

Leisure and Tourism

General Certificate of Secondary Education

Unit **B183**: Working in the Leisure and Tourism Industries

Mark Scheme for June 2012

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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 used in the detailed Mark Scheme (to include abbreviations and subject-specific conventions)

Annotation	Meaning
	Additional QWC credit given
	Unclear
	Benefit of doubt
	Ignore
	Cross
	Level 1
	Level 2
	Level 3
	Level 4
	Not answered question
	Repeat
	Tick
	Alternative BOD
	Vague
	Seen

Subject-specific Marking Instructions**Assessment of QWC**

In this external unit the assessment of QWC will take place in question 4(b) which is a level of response mark scheme and carries 12 marks.

Marks are embedded within this mark scheme for assessing the quality of written communication. The following criteria are embedded within the levels of response for question 4(b).

Level 3:

Ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate industry terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.

Level 2:

Limited ability to organise relevant material. Some appropriate industry terminology is used. Sentences are not always relevant with materials presented in a way which does not address the question. There may be noticeable errors of grammar, punctuation and spelling.

Level 1:

Ability to communicate at least one point using some appropriate industry terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.

Question			Answer	Marks	Guidance
1	(a)	(i)	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Organised Flexible Confident Physically fit Outgoing Friendly Motivating Team player Initiative Interested in health and fitness Hardworking Punctual</p>	2	<p>Accept any two personal qualities. Do not accept skills</p>
		(ii)	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Shift work, including early mornings, evenings, weekends and bank holidays Often office-based, but need to tour premises on a regular basis Could be some outdoor work, depending on the facilities offered at the club they manage Usually full-time work Mostly permanent contact Rates of pay, eg annual salary</p>	2	<p>Accept any two working conditions that could be applicable to the stated job role. Accept irregular/unsociable hours</p>

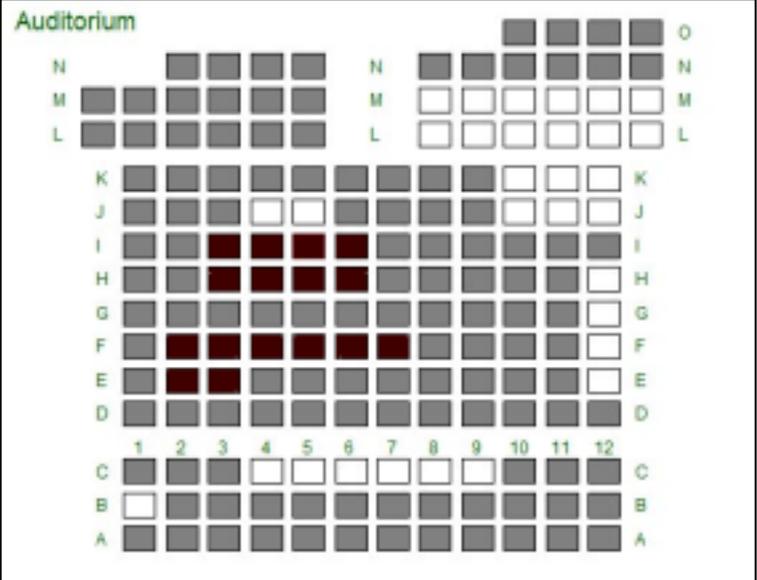
Question	Answer	Marks	Guidance														
	(iii) One mark for each correct identification up to a maximum of three identifications. <table border="1" data-bbox="365 284 1099 735"> <tbody> <tr> <td data-bbox="365 284 1014 320">Duties of a Facility Manager</td> <td data-bbox="1014 284 1099 320">✓</td> </tr> <tr> <td data-bbox="365 320 1014 424">Providing IT support, including designing and uploading website content, blogs and other social media accounts</td> <td data-bbox="1014 320 1099 424"></td> </tr> <tr> <td data-bbox="365 424 1014 493">Carrying out health and safety checks on equipment</td> <td data-bbox="1014 424 1099 493">✓</td> </tr> <tr> <td data-bbox="365 493 1014 561">Handling complaints and incidents (eg accidents and emergencies)</td> <td data-bbox="1014 493 1099 561">✓</td> </tr> <tr> <td data-bbox="365 561 1014 630">Monitoring weather and environmental conditions</td> <td data-bbox="1014 561 1099 630"></td> </tr> <tr> <td data-bbox="365 630 1014 667">Planning menus</td> <td data-bbox="1014 630 1099 667"></td> </tr> <tr> <td data-bbox="365 667 1014 735">Recruiting, training and supervising staff, including drawing up staff rotas</td> <td data-bbox="1014 667 1099 735">✓</td> </tr> </tbody> </table>	Duties of a Facility Manager	✓	Providing IT support, including designing and uploading website content, blogs and other social media accounts		Carrying out health and safety checks on equipment	✓	Handling complaints and incidents (eg accidents and emergencies)	✓	Monitoring weather and environmental conditions		Planning menus		Recruiting, training and supervising staff, including drawing up staff rotas	✓	3	These are the only acceptable answers.
Duties of a Facility Manager	✓																
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Carrying out health and safety checks on equipment	✓																
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Recruiting, training and supervising staff, including drawing up staff rotas	✓																

