



*Rewarding Learning*

**General Certificate of Secondary Education  
January 2015**

---

## **Leisure and Tourism**

Unit 1: Introduction to  
Leisure and Tourism

**[GLT11]**

**FRIDAY 9 JANUARY, AFTERNOON**

---

**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 'tourism'.

Any two of the following:

- The temporary short-term movement of people
- Travel to destinations outside the place where they normally work
- Travel that includes day visits and excursions
- Visits away from home and work where the intention is to return home.

(2 × [1]) [2]

(b) Identify **four** different purposes of tourism visits.

Any four from the following:

- Going on Holiday
- Sightseeing
- Visiting an Attraction
- Visiting Friends or Relatives
- Going to a Sports Event
- Business.

(4 × [1]) [4]

(c) Study **Figure 1** that shows different types of holidays. Complete **Table 1** by matching the definitions to the correct type of holiday. Each type of holiday should only be used once.

**Table 1**

Definition	Type
A holiday where you plan your own itinerary including purchasing travel and accommodation.	Independent
A holiday where a car is provided for your use after a domestic or international flight.	FlyDrive
A holiday aboard a ship that visits different places.	Cruise
A holiday where flights, transfers and the services of a resort representative are organised for you.	Package
A two day trip to Paris.	Short Break
A holiday where flights, transfers, food, accommodation and entertainment are organised for you.	All inclusive

(6 × [1]) [6]

(d) List **two other** types of holiday not identified in **Figure 1**.

Any two from:

- Two centre holiday
- Camping/caravanning
- Guided Tours.

(2 × [1]) [2]

(e) Identify and describe **two** examples of Special Interest Holidays.

Any two from:

- Sports – participating in a sports event such as a football tournament or spectating at a sports event such as the football World Cup
- Adventure – participating in an adventure trip such as sub aqua diving, rock climbing expedition etc.
- Cultural – Visits to cultural destinations to participate in events such as Highland games etc.
- Religious – Holiday to a destination of religious significance
- Or any other suitable answer.

Award [1] for each appropriate example of a special interest holiday and [1] for description of the example given.

(2 × [2])

[4]

(f) Hotel accommodation is widely available in Northern Ireland. List **two** other examples of tourism accommodation.

Any two from:

- Guest houses
- B&Bs
- Motel
- Self-catering/holiday cottages
- Holiday parks
- Caravan parks
- Campsites
- Conference centres
- Youth Hostel
- Any other suitable answer.

(2 × [1])

[2]

20

2 (a) Study **Table 2** that lists different leisure activities.

Complete the table by using a tick (✓) to decide if the activity is active or passive.

**Table 2**

Activity	Active	Passive
Canoeing	✓	
Internet Shopping		✓
Board Surfing	✓	
Gardening	✓	
Watching a DVD		✓
DIY	✓	
Walking	✓	
Reading a Book		✓

(8 × [1])

[8]

(b) Explain **three** reasons why people might use public leisure centres.

Any three of the following with an explanation:

- Entertainment – to view a production or sports event
- Recreational purposes – to participate in an activity or to get fitter
- Relaxation – to do something that reduces stress or allows diversion from worry
- Socialising – to meet with friends to enjoy each other's company
- Health – e.g. to reduce weight
- Expertise of a service or product – to develop skills or increase knowledge
- Or any other suitable explanation.

Award [1] for each reason stated and [1] for explanation of the stated reason.

(3 × [2]) [6]

(c) Describe **one** main duty of a Leisure Centre Manager.

One duty from any of the following described:

- Management of the centre's financial resources
- Oversight of all the centre's human resources
- Maintaining adequate corporate governance
- Being responsible for Health and Safety matters
- Planning business strategy and centre development
- Marketing responsibilities
- Or any other suitable answer.

Role only identified [1]

Role identified with limited description [2]

Role identified with detailed description [3] [3]

(d) Some Leisure and Tourism workers are subject to Access NI Child Protection Checks. Explain **two** reasons why these are necessary.

Any **two** reasons from any of the following described:

- Legal requirement for some posts
- Confirms the suitability of worker to work with children
- Acts as a reassurance for parents
- Safeguards the organisation against litigation
- Safeguards children and vulnerable adults
- Or any other acceptable answer.

Award [1] for each appropriate reason.

and [1] for explanation of the reason given.

(2 × [2]) [4]

- (e) Describe and explain **two** main qualifications required by a Pool Lifeguard in a leisure centre.

Qualification 1. National Pool Lifeguard Qualification. [Formerly the RLSS Bronze Medallion]

Qualification 2. Any one from the following:

- First Aid at Work Certificate
- ASA Teaching Aquatics Qualification
- Or any other suitable qualification.

Qualifications identified. (2 × [1])

Explanation. Any from the list below.

Award [1] for a limited explanation and [2] for a detailed explanation.

