



**General Certificate of Secondary Education
2017**

Leisure and Tourism

Unit 1: Introduction to Leisure and Tourism

[GLT11]

TUESDAY 23 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 levels 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) Leisure is the time where an individual has the opportunity, after completing all the necessities of life to freely choose to engage in a personally satisfying experience
Any other suitable answer.
Award [1] for an incomplete definition; e.g. something you do for enjoyment.
Award [2] for a complete definition as above. [2]

- (b) Any two from:
 - Golf
 - Swimming
 - Aerobics
 - Any other suitable answer.
 (2 × [1]) [2]

(c)

Table 1

Leisure Activity	Active/Passive
Playing darts	ACTIVE
Weeding a garden	ACTIVE
Watching a sports event	PASSIVE
Reading 'Lord of the Rings'	PASSIVE
Learning to play a musical instrument	ACTIVE

(5 × [1]) [5]

- (d) Any three from:
 - Health reasons – to get fit, lose weight etc.
 - Entertainment – to watch a film or to enjoy a theatrical production etc.
 - Recreational purposes – to take part in an activity such as birdwatching, walking etc.
 - For expertise of service or product – to receive coaching to improve a skill, e.g. golf etc.
 - Business reasons – to engage in meetings or team building etc.
 Award [1] for the identification of an appropriate reason why people use leisure and tourism facilities.
 Award [1] for a suitable description.
 (3 × [2]) [6]

AVAILABLE
MARKS

(e) Advantage. Any two from below:

- Ensures all bookings are recorded in a single format and avoids double bookings etc.
- Can be integrated into payment system and payments and receipts can be completed when bookings are made
- Bookings for periods much further ahead can be taken by the centre and records maintained of past activity
- Centre can examine levels of activity at each site to determine where profitability can be maximised
- Names of users and email addresses can be used to promote activity in the future, e.g. special offers etc.
- Data can record peak periods and assist in setting work rotas for staff
- Online booking, customers may reserve activity online and make payments online
- Texts and emails can be delivered directly to customers
- Data is backed up if main system fails
- Translation of information into other languages is possible
- Any other suitable answer.

Award [1] mark for an advantage stated without explanation, e.g. keeps a record of bookings.

Award [2] for an advantage stated with simple explanation, e.g. a computerised reservation system keeps a record of all bookings in the same format which means the leisure centre has all the information it needs.

Award [3] for an advantage with detailed explanation, e.g. a computerised reservation system keeps a record of all bookings in the same format. This means that the leisure centre has all the information it needs and the centre can avoid over-booking.

Any other acceptable response.

(2 × [3])

[6]

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- 2 (a)** Any three from:
- Usually all-inclusive package with meals included
 - Offers shore excursions at different destinations
 - Live entertainment on-board each evening
 - Broad range of shipboard activity from casinos to pools and rock climbing
 - May include return flights from final destination
 - May include hotel accommodation for one night stay before the start of the cruise
 - Any other suitable answer.
- (3 × [1]) [3]
- (b)** Method of travel – Ferry transportation.
Any one example from:
- Seacat
 - Stena Line
 - P&O
 - Larne – Cairnryan
 - Larne – Troon
 - Belfast – Douglas
 - Belfast – Birkenhead
 - Any other suitable answer.
- (2 × [1]) [2]
- (c)** Any explanation from:
- Budget or Discount airlines are cheaper ticketed carriers
 - Usually short haul flights throughout Europe
 - Providing a no-frills form of transport
 - Booked via the internet
 - Usually use only one type of aircraft, to save on maintenance costs
 - Any other suitable answer.
- [1] for explanation and [1] for development
(2 × [1]) [2]
- Any two disadvantages from:
- Require internet access to book
 - Often low baggage allowances
 - Meals not provided in-flight
 - No entertainment on flights
 - Seating numbers maximised so often less comfortable seats/journey
 - Flights cannot be changed except with severe penalties
 - Seating alongside friends not always possible
 - Destination of flight can be located in an airport that is some distance from the stated destination
 - Any other suitable answer.
- [1] for explanation and [1] for development
(2 × [2]) [4]

AVAILABLE
MARKS

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3 (a)

Table 2

Type of Job	Type of Employment
Customer service assistant	ADMINISTRATION
Tour guide	INFORMATION SERVICES
Receptionist	POINT OF SALE
Children's representative	ENTERTAINER
Sports coach	INSTRUCTOR

(5 × [1])

[5]

(b) Any one from:

- Ensuring the smooth day to day running of the centre
- Managing finances to ensure that the organisation does not incur a loss
- Managing staff to ensure that they undertake their designated jobs to a sufficient standard
- Ensuring compliance with legislation such as Health and Safety etc.
- Developing ideas to make the centre attractive to repeat visitors
- Dealing with customer complaints
- Any other suitable answer.

(2 × [1])

[2]

- (c) (i) • Staff are available to work during periods when the facility will likely be most busy
- Allows the organisation to maximise profits.

(2 × [1])

[2]

- (ii) • Time and a half for Saturday
- Double time for Sundays.

(2 × [1])

[2]

- (d) • Legal obligation to provide first aid training to designated staff who will respond to first aid needs of staff and customers
- Range of Leisure and Tourism activities may require specific training for operational staff, e.g. outdoor pursuits etc.
- Provide protection against litigation in event of accident
- Deal adequately with accidents ensuring a high level of customer care/ satisfaction
- Any other suitable answer.