Question	Answer	Marks	Guidance
(b)	<p>One mark for each correct descriptive point up to a maximum of three marks – but allow development.</p> <p>Most managers start their careers as fitness instructors/personal trainers or as centre assistants.</p> <p>Entry without a degree or HND in a related subject is quite common.</p> <p>Degree/HND/Foundation degree in sport, leisure or recreation management, sports science, education, business or management.</p> <p>Management experience.</p> <p>Fitness instructor qualifications, sports coaching and/or national pool lifeguarding qualifications and/or experience.</p> <p>First Aid certification.</p> <p>CRB check.</p>	3	Accept any three likely entry requirements for the stated job role.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	<p>Training opportunities for a Facility Manager may differ depending on whether the facility is privately owned (eg the leisure club in a hotel)) or whether the facility is run by the local authority (eg the local leisure centre).</p> <p>Many of the larger privately owned organisations offer extensive programmes of in-house training. They have the resources (both financial and human) with which to carry out this role internally.</p> <p>In the local authority sector in particular, it is common for staff to study on a part-time basis for the certificates and diplomas of the Institute of Sport and Recreation Management (ISRM). The cost of this study may be supported by the employer.</p>	6	<p>Candidates are expected to make specific reference to the three organisations they have studied which offer employment as a Facility Manager. It is likely that one of these organisations will be a publicly owned local leisure centre; one may be a health club within a hotel complex and the other may be a privately owned chain of health clubs.</p>	<p>AO2 – Application – 2 marks AO3 – Analysis and evaluation – 4 marks</p> <p>Level 3 (5 – 6 marks) At this level, the candidate demonstrates substantial knowledge of the job role and the training opportunities associated with this role. The candidate is able to evaluate the differences in opportunities available across the industry sectors. The candidate will make specific reference to the three organisations studied</p> <p>Level 2 (3 – 4 marks) At this level, the candidate demonstrates substantial knowledge of the job role and the training opportunities associated with this role. The candidate is able to analyse the differences in opportunities available across the industry sectors. The candidate will make specific reference to the three organisations studied.</p> <p>Level 1 (1 – 2 marks) At this level, the candidate makes basic reference to possible training opportunities, but may not be tailored to the different types of organisation which offer this type of employment.</p>

Question		Answer	Marks	Guidance
2	(a) (i)	<p>One mark for each correct identification up to a maximum of three identifications.</p> <p>It offers a competitive salary You are given a flying allowance You can earn sales commission You get a generous annual leave allowance Uniform is provided Training is provided in-house Parking at the airport is cost free You are entitled to discounted flights</p>	3	Accept any three of the benefits of working for this employer
	(ii)	<p>One mark for each correct point of explanation up to a maximum of two marks, plus a further one mark for an appropriate example.</p> <p>Contract is not permanent. Once the contract runs out, the cabin crew member will be without a job Contract may only last during the peak season or may be for three or six months</p>	3	Accept up to two marks for the explanation of this employment term and one mark for the example.
	(iii)	<p>One mark for the correct identification of an advantage to Eeze-Flytes, plus a further one mark for an explanation AND one mark for the correct identification of an advantage to the cabin crew member, plus a further one mark for an explanation.</p> <p>Benefit to the organisation – eg staff do not live far away so easier to manage early morning and late night shifts; because of on-call rotas.</p> <p>Benefit to cabin crew member – eg do not have far to travel to work, therefore, travel to work costs will be limited; quicker to get there for long haul call outs. Could use public transport to get to work.</p>	4	<p>Award one mark for the correct identification of an appropriate benefit to the employer and a second mark for explaining this benefit.</p> <p>Award one mark for the correct identification of an appropriate benefit to the employee and a second mark for explaining this benefit.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>The person in Profile A is most suitable because she has more years of experience in an industry-related role. She is more highly qualified than the person in Profile B. The person in Profile A meets the requirements of the role because she lives within the travelling time to London Gatwick airport, which is one of the company's base airports. The person in Profile B has industry-relevant training, having undertaken a specific airline cabin crew certificate at Manchester airport and lives within the travelling time to this airport, which is one of the company's base airports. He has also worked in a customer service environment, which is relevant to this job and meets the minimum of six months previous experience required. However, the lady in Profile A has 3 years experience in a similar role so has more experience.</p>	6	<p>Both applicants have industry-relevant experience and have relevant educational backgrounds. Both also qualify on the grounds of age and how far they live away from one of the base airports.</p> <p>Judgement may be based on length and nature of experience or relevance of qualifications and/or experience.</p>	<p>AO2 – Application – 2 marks AO3 – Analysis and evaluation – 4 marks</p> <p>Level 3 (5 – 6 marks) Candidates at this level will evaluate at least one aspect of the chosen person's profile which makes them suitable as a cabin crew member.</p> <p>Level 2 (3 – 4 marks) Candidates at this level will analyse at least one aspect of the chosen person's profile which makes them suitable as a cabin crew member.</p> <p>Level 1 (1 – 2 marks) Candidates at this level will identify at least one aspect of the chosen person's profile which makes them suitable as a cabin crew member.</p>