A National Pool Lifeguard Qualification [NPQL] is designed to equip people to be:

- Physically capable of performing safe rescues from the pool
- Aware of hazards in and around a pool
- Able to supervise a pool area effectively
- Assessed as competent swimmers
- Able to conduct emergency first aid
- Able to perform cpr
- Aware of safe methods of rescue from the pool bank and from the water
- Able to effectively rescue casualties
- Trained to prevent accidents from occurring in the pool and be able to respond to a range of emergencies that may be life threatening.

A First Aid at Work Certificate is designed to equip people to:

- Provide emergency assistance away from the pool
- Provide first aid cover across a wider area of the workplace
- Deal with non pool specific injuries, e.g. electrical hazards, falls from height, crush etc.
- Be able to effectively deal with other specialist hazards such as injuries related to chemical spills etc.
- Provide assurance to management that staff are qualified above the minimum level of first aid skill or experience
- Meet the First Aid at Work regulations.

ASA Teaching Aquatics Qualification is designed to equip people to:

- Coach swimming to beginners
- Use safe water techniques
- Be able to safeguard children and vulnerable adults in the pool environment
- Or any other suitable answers.

[6]

27

- 3 Study the insert about **Carnfunnock Country Park** and answer the following questions.
- (a) List **three** different ways to find out more information about the Park.
- Website
  - Email
  - Telephone.
- (3 × [1]) [3]
- (b) What provision does the park make for mothers with young children and for the disabled?
- Baby changing and disabled changing facilities
  - Wheelchair and baby chair accessible areas
  - Wheelchair and mobility scooters available
  - No smoking in children's areas.
- (3 × [1]) [3]
- (c) State **two** reasons why it is convenient to travel by bus to Carnfunnock Country Park.
- Regular service
  - Bus stop is convenient to the Park.
- (2 × [1]) [2]
- (d) Group visits to the park must be pre-booked to ensure that they get the best from their visit. Explain **two** reasons why the park needs to be aware of a group's arrival.
- Ensure sufficient numbers of trained staff are available to service the needs of the group
  - Ensure that activity resources are available and not already being used by others
  - To ensure that visits of a number of large groups do not overlap and cause safety hazards to other users of the park
  - To ensure that cafe etc. has enough food
  - Or any other suitable answer.
- For each explanation
- Explanation without any development ([2] × [1])  
 Explanation with some development ([2] × [2]) [4]

- (e) Carnfunnock Park is an example of the Sport and Physical Recreation Component. From the insert, identify **three** other components that combine with Carnfunnock Park in order to attract customers and describe how they support each other.

Any of the following components:

- Accommodation
- Catering
- Transport.

(1 × [3])

[3]

Accommodation

- Visitors travelling long distances may wish to take advantage of accommodation opportunities at the park and enjoy the day without being concerned or using time finding other accommodation close to the park
- Without this component, visitors from out of state or further afield may be reluctant to travel to the park. Accommodation facilities on site would encourage visitors to select this park above all others.

Catering – coffee shop and BBQ area, activity centre offers refreshments

- Visitors to the park will normally be expected to spend a number of hours enjoying the park's facilities and they will need to know that they can eat or snack at the park
- The quality of the recreational experience will depend on the customer being able to rest and relax during the day. Enjoying food and drink is a major part of the day's experience
- While some will decide to carry packed lunches, some food and drink will be required to be served to most customers.

Transport – road, bus and ferry connections listed

- The park is located outside the main area of Larne and the brochure targets visitors from Larne and further afield
- In order to attract customers, road links must be suitable for visitors using either their own vehicles or using public transport
- Public transport needs to be both reliable and regular before a day out to the park can be considered viable
- If using public transport visitors must be sure that the park is situated on the bus route, [which it is] and easy access into the park is available from the stop
- Given the park's desire to attract visitors from Scotland and the Republic of Ireland, ferries to and from Scotland and road links to Ireland have a role in keeping the park supplied with customers.

Or any other suitable answers

[1] for each description from above correctly applied to the component.

(3 × [3])

[9]

24

- 4 (a) Identify and describe **three** factors that have influenced how the Leisure and Tourism Industry has developed over the past ten years.

Any **three** from:

- Income levels
- Holiday entitlement
- Working hours
- Retirement patterns
- Range of facilities.

For each factor (3 × [1])

[3]

Descriptions of factors.

Income levels:

- Income levels have remained static or have risen slightly in the past 10 years
- Many people have retained high levels of disposable income
- Some disposable income now being used to enjoy L&T activities
- May include the purchase of L&T products or services. Some examples include engaging in sport and purchasing equipment, [bikes, boats etc.]
- The industry has developed products in both the public and private sectors
- The quantity and quality of these have improved.

Holiday entitlement:

- Holiday entitlement has increased
- Workers now enjoy additional free time
- Used to participate in leisure and tourism related activity
- A wider range of activity is now being pursued by a larger number of people
- Includes home based leisure in particular
- Holidays abroad are not necessarily the main feature of developments related to increased holiday entitlement
- Sophisticated game consoles are a good example here.

