

Leisure and Tourism

General Certificate of Secondary Education

Unit **B181**: Understanding the Leisure and Tourism Industries

Mark Scheme for June 2012

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Annotations

Annotation	Meaning
	Unclear
	Benefit of Doubt
	Cross
	Ignore
	Level 1
	Level 2
	Level 3
	Level 4
	Not answered question
	Repetition
	Tick
	Vague
	Noted but no credit given
	Misread

Question		Answer	Marks	Guidance
1	(a)	<p>Indicative content</p> <p>Learn to swim = A Watch a game of Rugby. =D Learn to snowboard. = C Relax in the sauna. = B</p>	4	<p>One mark for each correct identification up to a maximum of four identifications.</p>
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Gardens with both formal and informal features • Furnishings from different periods. • Collections of paintings • Music rooms • To understand a certain period in time • History • Culture 	4	<p>Candidates should be credited one mark for each appeal element named and a further mark for each development point made. Developments could include examples.</p> <p>Maximum two identifications. Maximum four marks in total.</p> <p>Appeal as a hotel should not be credited as the knowledge tested is of a stately home</p>
	(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Serving food • Serving drinks • Clearing tables • Taking payment • Taking table reservations • Taking orders • Seating people • General cleaning • Dealing with complaints 	4	<p>One mark for each correct identification up to a maximum of four identifications.</p> <p>The answer could be widely answered if the candidate has studied different types of cafe. Allow for all types of response.</p> <p>Customer Service is too generic as a duty and so should not be awarded without specific references to tasks</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
1	(d)	<p>Indicative content:</p> <p>Where there is employment, Sections 2 and 3 of the HSWA place duties on the employer to ensure, so far as is reasonably practicable, the health and safety of his employees and other persons who may be affected by the undertaking.</p> <p>Section 4 protects those who are not employees in certain specified circumstances.</p> <ul style="list-style-type: none"> The premises and any plant or substance in the premises, or provided for use there, are safe and without risks to health. A 'suitable and sufficient' fire risk assessment must be carried out, and where there are five or more employees, the assessment should be recorded. There should be one person responsible for the fire risk assessment and ensuring that fire protection and prevention measures are observed and maintained. An emergency plan should be drawn up. It should be displayed in the form of a fire action notice in guest rooms and adjacent to the fire alarm call points in the staff and common areas. 	8	<p>Candidates should receive credit for the development of conclusions drawn at any point in the answer.</p> <p>The conclusions at the top of the mark scheme should generate from the reasons discussed and the conclusions are likely to form a large section of the answer.</p> <p>The development of only one reasoning point will not enable the candidate to reach Level 3.</p> <p>Application should be shown in the context of a stately home and not generic to any facility.</p> <p>The level can be judged using the AO guidance given and conclusion type statements should be looked for throughout the work.</p>	<p>Level 3 8 marks – 2 analytical/evaluative comments and conclusion 7 marks – 1 analytical/evaluative comment and conclusion</p> <p>Level 2 6 marks – 2 or more points made, 2 having good application 5 marks – 2 or more points made, 1 having good application 4 marks – 2 points applied 3 marks – 1 point applied</p> <p>Level 1 2 marks – 2 points identified 1 mark – 1 points identified</p> <p>The candidate is not expected to cite a particular piece of legislation however points made should be based on the HSAWA</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<ul style="list-style-type: none"> • All employers must consider the risks to visitors arising from the hazards associated with aspects of the workplace. A hazard is something with the potential to cause harm. • The working environment must be suitable at a reasonable temperature, have adequate lighting and ventilation, and include sufficient rest facilities. • Employers should reduce the risk of slips, trips and falls by cleaning spillages, keeping walkways clear and organising work better. • All electrical systems in places of work must be maintained 'so far as is reasonably practicable' to avoid danger to all who use the premises (including guests). 			

Question		Answer	Marks	Guidance
2	(a)	Indicative content: <ul style="list-style-type: none"> • Café • Baby changing • Multi-level displays • Disabled access • First aid point • Gift/souvenir shop • Play area • Reception/ticket desk 	2	Allow other valid responses One mark for each correct identification up to a maximum of two identifications.
	(b)	Indicative content: Parent and young child – Children under three can enter for free family tickets available café with child friendly menu baby changing facilities low level glass viewing panels educational tours family events/activities play area Hearing impaired – hearing loop systems clearly written signage clearly written information staff who can sign	4	Award one mark for each descriptive point made up to a maximum of two for each special needs group. Up to two marks for each of two descriptions.
	(c)	Indicative content: <ul style="list-style-type: none"> • Receptionist – working behind reception answering the telephone and web based enquiries • Ticket sales – selling tickets to customers 	6	One mark for each correct identification of a job role up to a maximum of two identifications plus up to a further two marks for each of two descriptions.