Question		Answer	Marks	Guidance
3	(a) (i)	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Quicker than manual systems More reliable eg fewer incidences of human error in making calculations, etc Easier to update in real time More professional</p>	2	Accept any two reasonable suggestions
	(ii)	<p>One mark for each of four correct elements of the seat allocation.</p> <p>Eight seats selected; row E seat 2 & 3 and row F seats 2 – 6, (can also accept rows H & I seats 3 – 6) keeping the group together. There are no seats on end of rows. These seats are as close to the front as is possible with the available seats left.</p> 	4	Award one mark if eight seats in total are selected; award a second mark if the eight seats are blocked together; award a further mark if none of the seats selected are at the end of a row; award a final mark if the candidate selects the block of seats closet to the front of those remaining.

Question		Answer	Marks	Guidance
	(a) (iii)	<p>One mark for each of twelve elements of the completion of the sales record.</p> <ul style="list-style-type: none"> • Today's date: DD/MM/YY or DD month name and year format • Customer name: Mr Rainer • Customer address: The Old Rectory, Eggesbury EG12 7PH. • Reservation reference number: DT208R • Theatre name: Dramatic Times Theatre. • Performance date: today's date • Performance time: 20.00 or 8pm • Ticket types for – <ul style="list-style-type: none"> – 6 adults – 2 OAP's • Amount - <ul style="list-style-type: none"> – 6 x 5 = £30 – 2 x 4 = £8 • Total = £39.50 • Payment type: cash 	12	<p>Award one mark for each correct piece of information completed on the sales record form, up to 12 marks.</p> <p>There are 13 acceptable responses – accept any 12.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>Sales records are important to show how many seats have been sold and to whom. This helps the organisation keep a check to see whether the amount of sales made and the amount of money taken at the end of each day match. This is important so that the organisation can check the honesty and trustworthiness of its ticket sellers, as well as keep control of sales targets and profit margins. Sales records also hold customer details which help the organisation target future sales. It is also a legal requirement to keep sales records for taxation and auditing purposes.</p>	6	<ul style="list-style-type: none"> • So that the organisation can track what transactions have been made • Helps with marketing – allows you to see who your market is • Must have evidence for auditing purposes; VAT payments, etc • To help with future queries • To provide information for repeat bookings • To assist in dealing with complaints. 	<p>AO1 – Knowledge and understanding – 2 marks AO2 – Application – 2 marks AO3 – Analysis and evaluation – 2 marks</p> <p>Level 3 (5 – 6 marks) Candidates at this level will analyse and evaluate reasons why it is important for ticket sellers to keep sales records.</p> <p>Level 2 (3 – 4 marks) Candidates at this level will explain at least one reason why it is important for ticket sellers to keep sales records.</p> <p>Level 1 (1 – 2 marks) Candidates at this level will identify at least one reason why it is important for ticket sellers to keep sales records.</p>