Working hours:

- Some slight decrease in working hours
- Mostly changes in the flexible nature of working hours and shift work patterns, all of which have increased
- L&T now less seasonal
- More regular throughout the year
- People now enjoy activity throughout the whole of the day not just outside the normal working hours of 9–5 pm or even Monday to Friday.

Retirement patterns:

- Retirement is often taken at an earlier time in life
- Occupational pensions have ensured that pensioners have a fixed income that allows a degree of disposable wealth
- This can be used to enjoy leisure and tourism related activity for a longer period for an increasing number in the population.

Range of facilities:

- All of the above has created a demand for a wider and more diverse range of facilities in the leisure & tourism
- Midweek breaks are now a feature of the accommodation sector
- Facilities elsewhere have improved.

Or any other suitable answers

Award [2] for each description from above, correctly applied to the factor  
(3 × [2]) [6]

(b) The last ten years has seen a large growth in the quantity and quality of hotels in Northern Ireland. Analyse **two** main reasons for this change.

- The volume of visitor numbers [domestic and inbound]
- Spending by visitors [domestic and inbound]
- The accommodation stock available and its level of use [domestic and inbound]
- Employment [opportunities and training].

Any two of the above as reasons.

(2 × [1]) [2]

The volume of visitor numbers [domestic and inbound]:

- Tourism visitor numbers have greatly increased since 2004 and proportionally less are VFR
- Accommodation stock, particularly at the higher end of the market has been required to meet the needs of overseas and domestic tourists who seek high quality accommodation at realistic prices
- NI's profile as an international destination for tourists has been enhanced by events such as the Police and Fire Games, Irish Open Golf, European Pipe Band Championships etc.
- All have generated a greater demand for hotel accommodation in Belfast.

Spending by visitors [domestic and inbound]:

- Visitor spend has increased
- Quantity and quality of hotels has been required from the hotel stock in N. Ireland in equal measure
- Product offering has improved to meet these demands and hotels are now more profitable
- Hotels represent good investment for investors etc.

The accommodation stock available and its level of use [domestic and inbound]:

- Increase in the number of short breaks to Belfast, Fermanagh etc. taken by N.I. residents
- Increased use of hotel facilities in other front of house activity, i.e. bars, restaurants, conference facilities etc.

Employment [opportunities and training]:

- Quality of service in hotels is dependent on a work force that is able to respond to the needs of its customers
- Increase in business has required a response from organisations to employ well-trained staff
- Staff experiencing opportunities for new jobs and training
- Promotion opportunities now exist within the sector
- In order to meet demand, training has focussed in a range of skills, both front of house and in other support services such as food preparation, booking systems etc.

Or any other suitable answer.

Award [1] for a basic explanation referring to quality or quantity, e.g. more tourists are visiting Northern Ireland so more hotels are needed.

Award [2] for a limited explanation which may be limited to either quality or quantity, e.g. the number of overseas tourists to Northern Ireland has increased, fewer tourists are staying with friends and relatives so there is increased demand for accommodation leading to new hotels opening across Northern Ireland.

Award [3] for a detailed explanation referring to both quality and quantity, e.g. high profile events such as the Irish Open Golf Championship has led to more visitors to Northern Ireland from overseas, these visitors expect high quality accommodation so this has led to an increase in the number of hotels and in particular quality accommodation at 4-star and above.

(2 × [3])

[6]

17

- 5 Describe with examples of each, how different types of Leisure and Tourism organisations operate to meet their own needs and the needs of their customers.

**Public**

- Generally funded by local or central government
- Funding stream is reflected in the strategies and policies that they adopt for their customers
- Usually established to meet the broad needs of a wide range of customers
- 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
- Are increasingly expected to meet the financial needs of their government sponsors by seeking to break even.

**Private**

- Typically in private ownership
- Shareholders are keen to see a return on their investment
- The profit margin is important
- Operate in areas where commercial success can be replicated through economies of scale
- Typical private organisations include hotel or sports club chains
- 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
- Expect customers to cover all the costs associated with these services
- They operate in a competitive market
- Often provide facilities on a 24/7 basis.

**Voluntary**

- Voluntary organisations tend to be relatively small organisations
- Usually managed by volunteers or a limited number of paid workers
- They are designed to meet the specific needs of their members
- Some may be golf clubs or other smaller local community organisations such as sport or cultural groups
- Members pay annual fees and attend AGMs where office bearers are appointed by vote
- They can also be non profit making
- Some are sustained with support from grants provided by government
- A good example of a large voluntary organisation is the National Trust.

Or any other suitable answers.

For each sector, [1] mark for correct example.

(3 × [1]) [3]

Award [1] for a basic description relating to either meeting their own needs or the needs of their customers.

Award [2] for a limited description relating to either meeting their own needs or the needs of their customers.

Award [3] for a detailed description relating to both meeting their own needs and the needs of their customers.

(3 × [3]) [9]

**Total**

AVAILABLE  
MARKS

12

**100**