(2 × [2])

[4]

AVAILABLE
MARKS

- (e) (i) • Excellent communication skills
 • Knowledge of particular tour
 • Ability to organise people and activities
 • Any other suitable answer.

(2 × [1])

[2]

- (ii) Any two of the following with suitable explanations:

- Can prepare a tour in advance of the visit and make it specific to the needs of the group
- Certification ensures that a guide is competent to lead a group and is able to accurately describe the locations and present information in a structured and entertaining way
- Group may require a specific language specialist who can communicate effectively with the group and answer questions
- Blue badge guides are Access NI accredited so provide safeguarding assurances when working with children and vulnerable adults
- Any other suitable answer.

(2 × [3])

[6]

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MARKS

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4 (a) Any two from:

- Natural attraction – Marble Arch Caves etc.
- Built attraction – Titanic Centre
- Amusement park – Pickie Fun Park, Bangor
- Themed parks – Belfast Zoo, Exploris Aquarium.

[2] marks for each attraction and example.

(2 × [2])

[4]

(b) Any three from:

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

For each factor [3 × [1]

Analysis of factors.

Holiday entitlement –

- Holiday entitlement has increased
- Workers now enjoy additional free time
- Used to participate in L&T 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.

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 availability throughout the year
- People now enjoy activity throughout the whole of the day not just outside the normal working hours of 9–5pm 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 L&T 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 industry
- Midweek breaks are now a feature of the accommodation sector
- Facilities elsewhere have improved – e.g. technology or transport.

Or any other suitable answers

(3 × [3])

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Level 1 ([1]–[3])

Candidate demonstrates basic knowledge and understanding, e.g. they identify factors without any analysis. 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 ([4]–[6])

Candidate demonstrates sound knowledge and understanding; factors are identified with some analysis. The candidate uses an appropriate form and style of writing. 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 ([7]–[9])

Candidate demonstrates detailed knowledge and understanding; factors are identified with detailed analysis. The candidate successfully selects and uses an appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is a widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear. [9]

(c) Any three from the list with two descriptions:

Bed and Breakfast/Guest house (These are separate types of accommodation) –

- Accommodated in a family home with guest rooms available
- Usually with en suite facilities
- May be a large family room or separate bedroom
- Generally booked on a single board basis but evening meal may be included
- Any other suitable answer.

Self-catering accommodation (Rented apartments also) –

- Accommodated in a self-contained unit, either a flat or a cottage
- No meals provided but full cooking facilities available.
- Family has exclusive use of the property throughout their stay
- All utensils and bedding/linen etc. provided
- Any other suitable answer.

Hotel accommodation –

- Accommodation in self-contained rooms or in a family room
- Room serviced daily
- Restaurant and bar usually on-site
- Facility for half or full board
- Entertainment on-site
- Any other suitable answer.

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Budget or Hostel accommodation –

- Usually more basic dormitory accommodation
- Perhaps a family room but often single-sex dormitories
- Communal cooking facilities
- May not be serviced
- May be required to carry out some housekeeping chores
- Any other suitable answer

Caravan or camping –

- Accommodation at no additional cost
- Contains personal equipment for entertainment
- Traveller is sure of the quality of accommodation beforehand

Any other suitable answer

(3 × [3])

[9]

(d) Any four with a suitable example from:

- Arts and entertainment
- Catering
- Sports and recreation
- Cultural attractions
- Home-based leisure
- Tourism organisations.

(4 × [2])

[8]

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5 (a)

Table 3

Facility	Type of organisation
Royal County Down Golf Club	VOLUNTARY
Banbridge Leisure Centre	PUBLIC
McDonald's Belfast	PRIVATE
Europa Hotel	PRIVATE
The National Trust property at Castle Ward	VOLUNTARY
Ulster Museum Belfast	PUBLIC

(6 × [1])

[6]

(b) All three of:

- Royal Portrush Golf Club – Voluntary sector
- The local Council or Stormont Assembly, Translink etc. – Public Sector
- Any suitable named hotel or accommodation chain, restaurants etc. – Private Sector
- Any other suitable answers.

(3 × [1])

- The Golf Club will host the event and will ensure that sufficient preparation of the course will allow large numbers of spectators to be present before and during the event
- The large number of visitors to the area will be encouraged to visit other local attractions and facilities and more distant parts of N Ireland. Marketing of Coleraine and N Ireland will be a major theme of local and regional Tourism offices within the public sector
- The large number of visitors will require accommodation, transport, meals etc. and this will be provided by the private sector in the main.

(3 × [3])

Level 1 ([1]–[3])

Candidate demonstrates basic knowledge and understanding, e.g. they identify organisations without any analysis. 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 ([4]–[6])

Candidate demonstrates sound knowledge and understanding; organisations are identified with some analysis. The candidate uses an appropriate form and style of writing. 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.

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Level 3 ([7]–[9])

Candidate demonstrates detailed knowledge and understanding; organisations are identified with detailed analysis. The candidate successfully selects and uses an appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is a widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

[9]

Total**AVAILABLE
MARKS**

15

100