Question		Answer	Marks	Guidance
		<ul style="list-style-type: none"> • Food preparation staff – working in the café making food when ordered • Centre manager – manages staff and daily operations • Fish keepers – feeding fish and other captive creatures also cleaning out enclosures • Tour guide – giving tours while explaining the fish • Children’s party entertainer/guide- giving entertainment & tours to children • Cleaners • Security 		
2	(d)	<p>Indicative content:</p> <p>Online survey:</p> <ul style="list-style-type: none"> • The Internet and e-mail make it faster and cheaper to develop survey panels. It costs significantly less to send e-mail surveys than to make phone calls or send postal mail surveys. • Also, e-mail has a higher incidence rate than other survey methods [source: Business Week]. The incidence rate is the percentage of people who actually respond to a survey. • People are more likely to respond to online or e-mail surveys because they can finish them in their own time, unlike phone surveys, and e-mails are relatively painless to fill out and send back • Another advantage of online surveys is that a company can use its own website to generate contacts. Many companies already have an option for customers to sign up to receive e-mail newsletters. A company can use that e-mail contact list to send surveys to targeted existing customers. 	8	<p>A Level 3 response should show judgement. This could be a statement such as ‘they can do an online survey as this may give a high response rate and so will be cheaper than face to face’.</p> <p>At Level 2 any points made in context should be awarded and at this level candidates should make reference to an aquarium.</p> <p>At Level 1 candidates are likely to identify valid points such as online is cheaper.</p> <p>Level 3 8 marks – 2 analytical/evaluative comments and conclusion 7 marks – 1 analytical/evaluative comment and conclusion</p> <p>Level 2 6 marks – 2 or more points made, 2 having good application 5 marks – 2 or more points made, 1 having good application 4 marks – 2 points applied 3 marks – 1 point applied</p>

Question	Answer	Marks	Guidance
	<p>Available software programs can help a company quickly create and distribute online surveys.</p> <ul style="list-style-type: none"> • The major disadvantage of online surveys is survey fraud. The reliability of survey statistics depends on something called panel integrity. <p>Face to face:</p> <ul style="list-style-type: none"> • The main advantage of face to face or direct interviews is that the researcher can adapt the questions as necessary, clarify doubt and ensure that the responses are properly understood, by repeating or rephrasing the questions. • The researcher can also pick up non-verbal cues from the respondent. Any discomfort, stress and problems which the respondent experiences can be detected through frowns, nervous tapping and other body language, unconsciously exhibited by any person. This would be impossible to detect in an online survey. So face to face helps the interviewee to get the desired results and help them the expression of the person to whom they are interviewing. By reading the facial expression of the respondent, the interviewer can easily understand what the respondent wants to tell them about any thing. • The main disadvantages of face to face interviews are the geographically limitations they may impose on the surveys and the vast resources needed, if such surveys need to be done nationally or internationally. • The costs of training interviewers to minimise interviewer's biases; for example, differences in questioning methods, interpretation of response are also high. 		<p>Level 1 2 marks – 2 types of points identified 1 mark – 1 appeal points identified</p> <p>Accept discussion of both options</p>

Question	Answer	Marks	Guidance
	<ul style="list-style-type: none">Another drawback is that respondents might feel uneasy about the anonymity of their responses when they interact in face to face interviews.		

Question			Answer	Marks	Guidance
3	(a)	(i)	The Blue Train = South Africa Mount Fuji = Japan	2	One mark for each correct identification up to a maximum of two identifications. These are the only acceptable responses.
		(ii)	London = to attend a business event such as an exhibition at Earls Court Hanoi = To experience the culture with a visit to Chi Minh's mausoleum	4	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two examples. Any other reasonable answer which relates specifically to the destination
	(b)		Indicative content: <ul style="list-style-type: none"> • Safari in a national park such as South Luangwa National Park • Walking/hiking in a national park • Visit to Victoria falls • Canoeing • Kayaking • Visits to local schools • Camping 	4	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations. Do not award for sightseeing, or other generic answers. The answer need to be specific

