (5). However travelling by train can be a disadvantage as you can be delayed by engineering works at times like bank holidays, or delayed because of winter conditions like wet leaves and snow and ice. (6) Another advantage on a train is that you can use facilities like the buffet car and toilets without breaking your journey to stop (7). Furthermore, travelling by train generates perhaps the smallest carbon footprint, reducing the impact of the journey on the environment (8).		

Question	Expected response	Marks	AOs
10	Point marked. Do not credit words 'leisure' or 'tourism'. For business (1) To visit friends & relatives (1) Medical (1) tourism; Religious (1) tourism/pilgrimage; Recreation (1); Sport (1) 'See a show/concert'/'go to a match' (e.g. a specified leisure activity) Educational / school visits (1)	3	AO1
11	Level 1 – Basic Simple descriptions from Figure 5. Some interpretation at top of Level 1.  Possible response: Figure 5 shows that the most popular type of destination is the seaside for holidays (1). Cities and large towns is the second most popular type of destination (2). Far more people visit towns and cities for all visits, than for holidays (3).  Level 2 – Clear analysis Data is clearly used to recognise and analyse patterns. Interpretation is clear at top of Level 2.  Possible response: Figure 5 shows that a third of all holidays were taken at the seaside (4). Only 5% less than this	1 – 3	AO2 AO3
12	were holidays to larger cities / towns (5). Holidays to small towns and the countryside were almost evenly split at 19% & 22%, suggesting that people value these destinations equally(6).  Point marked	4	AO1
12	Legoland has rides like C  Angel Falls is the A  Staples Center is the homeD  MOMA is an Art E	4	AUI