Question		Answer	Marks	Guidance
4	(a)	<p>One mark for each of 12 elements of the completion of the accident form.</p> <ul style="list-style-type: none"> • Club name: Happy Days Heroes Kid's Club • Name of Representative in charge of group: Candidate's own name • Full name of injured party: Leah Abigail McKenzie • DoB: 03/05/2005 • Home address: Branston Farm, Kilroody Lane, Pogleswick. PG3 6DR • Form completed by: Candidate's own name • Date: today's date • Exact location: the Marina Bay Leisure Club • Time: 10.15 • Time reported: 12.00 • Reported by whom: Candidate's own name • Nature of injury: slight cut to right hand • How the accident happened: taking part in a craft activity • Name and contact details of witness: none • First Aid required: yes • Further medical assistance required: no • Parents informed: yes • By whom: candidate's own name • When: at end of session • Further action: none • Signed: Candidate's own name • Position: children's representative 	12	<p>Award one mark for each of up to 12 correct details on the accident report form. Do not award more than one mark for candidate's own name on the form</p> <p>Can accept address without postcode for 1 mark.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>Layout Date: in appropriate format either DD/MM/YY or DD month name and year format Salutation completed correctly - Dear Mrs Gorski Closure completed correctly - Yours sincerely</p> <p>Content First paragraph – contextualised apology offered for poor customer experience Second paragraph - reason given for merging the two groups, eg staff shortages or insufficient number of clients Third paragraph - explanation of next course of action – offer of discount vouchers for the Kid’s Club, if Mrs Gorski returns to the resort</p>	6	<p>QWC. See instructions at front of mark scheme.</p> <ul style="list-style-type: none"> • Appropriate apology offered for poor customer experience • Explanation of action taken, eg reason why two groups were merged • Explanation of next course of action, eg if Mrs Gorski will consider using the club again – discount vouchers, etc 	<p>AO1 – Knowledge and understanding – 3 marks AO2 – Application– 3 marks</p> <p>Level 2 (4 – 6 marks) At this level, candidates will demonstrate the ability to present relevant information in a logical sequence. Appropriate industry terminology will be used. Sentences will be coherent and the response will address most aspects of the question. There will be few, if any, errors of spelling, punctuation and grammar and the letter will follow standard conventions for its layout.</p> <p>Level 1 (1 – 3 marks) At this level, candidates will communicate at least one point using some appropriate industry terminology. Sentences may have limited coherence and structure and may have poor relevance to the main focus of the question. Errors of spelling, punctuation and grammar may be noticeable and the letter may not follow all standard conventions for its layout.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	<p>L&T organisations have customer complaints procedures in order to be able to assess how well they meet customers' needs and to identify areas for improvements.</p> <p>If customers don't complain, the organisation would think that customers are happy with the products and services offered. Customer complaints help the organisation become aware of the problems.</p> <p>Having a complaints procedure provides staff working within the organisation with a set of policies that they should all adopt when dealing with complaints. This means that complaints are dealt with in a standardised way, so that all customers receive fair treatment.</p>	6	<p>Importance to the organisation</p> <ul style="list-style-type: none"> • Raises awareness of problems • Allows the organisation to review its customer service • Enables organisations to retain customers • Gives staff a framework to follow in handling complaints <p>Importance to the customer</p> <ul style="list-style-type: none"> • Allows customers to air their grievances • Provides customers with the opportunity to gain compensation for bad customer experiences 	<p>AO1 – Knowledge and understanding – 2 marks AO2 – Application – 2 marks AO3 – Analysis and evaluation – 2 marks</p> <p>Level 3 (5 – 6 marks) Candidates at this level will analyse and evaluate the importance of having a customer complaints procedure</p> <p>Level 2 (3 – 4 marks) Candidates at this level will apply knowledge to explain the importance of having a customer complaints procedure.</p> <p>Level 1 (1 – 2 marks) Candidates at this level will identify at least one reason why customer complaints procedures are important to either the organisation or the customer.</p>

APPENDIX 1

Assessment Objective Grid

Question	AO1	AO2	AO3	Total
1 (a) (i)	2	-	-	2
1 (a) (ii)	2	-	-	2
1 (a) (iii)	3	-	-	3
1 (b)	-	3	-	3
1 (c)	-	2	4	6
2 (a)(i)	3	-	-	3
2 (a) (ii)	3	-	-	3
2 (a) (iii)	4	-	-	4
2 (b)	-	2	4	6
3 (a)(i)	2	-	-	2
3 (a) (ii)	-	4	-	4
3 (a) (iii)	-	12	-	12
3 (b)	2	2	2	6
4 (a)	6	6	-	12
4 (b)(i) *	3	3	-	6
4 (b)(ii)	2	2	2	6
Actual Total	32	36	12	80
Target	36	32	12	80

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