Question		Answer	Marks	Guidance	
				Content	Levels of response
3	(c)*	<p>Indicative content:</p> <ul style="list-style-type: none"> • Edinburgh is a cosmopolitan city with fine dining • The city has a reputation for cultural diversity • City full of heritage such as the castle the Botanics and Princess street gardens, Arthur's seat, the vaults, the cobbles, the palace and the Flodden wall • The city has theatres and galleries • The vast majority of Edinburgh's top tourist attractions are within walking distance of each other, making it ideal for a short break • Edinburgh festival • Edinburgh military tattoo 		<p>An answer in Level 3 is likely to cover both positive and negative points and be well structured.</p> <p>At Level 2 the candidate is expected to have studied the destination and so should be able to give specific appeal points from the specification.</p> <p>The more generic answers are unlikely to show application and so will probably fall into Level 1.</p> <p>Marks for QWC are built into the mark scheme. Must show specific knowledge of destination</p>	<p>Level 3 10 marks more than two reasoned judgements 9 marks – two reasoned judgements 8 marks – two analytical comments 7 marks – one analytical comment</p> <p>Level 2 6 marks – 2 or more reasons, 2 having good application 5 marks – 2 or more reasons, 1 having good application 4 marks – 2 reasons applied 3 marks – 1 reason applied</p> <p>Level 1 2 marks – 2 appealing features identified 1 mark – 1 appeal feature identified</p>

Question		Answer	Marks	Guidance
4	(a)	Indicative content: <ul style="list-style-type: none"> • Hotel management • Conference management • Health club management • HR/personnel manager • Marketing manager • Sales manager • Operations manager • Finance manager • ICT manager • Travel agency manager • Hotel manager 	4	One mark for each correct identification up to a maximum of four identifications. Any other reasonable managerial roles
	(b)	Indicative content: <ul style="list-style-type: none"> • Staff recruitment • Staff performance • Financial planning and monitoring • Marketing planning • Daily schedule planning • H&S checks 	4	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two descriptions.
	(c)	Indicative content: <ul style="list-style-type: none"> • Poor communication can occur • Poor motivation may exist • Work roles may not be clearly defined • Performance management may be difficult 	4	Award one mark for identification of a consequence (max 2 marks) plus a further mark for each development (max 2). One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.

Question		Answer	Marks	Guidance	
				Content	Levels of response
4	(d)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Growth in ageing population will lead to a growth in service sector managerial jobs • Impact of the Internet – the growth of the Internet and online bookings will lead to a number of changes in the industry, including price savings and easier access to information as it cuts out the ‘middleman’. This is likely to lead to a transformation of the tourism and travel industry and with this more jobs will be created • Relaxing regulations – relaxation of gambling and licensing laws has seen industry growth, something which looks set to continue and become increasingly important in coming years hence job creation. • Development of new destinations in world areas will lead to more specialist employment • New organisations opening up are likely to lead to increasing employment 	8	<p>At Level 3 the candidate should offer analytical/evaluative comment through applied knowledge. Candidates will show clear understanding of trends in employment, in the industry. There will be specific reference to industry employment perhaps relating to tour operators or travel agents. There will be clear discussion of the employment trends with statements such as ‘there will be growth in xx sector because.....’ The candidate may consider wider issues around employment growth and may challenge the statement.</p> <p>At Level 2 the candidate will have shown evidence of learning and application of knowledge to the question. Candidates will show clear understanding of the issues in employment and there will be some specific references to industry specific jobs. At this level there will be clear application to management jobs in the industry.</p> <p>At Level 1 candidates will show limited understanding of the employment trends and may just make generic statements which repeat information given in the text. Content will not be specific to the industry, information is likely to be poorly organised but will contain accurate points not applied.</p>	<p>Level 3 8 marks – two analytical/evaluative comments 7 marks – one analytical/evaluative comment</p> <p>Level 2 6 marks – 2 factors, both having good application 5 marks – 2 factors, 1 having good application 4 marks – 2 factors applied 3 marks – 1 factor applied</p> <p>Level 1 2 marks – 2 factors identified 1 mark – 1 factor identified</p>

APPENDIX 1

Question	AO1	AO2	AO3	Total
1(a)	4	0	0	4
1(b)	2	2	0	4
1(c)	4	0	0	4
1(d)	2	4	2	8
2(a)	2	0	0	2
2(b)	2	2	0	4
2(c)	2	4	0	6
2(d)	2	2	4	8
3(a)(i)	2	0	0	2
3(a)(ii)	2	2	0	4
3(b)	2	2	0	4
3(c)	2	4	4	10
4(a)	4	0	0	4
4(b)	2	2	0	4
4(c)	2	2	0	4
4(d)	2	4	2	8
Actual	38	30	12	80
Target	36	32	12	80

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