

Leisure and Tourism

General Certificate of Secondary Education

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

Mark Scheme for January 2013

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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 |
|  | Repeat |
|  | Tick |
|  | Vague |

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

In this external unit the assessment of QWC will take place in question 3(c)(ii) which is a level of response mark scheme and carries 8 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 3(c)(ii).

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) | Indicative content: <ul style="list-style-type: none"> • tenpin bowling • theatre • bingo • nightclub • concert venue • laser quest / tag • pubs and bars • restaurant • opera • arcade • festival hall • casino • comedy club. | 4 | One mark for each correct identification. Accept only one named example for each category. Do not accept sports facilities/leisure facilities, theme parks or paintballing. |
| | | (ii) | Indicative content: Cultural tourism is tourism concerned with: <ul style="list-style-type: none"> • a country or region's culture (1), specifically the lifestyle of the people (1) in those geographical areas (1) • the history of people (1), their art (1), architecture (1), religion(s) (1), and other elements that help shape their way of life • cultural tourism includes tourism in urban areas (1), particularly historic or large cities (1) and their cultural facilities such as museums and theatres (1) • can also include tourism in rural areas demonstrating the traditions of indigenous cultural communities (1) (ie festivals, rituals) (1), and their values and lifestyle (1). Travel: <ul style="list-style-type: none"> • to go from one place to another (1) on a journey (1) • to move from one place to another (1) by any form of transport (1). | 4 | Candidates should be credited one mark for each point made. |

| Question | Answer | Marks | Guidance |
|----------|--|-------|--|
| (b) | Indicative content: <ul style="list-style-type: none"> • plan activities • supervise people undertaking various activities • perform on stage • hold competitions • ensure Health & Safety legislation is complied with • help guests when required • meet and greet guests • welcome meetings. | 4 | Allow for all types of response as the question gives a wide scope of possible responses. Award one mark for each descriptive element up to a maximum of four. ie Plan activities (1) + description (1) |
| (c) | Indicative content: <ul style="list-style-type: none"> • gym • squash courts • swimming • basketball • table tennis • martial arts classes • fitness classes • toilets • car parks • disabled facilities • bar area. <p>The XYZ recreation centre offers a swimming pool (L1), gym (L1) squash courts and a café. In the swimming pool you can go for free swim time or for lessons, they also have a swimming club which trains people for competition (L2). In the gym you can exercise using lots of equipment and you can be taught by instructors on how to use equipment and how to exercise properly (L2). The facilities and activities offered are really good but can get very busy at peak times (L3) and often you can't go in because clubs area using them for their lessons and competitions (L3).</p> | 8 | There are many activities available any reasonable activity should be credited Level 3 8 marks – 2 analytical/evaluative comments and conclusion 7 marks – 1 analytical/evaluative comment and conclusion Level 2 6 marks – 2 or more activity/facilities, 2 having good application 5 marks – 2 activity/facilities, 1 having good application 4 marks – 2 activity/facilities with application 3 marks – 1 activity/facility applied Level 1 2 marks – 2 activity/facility identified 1 mark – 1 activity/facility identified Award marks where a named centre is not given. |

| Question | | Answer | Marks | Guidance |
|----------|-----|--|-------|--|
| 2 | (a) | <p>Indicative content:</p> <ul style="list-style-type: none"> business purposes – for meetings, conferences and other business related activity, team building activities health reasons – for health related recuperation, therapy relaxation or fitness development. For example after an operation someone could use a gym to get fit again and speed up recovery. | 4 | <p>Award one mark for each definition and one mark for each example. Allow other valid responses where they could be derived from one of the terms given.</p> |
| | (b) | <p>Indicative content:</p> <ul style="list-style-type: none"> general manager – manages the day to day management oversees all areas of the hotel food and beverage manager – manages all aspects of food and drink sales, performance and reporting human resources manager – manages the people requirement in the hotel now and in the future marketing manager – manages all the marketing activity health club management. | 4 | <p>Accept any actual management job but not supervisory. Award one mark for each descriptive point made up to a maximum of two for each job.</p> <p>No mark given for the job title. However the answer should make clear that a manager's job is being considered if a job title is not included.</p> |
| | (c) | <p>Indicative content:</p> <ul style="list-style-type: none"> create advertisements for the internet or TV or magazines and newspapers create the brochures – such as the glossy brochures that can be ordered or downloaded through the website decide the type of promotions they are going to have set up and run exhibition stands at shows such as the ski show, boat show or camping and caravanning exhibition create web based communication ie websites and flash ads that appear strategically to attract key customers run social networking marketing such as facebook and twitter makes up contests to bring in customers makes up catchy slogans designs logos and tag lines. | 4 | <p>Award one mark for each point of explanation.</p> |

| Question | | Answer | Marks | Guidance |
|----------|-----|---|-------|---|
| | (d) | <p>Indicative content:</p> <ul style="list-style-type: none"> • poor financial management so not being able to plan income and expenditure • costs that are not controlled so spending too much on staff, consumables, marketing and other expenses • having to pay accountants who must then sort out all the transactions for the end of year tax statements • poor stock control leading to wastage which costs money. | 8 | <p>Level 3 8 marks – Some judgement shown 7 marks – 2 analytical/evaluative comments well made and in context 6 marks – 2 analytical/evaluative comments 5 marks – 1 analytical/evaluative comment</p> <p>Level 2 4 marks – 2 points applied 3 marks – 1 point applied</p> <p>Level 1 2 marks – 2 points identified 1 mark – 1 point identified</p> |
| 3 | (a) | <p>Indicative content:</p> <ul style="list-style-type: none"> • high ropes course • abseiling • canoeing • archery • 4x4 driving • orienteering • team building • climbing • swimming – if specifically outdoor ie lake • rock climbing • caving/pot holing • zip line/wire • skiing • hiking. | 4 | Accept any other suitable answer which is available through an outdoor activity centre. |

| Question | | Answer | Marks | Guidance |
|----------|---------|---|-------|---|
| | (b) (i) | Indicative content: <ul style="list-style-type: none"> • cold/hypothermia • injury to joints and tendons/ligaments • falls causing cuts and bruises • slips and trips • sunburn/sunstroke • rope burns • equipment failure. | 2 | |
| | (ii) | Indicative content: <ul style="list-style-type: none"> • carry out a thorough risk assessment • pre-visit to the site for familiarisation • take a qualified first aider who is carrying first aid equipment • ensure everyone taking part is correctly equipped and clothed • ensure all equipment meets minimum standards and is checked before commencing activity • ensure qualified instructors are present. | 4 | Award one mark for identification of a precaution and one further mark for the description given. |
| | (c) (i) | Agra = India Majorca = Spain/Balearic Islands | 2 | Accept Balearic islands or Spain for Majorca. |

| Question | Answer | Marks | Guidance |
|----------|---|-------|---|
| | <p>(ii)* Indicative content:</p> <p>Edinburgh festival</p> <ul style="list-style-type: none"> • wide range of activities from art to music to comedy • over a long period of 3 weeks • plentiful accommodation from budget through to luxury. SYHA have hostels for backpackers also Edinburgh Uni. Offer student rooms on a budget basis • can meet many other like-minded people • Facebook connections make meeting up easy • going to see a show is something you can do alone • might want to go alone because of specific interest. <p>Rio de Janiero</p> <ul style="list-style-type: none"> • the biggest festival in the world attracting 500,000 foreign visitors each year • 4 day celebration with lots of entertainment to suit everyone • there are many parties that take place before, during and after Carnival all night and all day. It allows people to have as much fun as possible. • can dress up for the huge Samba parade. <p>Need to book accommodation and tickets well in advance as it is always fully booked out.</p> | 8 | <p>This question will be assessing QWC. See instructions at front of mark scheme.</p> <p>Level 3 8 marks – 2 analytical and at least 1 evaluative comment well made and in context 7 marks – 2 analytical/evaluative comments well made and in context 6 marks – 2 analytical/evaluative comments 5 marks – 1 analytical/evaluative comment</p> <p>Level 2 4 marks – 2 points applied 3 marks – 1 point applied</p> <p>Level 1 2 marks – 2 points identified 1 mark – 1 point identified</p> <p>No need to discuss both events.</p> |

| Question | | Answer | Marks | Guidance |
|----------|---------|---|-------|--|
| 4 | (a) | Indicative content <ul style="list-style-type: none"> • amusement/themed parks • Alton Towers • Chessington WOA • Thorpe Park • London Eye • Blackpool Pleasure beach • Blackgang Chine • Drusillas. | 4 | Award one mark for each identified. