



Rewarding Learning

**General Certificate of Secondary Education
2015**

Leisure and Tourism

Unit 1: Introduction to Leisure and Tourism

[GLT11]

TUESDAY 19 MAY, MORNING

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to candidates' responses. The mark schemes should be read in conjunction with these general marking instructions.

Assessment Objectives

Below are the assessment objectives for GCSE Leisure and Tourism.

Candidates must show they are able to:

- recall, select and communicate their knowledge and understanding of a range of contexts (AO1);
- apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks (AO2); and
- analyse and evaluate information, sources, and evidence, make reasoned judgements and present conclusions (AO3).

Quality of candidate's responses

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 16-year-old GCSE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Types of mark schemes

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication. Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement. The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Marking calculations

In marking answers involving calculations, examiners should apply the 'own figure rule' so that candidates are not penalised more than once for a computational error.

Quality of written communication

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication. For conciseness, quality of written communication is distinguished within level of response as follows:

Level 1: Quality of written communication is limited.

Level 2: Quality of written communication is satisfactory.

Level 3: Quality of written communication is of a high standard.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Limited): The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Satisfactory): The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 (High standard): The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

1 (a) Define the term **Leisure**.

One mark for the following:

- Leisure is the time or an activity undertaken, after the necessities of life such as work or education have been completed.

(1 × [1])

Any other from the following:

- It is something that an individual freely chooses to engage in.
- And is also something that is personally satisfying.
- Any other suitable answer.

(1 × [1])

[2]

(b) Complete **Table 1** by giving **two** examples each of passive and active leisure activities.

Table 1

Activity	Example of Leisure Activity
Active leisure activity	Playing field hockey
Active leisure activity	Competing in an orienteering event
Passive leisure activity	Spectating at a football match
Passive leisure activity	Reading a book

Any suitable answers similar to above.

(4 × [1])

[4]

(c) Identify and describe **three** reasons why people engage in leisure activities.

Answers may include:

- Entertainment – watching an operatic performance at a theatre.
- Recreation – playing indoor soccer with friends after work.
- Relaxation – reading a book in a quiet space to get away from distractions.
- Socialising and eating out – meeting up with friends for a special occasion such as a birthday.
- Health reasons – using a fitness suite to lose weight and to regain fitness.
- Expert service or product – to gain or improve your own skills in an activity, e.g. golf.

Or any other acceptable answer.

1 mark. Identified only.

2 marks. Identified with some description.

3 marks. Identified with detailed description.

(3 × [3])

[9]

(d) Identify **one** product and **one** service that are available from a private fitness club.

Answers may include:

- Product – fitness drinks, energy bars, sports clothing/shoes, shampoo etc.
- Service – training session on a rowing machine etc, coaching from a trainer.

Or any other suitable answer.

(2 × [1])

[2]

(e) Name the **two** main groups of people who are specifically protected by Health and Safety Legislation.

- Employees
- Customers

(2 × [1])

[2]

(f) Identify **two** other pieces of legislation that protect people who visit leisure centres. Give **one** example of a facility that must be provided under either piece of legislation.

Any two from:

- Disability legislation.
- Safeguarding legislation for children and vulnerable adults.
- Or any other suitable answer.

Accept: first aid at work regulations

Do not accept: customer rights

(2 × [1])

[2]

Facility

Any one from:

- Ramps
- Changing facilities
- Lifts
- Disabled car parking
- Any other suitable answer.

(1 × [1])

[1]

(g) Describe how Retirement Patterns have influenced how the Leisure and Tourism industry has developed over the last 10 years.

Retirement patterns:

- Retirement is often taken at an earlier time in life. 55–60 years not uncommon.
- Occupational pensions [OP] are more common.
- OP's have ensured that pensioners have a fixed income that has created a degree of disposable wealth for retired people.
- Disposable income now being used to enjoy L&T activity.
- Increased life expectancy/better health.

Or any suitable answer.

One point well described.

(1 × [3])

[3]

25

- 2 (a) Using the organisations in the diagram below, match each of the components to complete **Table 2**. [Each organisation should be used only once]

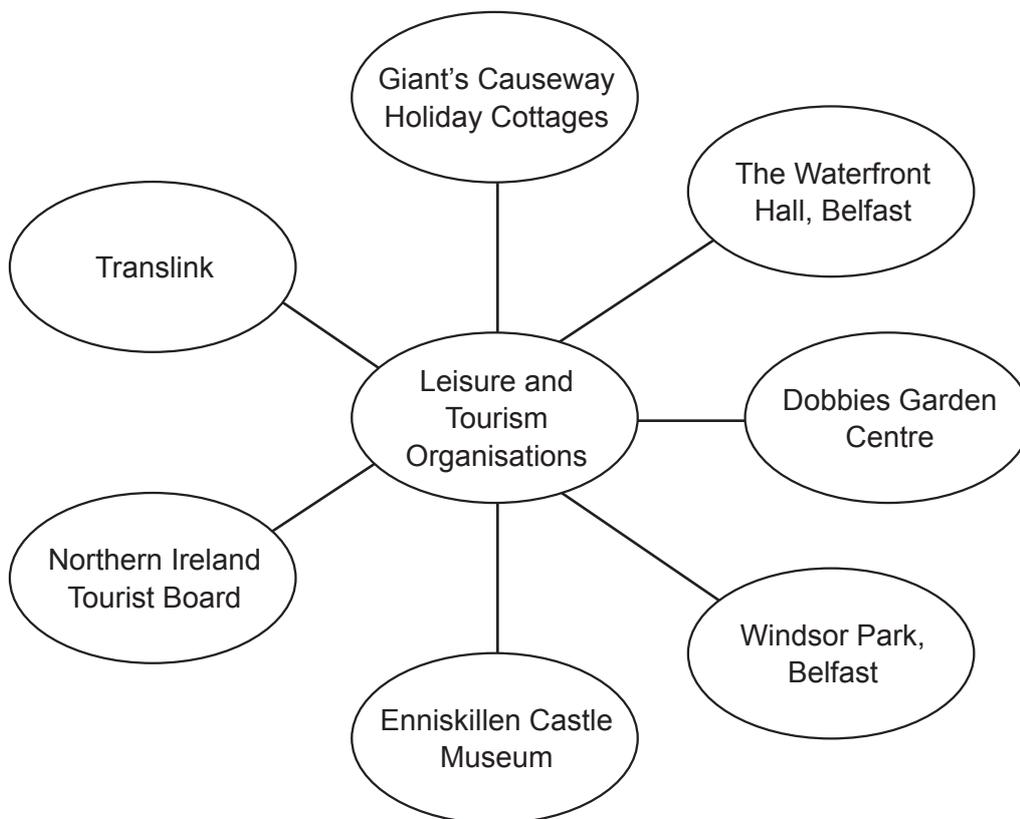


Table 2

Component	Organisation
Arts and Entertainment	Waterfront Hall
Accommodation	Giant's Causeway Holiday Cottages
Cultural Attractions	Enniskillen Castle Museum
Home Based Leisure	Dobbies Garden Centre
Sport and Physical Recreation	Windsor Park, Belfast
Tourism Organisations	Northern Ireland Tourist Board
Transportation	Translink

(7 × [1])

[7]

- (b) Explain how **Public** and **Private** leisure and tourism organisations operate to meet their own needs and name one major example of each from within Northern Ireland.

Private

e.g. Hastings hotel chain or similar [1]

Private organisations are typically in ownership of individuals or a number of share holders. These people are keen to see a return on their investment. The profit margin is important and they operate in areas where commercial success can be replicated through economies of scale. Typical private organisations include hotel or sports club chains and in some cases two different private companies may work together to spread both the risk and the cost. They are directed to providing services to their customers that are of high quality and expect customers to cover all the costs associated with these services. They operate in a competitive market and often provide facilities on a 24/7 basis.

Or any other suitable answer [2]

Public

e.g. Forum Leisure Centre, Enniskillen or similar [1]

Public organisations are generally funded by local or central government and this funding stream is reflected in the strategies and policies that they adopt for their customers. They are usually established to meet the broad needs of a wide range of customers and typically provide Leisure and Tourism services for young and old alike. Examples of these types of facilities include leisure centres, swimming pools, art centres etc. These organisations are not initially motivated by profit margins but are increasingly expected to meet the financial needs of their government sponsors by seeking to break even.

Or any other suitable answer [2]

For each organisation identified
(1 × [1])

For each explanation
(2 × [2])

- (c) Sectors often work together to organise events such as the 2014 Glasgow Commonwealth Games. Analyse **two** benefits of this.

Benefits

- More than 1 sector involved allows increased facilities, services etc.
- Sectors able to rely on each other for support.
- Increased capital available.
- Combined approach to develop facilities and improve customer experience.
- Sharing of profit.
- Shared financial and other risks.
- Any other acceptable answer.

For each benefit:

Level 1 ([1])

Basic knowledge demonstrated. One benefit identified.

Level 2 ([2])

Sound knowledge and understanding demonstrated. One to two benefits identified with some development.

Level 3 ([3])

Detailed knowledge demonstrated. Two benefits identified with detailed development.

(2 × [3])

[6]

19

3 (a) Going on holiday is the main reason for tourism visits. Identify **four** other reasons.

- Sightseeing.
- Visiting friends and relatives.
- Going to sports event as a spectator.
- Visiting an attraction.
- Business.

Any 4 from the above.

(4 × [1])

[4]

(b) Freelance Tour Guides are often employed on a seasonal basis. Explain what seasonal work means and describe **two** benefits of it for employees.

Seasonal work

Any of the following:

- Seasonal pattern of tourism demand, e.g. summer.
- A period of time during a year when tourism work is available.

(1 × [2])

[2]

Benefits

Any two from:

- Option for short term work as these jobs not always taken by others in the community.
- Chance to seek jobs abroad with a short term contract.
- Chance to experience aspects of the Leisure and Tourism Industry such as shift working etc.
- Opportunity to earn.
- Any other suitable answer.

(2 × [2])

[4]

(c) List **three** main duties of a Children's Holiday Representative.

Any three from:

- Organise activities for children.
- Organise trips for children.
- Display planned activities.
- Perform administrative duties.
- Ensure equipment is safe/suitable for use.
- Or any other acceptable answer.

(3 × [1])

[3]

- (d) Tourism organisations often provide Children’s Holiday Representatives with meals and accommodation as part of their pay. Explain **one** benefit of this to the employee and **one** benefit to the employer.

Benefits to Employee:

- Transport to work not required.
- No additional living costs.
- Access to equipment storage for personal use.
- Any other suitable answer.

(1 × [2]) [2]

Benefits to Employer:

- Employee on site and available outside normal work hours if required.
- Reduces salary costs and the need for employees to find accommodation etc.
- Maintains some additional supervision/control at site.
- Encourages more commitment from employee.
- Any other suitable answer.

(1 × [2]) [2]

- (e) Identify and explain the level within a three tier organisation that Children’s Representatives usually work at.

- Operational
Operational level in Leisure and Tourism is the front line service where first contact is made with the customer.

(1 × [2]) [2]

- (f) Children’s Representatives must be checked for safeguarding reasons.

Identify the organisation in Northern Ireland responsible for managing these types of checks and analyse **one** advantage and **one** disadvantage to the employer of conducting this check.

- Access NI

(1 × [1]) [1]

Advantages

- Safeguards the company from prosecution as it is usually a legal requirement.
- Enhances the image of the organisation by displaying a robust policy on safeguarding.
- Ensures that only committed people are able to pursue jobs with the organisation.

[3]

Disadvantages

- Can be time consuming so may delay appointment of staff
- Increases the amount of administration required from within the organisation.
- Places responsibility on staff to store confidential information about employees.

Or any other suitable answers.

[3]

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- 4 (a) For a lone traveller, identify **two** advantages of a coach tour instead of travelling by car.

Any two from:

- Less stressful as tour is already planned.
- Able to enjoy views without driving.
- Opportunity to meet others and to make new friends.
- Information is more readily available from coach driver about sights etc.
- Any other suitable answer.

Do not accept: "getting lost"

(2 × [1])

[2]

- (b) Some airlines now offer online check-in facilities. Explain **two** advantages for the traveller.

Advantages:

- Avoids queues at the check-in at airport.
- Enables quicker access to departure lounge.
- Confirms boarding pass details in advance.
- Reduces uncertainty about departure gate or seat numbers.
- Or any other acceptable answer.

(2 × [2])

[4]

- (c) Cruise ships transport an increasing number of visitors to Northern Ireland. Explain, using examples, how this may benefit organisations from the following components.

Visitors on board ships may be able to have a run ashore and this may be either local to the harbour or further afield.

1 Catering –

Passengers may be keen to come ashore to sample local foodstuffs either in cafes or restaurants where the particular cuisine of N Ireland can be experienced. This may include dinners or lunches comprising local seafood or meat produce as well as the variety of vegetables and locally produced beers, spirits etc.

Passengers may also wish to have the opportunity to enjoy quick snacks from fast food outlets that they may be familiar with from home, i.e. McDonalds etc.

Or any other suitable answer

2 Visitor attractions –

Passengers will be keen to visit a range of visitor attractions that will help to illustrate particular aspects of the culture or geography etc of Northern Ireland. They may visit local sites or may be prepared to visit showcase visitor attractions that are of high quality and tells a story that they may have some knowledge of, i.e. Titanic Centre etc. They will require accurate and accessible information either from guides or display material that may only

be found in well organised visitor attractions such as the Marble Arch Caves in Fermanagh.

Or any other suitable answer

3 Transportation –

Passengers will wish to travel either independently or in organised groups when ashore. Opportunities for coach tour operators or private transport hire will be available. This could include taxis or public service buses. Private city tour buses may be able to attract customers who wish to experience guided tours of a city or further afield.

Or any other suitable answer

For each answer

1 mark. Identified with some description

(1 × [1]) AO2

2 marks. Identified with sound description

3 marks. Identified with detailed description

(1 × [2]) AO3

[9]

(d) The Giant's Causeway visitor centre offers guided tours in different languages. Discuss the importance of this to the centre and to any visitors.

- Centre will be a more attractive option for overseas visitors.
- Higher levels of visitor numbers will be achieved.
- Overseas visitors will feel fully included in the tourism offering.
- Visitors will be able to fully understand the complete narrative of each guided tour.
- Their understanding of the history, geography etc associated with the Giant's Causeway will enhance the quality of their visit.
- Visitors travelling either independently or with a tour will more likely decide to visit the Centre if their linguistic needs are catered for.
- Planning tours at the Giant's Causeway may be less difficult to arrange for non English speakers.
- Overseas visitors will be able to adjust the length of their visit to meet their own needs.
- Or any other suitable answer.

1 mark for each relevant response.

(3 × [2]) or (2 × [3])

[6]

21

5 Analyse the importance of the growth of budget airlines and changing holiday booking patterns for the leisure and tourism industry in Northern Ireland. Use **three** examples to illustrate your answer.

- Budget airlines have increased both the number and frequency of flights to and from N Ireland and now charge proportionally less for seats on flights than was the case some 15–20 years ago.
- Large numbers of flights arrive into N Ireland from a range of European and UK wide locations, offering opportunities for travellers to visit N Ireland as well also creating travel opportunities for N Ireland residents to visit these destinations.
- Air flights have replaced the more traditional form of transport to and from N Ireland that was predominately based around ferry ports such as Larne and Belfast.
- Flights now offer opportunities for travellers from the UK, ROI and the EU to make short or longer term visits to N Ireland and this has been reflected in the growth of the entire NI L&T infrastructure that includes accommodation, transport, attractions etc.
- The infrastructure of NI tourism has benefited from the increased traffic and has responded to demand by generating further investment in L&T from both the Public and Private sectors. Examples include Belfast bus tours. Titanic Centre. New hotels, etc.
- The growth of budget airlines has been accompanied by a rise in internet booking activity and less reliance is now placed on the traditional travel agents.
- The internet is now the most common way of booking travel and other L&T activity.
- Internet booking patterns have also been reflected in the way the wider NI tourism product is promoted and a feature of this is the ability to make secure payments over the internet prior to arrival at your destination.
- As the increased availability of flights to and from different locations around Europe has increased, NI travellers have also been able to visit a range of destinations that were not normally accessible via ferry and rail travel.
- NI is more accessible for visitors, particularly independent travellers who are able to make use of the internet to book flights, accommodation, car hire, and tourism activity such as visits to attractions etc.
- Offers independent travellers and those on smaller budgets the opportunity to travel to NI and make use of other budget features that are now visible in the NI L&T offering.
- Or any other suitable answers.

For full marks candidates should be able to connect the growth of budget airlines with booking patterns.

(3 × [3])

[9]

9

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Total

100