

# Mark Scheme (Results)

## Summer 2010

GCSE

GCSE Leisure and Tourism (5346/01)

Unit 1: Investigating Leisure and Tourism

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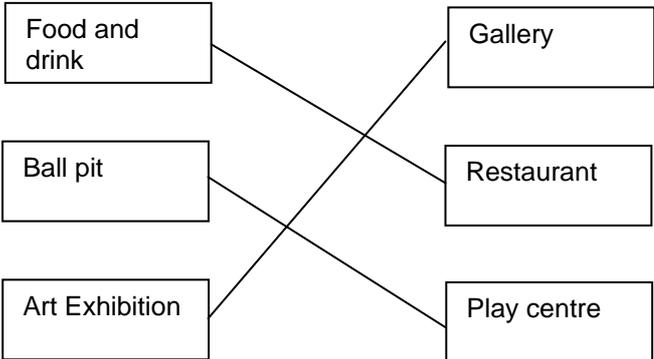
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Question Number	Answer	Mark
1(a)	<p>One mark for each product/service correctly linked to a leisure facility. No marks if more than one line used.</p> <p>Food and drink- Restaurant (1) Ball pit- Play centre (1) Art exhibition- Gallery (1)</p>  <pre> graph LR     A[Food and drink] --- B[Restaurant]     C[Ball pit] --- D[Play centre]     E[Art Exhibition] --- F[Gallery] </pre>	(3)
1(b)	<p>Up to 2 marks for each correct product and service. Marks increase with detail. Professional judgement needed</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Books/DVDs/Internet (1)</li> <li>• A librarian will help people find books for the correct genre (2).</li> </ul>	(4)
<b>Total for Question 1</b>		<b>7 marks</b>

Question	Example Answer	Mark Allocation
2(a)	<p>Up to 4 marks for definition. Marks increase with detail. Must have intention of returning home for full marks.</p> <ul style="list-style-type: none"> <li>• Going on holiday (1) either in the UK or abroad (1)</li> <li>• Travelling to places away from home (1) (or references to transport)</li> <li>• Staying away from home with the intention of returning home. Whilst away you will be doing different things and seeing different sights as well as travelling from place to place and using accommodation where necessary (4).</li> </ul>	(4)
2(b)	<p>Up to 2 marks for each correct purpose of visit. 2 marks awarded for exact term.</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Sightseeing (2)</li> <li>• Seeing places of interest in the area (1)</li> <li>• Visiting friends and relatives/relations (2)</li> <li>• Going to see relatives (1)</li> <li>• Going to see a sports event (1)</li> <li>• Going to a sports event as a spectator or to participate (2)</li> <li>• Going to see an attraction (1)</li> <li>• Visiting an attraction (2)</li> <li>• Going on a business trip (1)</li> <li>• Business (2)</li> <li>• Going on holiday (1)</li> <li>• Holiday (2).</li> </ul>	(4)
<b>Total for Question 2</b>		<b>8 marks</b>

Question Number	Answer	Mark
3(a)	<p>1 mark for basic description. 2 marks for detailed description. Marks clearly relate to the job.</p> <p><b>Restaurant Manager</b> E.g.</p> <ul style="list-style-type: none"> <li>• Takes charge of the restaurant (1)</li> <li>• Takes bookings/reservations (1) when people telephone (1)</li> <li>• Makes sure that all tables are laid correctly with the right cutlery and serviettes for each sitting (2).</li> </ul>	(4)
3(b)	<p>1 mark for basic description. 2 marks for detailed description. Marks clearly relate to the job.</p> <p><b>Airline Pilot</b> E.g.</p> <ul style="list-style-type: none"> <li>• Flies the plane (1)</li> <li>• Gives updates to the passengers (1) on flying time (1)</li> <li>• Flies the plane to get all the passengers to their destination on time (2).</li> </ul>	(4)
<b>Total for Question 3</b>		<b>8 marks</b>

Question	Example Answer	Mark Allocation
4(a)	<p>Up to 3 marks available. Maximum 2 marks for definition. Maximum 2 marks for example.</p> <p><b>Definition</b></p> <ul style="list-style-type: none"> <li>• A holiday in the UK (1)</li> <li>• A holiday which is not taken abroad but in your own country (2).</li> </ul> <p><b>Example</b></p> <ul style="list-style-type: none"> <li>• Bournemouth (1)</li> <li>• Norwich to Skegness (2).</li> </ul>	(3)
4(b)(i)	<p>Use professional judgement. 1 mark for appropriate response.</p> <ul style="list-style-type: none"> <li>• Special interest (1)</li> <li>• Extreme sports/activities (1)</li> </ul>	(1)
4(b)(ii)	<p>Use professional judgement 1 mark for appropriate response.</p> <ul style="list-style-type: none"> <li>• Holiday involving long haul flights (1)</li> </ul>	(1)
4(b)(iii)	<p>Use professional judgement 1 mark for appropriate response</p> <ul style="list-style-type: none"> <li>• Domestic (1)</li> <li>• Inbound (1)</li> </ul>	(1)

Question Number		Indicative Content
4(c)		<p><b>Level 1</b></p> <p>In Option 1 the girls get more for their money, as they have 3 nights in Paris and they get there quicker by using the Euro star.(2)</p> <p>In Option 2 the girls have less to pay but the ferry only goes every hour. Their accommodation is right in the centre of Paris which will make travelling around much easier for them. Cheaper accommodation as it is a youth hostel. (3)</p> <p><b>Level 2 -</b> They can get the Euro star directly from St Pancras which means that they are not wasting a lot of time travelling but it departs early in the morning which means they may have to stay over night somewhere which will add an extra cost which is maybe why the travel agent recommended it. Their accommodation is not in the centre of Paris which means that they will either have to get taxis or travel a lot by train or bus to places. This will add another extra cost to the journey.(5)</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic judgements with some reasoning
Level 2	4-6 marks	Judgements with detailed reasoning
<b>Total for Question 4</b>		<b>12 marks</b>

Question	Example Answer	Mark Allocation
5(a)	<p data-bbox="400 275 1086 353">Up to 4 marks available. Marks increase with detail. 1 mark only if generalised answers.</p> <ul data-bbox="432 405 1134 707" style="list-style-type: none"><li data-bbox="432 405 986 439">• They were old fashioned and small (1)</li><li data-bbox="432 450 1134 517">• They only had one screen (1) showing one film in the afternoon and another one in the evening (1)</li><li data-bbox="432 528 1062 595">• They had uncomfortable seats (1) and small screens (1)</li><li data-bbox="432 607 1110 707">• You queued up and paid on the door (1). The sound was not surround sound (1) and the seats were uncomfortable and close together (1).</li></ul>	(4)

Question Number		Indicative Content
5(b)		<p><b>Level 1</b> - You have to queue up for your tickets when you go to see a film (1).</p> <p><b>Level 2</b> - Cinemas now are multiplex, with lots of screens so you can choose from lots of films on offer. You can book your tickets on the Internet and collect them before you go in to see the film. This means that you save a lot of time queuing, whereas 20 years ago people just had to queue and wait their turn to pay. (4)</p> <p><b>Level 3</b> - Cinemas did not have lots of screens 20 years ago but now they can offer a huge choice of films to see. This was because they often only had two or three small screens which had to share films in the day and different ones in the evening. 20 years ago you had to turn up and pay at the kiosk but now you can book and pay in advance on the Internet and just collect your tickets from a machine before you go and see the film. This is because of improved technology. The seats are now more spacious and more like armchairs whereas 20 years ago they were small and cramped.(5)</p>
Level	Mark	Descriptor
Level 1	1-2 marks	Description of past or present facilities in a cinema
Level 2	3-4 marks	Some reference to the past and present facilities in a cinema.
Level 3	5-6 marks	Detailed explanation of past and present cinemas. Clear reference to past and present.
<b>Total for Question 5</b>		<b>10 marks</b>

Question Number		Indicative Content
6		<p><b>Level 1</b> - Alton Towers is a visitor attraction.(1) It has a themed hotel which is accommodation and catering. (1) It has entertainment in the hotel which is arts and entertainment linked with accommodation and catering.(2)</p> <p><b>Level 2</b> - A.T is easily reached by road and there is a monorail to take you from your car to the hotel which means that transportation is making the journey easier for guests staying in the hotel. (3)</p> <p><b>Level 3</b> - Alton Towers is a visitor attraction which is the component of attractions which is leisure. A.T has a hotel on site which is the component of accommodation and catering which is tourism. This means that if you are staying in the hotel you can access A.T really easily as it is close by. A.T is easily reached by road, has free car parking and offers its guests a free monorail to the hotel which links the components of transportation and accommodation and catering. Whilst staying in the hotel, a deal to use the water and theme park can be accessed on line as part of online booking services. The guests can use the hotel's facilities which includes evening entertainment which is part of arts and entertainment in a hotel which is accommodation and catering. Guests to A.T are using many components of leisure and tourism at the same time during their stay at A.T.(5)</p>
Level	Mark	Descriptor
Level 1	1-2 marks	Only leisure or tourism identified. Theoretical.
Level 2	3-4 marks	Some explanation with basic links of both leisure and tourism.
Level 3	5-6 marks	Clear explanation with links to both leisure and tourism.
<b>Total for Question 6</b>		<b>6 marks</b>

Question	Example Answer	Mark Allocation
7 (a)	Use professional judgement. Up to two marks available Marks increase with detail.  E.g. <ul style="list-style-type: none"> <li>• Football (1)</li> <li>• Football where you go and play a match with your friends against another team (2).</li> </ul>	(2)
7(b)(i)	Up to two marks available Marks increase with detail.  Ice skating can be classed as sports and physical recreation because you are exercising your body and keeping fit at the same time (1) whilst taking part in a competition through your sport (1).	(2)
7(b)(ii)	Up to two marks available Marks increase with detail.  Ice skating can be watched as part of an entertainment show (1) such as Ice Spectacular (1).	(2)
7(b)(iii)	Up to two marks available Marks increase with detail.  Ice skating is good exercise for your body and can take hours of physical training and it can also be done professionally as part of an arts and entertainment show where people go to watch ice skaters perform (2).	(2)
<b>Total for Question 7</b>		<b>8 marks</b>

Question	Example Answer	Mark Allocation
8(a)	<p>1 mark for each visitor attraction correctly named from the map to a maximum of 3 marks.</p> <ul style="list-style-type: none"> <li>• Grosvenor Museum (1)</li> <li>• The Castle (1)</li> <li>• Roman Amphitheatre and gardens (1)</li> <li>• Toy museum (1)</li> <li>• Military Museum (1)</li> <li>• Heritage Centre (1)</li> <li>• Visitor Centre (1)</li> <li>• Cathedral (1)</li> <li>• Grosvenor Park (1)</li> <li>• Gateway Theatre (1)</li> <li>• Northgate Arena (1)</li> <li>• City walls (1)</li> </ul>	(3)
8(b)	<p>1 mark for each method of travel correctly named from the map to a maximum of 2 marks.</p> <ul style="list-style-type: none"> <li>• Coach/bus (1)</li> <li>• Car/road (1)</li> <li>• Barge/boat (1)</li> <li>• Train/rail (1)</li> <li>• Cycle/bicycle (1)</li> <li>• Motorcycle (1)</li> </ul>	(2)

Question Number		Indicative Content
8(c)		<p><b>Level 1 -</b>            Chester has lots of historical attractions but doesn't appear to have many leisure facilities (1).</p> <p>People in Chester can go shopping and go to the theatre (1).</p> <p><b>Level 2 -</b>            Lots of visitors which means that local people may not be able to use certain facilities when they want to as they will be busy. New facilities for leisure will not be able to be built within the city because it's so old and all the old buildings have to be preserved. (4)</p> <p>There are lots of old buildings which visitors go to Chester to see. The city will always be busy with visitors which mean that locals cannot get around easily. There does not seem to be many places to build new leisure facilities or many facilities in the city so that means that local people have to travel to do things in their leisure time. This will cost them more and take them longer. (4)</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic explanation. Mainly descriptive or identifying facilities or issues with Chester being a heritage city. Theoretical response
Level 2	4-6 marks	Clear explanation and reasoning.
		<b>Total for Question 8</b>
		<b>11 marks</b>

Question	Example Answer	Mark Allocation
9(a)	<p>Up to 2 marks available. Marks increase with detail. Use professional judgement.</p> <p>Example Answer</p> <ul style="list-style-type: none"> <li>• Stadiums(1)</li> <li>• Purpose built areas for sport.(1)</li> <li>• Big venues which have seats (1) and huge TV screens (1)</li> <li>• A pitch or running track (1) which can seat thousands of people (1).</li> </ul>	(2)
9(b)	<p>1 mark for each sporting venue named Use professional judgement.</p> <p>E.g</p> <ul style="list-style-type: none"> <li>• Anfield (1)</li> <li>• Emirates Stadium (1)</li> <li>• Wimbledon (1)</li> <li>• Old Trafford (1)</li> <li>• Ascot racecourse (1)</li> <li>• Aintree racecourse (1)</li> <li>• Millennium Stadium (1)</li> </ul>	(2)

Question Number		Indicative Content
9(c)		<p><b>Level 1 -</b>  More visitors coming to the area(1)  More money coming into Greenwich.(1)  Lots of building work in the area prior to the Olympics(1)  The cross country course is only temporary so it will cause more problems after the Games when it is dismantled.(2)</p> <p><b>Level 2 -</b>  Greenwich already attracts a lot of visitors because it is a World Heritage Site. The extra Olympic visitors will bring in more money to the area and further raise its profile to different people. The main arena for the Equestrian and Modern Pentathlon events will be built within the grounds of the National Maritime Museum which could cause environmental damage as well as noise pollution. The extra spectators for the Olympic events mean that this will cause more cars on the roads and more chaos on the trains. Local people will not be able to get around easily. (5)</p> <p><b>Level 3 -</b> More visitors will bring all kinds of environmental erosion to Greenwich which will affect locals and trades people. There will be even more visitors which could mean that there is more demand for local souvenirs of the Games which could benefit local people and the community, through the prices paid and the demand for items. The Games will be so popular globally which means that Greenwich's local and the national economy will be even more secure and that there would not only be seasonal jobs but jobs available in the build up to the Games and while they are on, to keep with the flow of visitors. People will want to use taxis and stay at hotels. 23,000 extra visitors could cause chaos on the roads and trains which means that the local residents could either feel proud of their area or resentful of the amount of visitors as they cannot go about their normal lives. The influx of people will only be for a very limited time but added to the consistently high visitor numbers to Greenwich, the whole area could become gridlocked, however, Greenwich will be known worldwide which could further boost tourist numbers and income generated. (7)</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic response, mainly descriptive. Limited analysis.
Level 2	4-6 marks	Some analysis or detailed reasoning
Level 3	7-8 marks	Detailed analysis covering both positive and negative impacts.

Question Number	Indicative Content
9(d)	<p><b>Suggestion</b></p> <p>Monitor the people and traffic flow.(1)</p> <p>Involve local residents.(1)</p> <p>Use local resources and natural materials to build the temporary main arena wherever possible so that the environment such as the Park isn't spoilt (2)</p> <p>Make the arena permanent so that locals and visitors to Greenwich can enjoy the facilities.(2)</p> <p>Use local resources such as local builders, suppliers and natural resources to build the arena which could be made permanent rather than temporary. Local people can then use it after the Olympic Games have finished. Making the arena out of natural materials will help to protect the environment and not make it an eyesore.(4)</p> <p><b>Justification</b></p> <ul style="list-style-type: none"> <li>• The environment can be protected by using natural or recycled materials.(1)</li> <li>• Too many people will cause noise/air/visual pollution</li> <li>• Transport into and around the Olympic Park should be considered to reduce the impact on the land and pollution on the roads (2)</li> <li>• Local residents will feel that they are involved and that their views are valued. They can be part of the decision making for the area in which they live after the Games have finished.(3)</li> <li>• Environmental protection needs to be in place so that minimal damage is done to the surrounding area. The wildlife should be protected. This will ensure that wildlife is encouraged not discouraged. (3)</li> <li>• The Games and the Greenwich Park development could also work closely with local people, organisations and businesses to encourage the use of goods and services that support employment for local people and businesses. This could also encourage community participation as locals would be involved in the project. (4)</li> </ul>
Total for Question 9   20 marks	
<b>TOTAL FOR PAPER: 90 MARKS</b>	

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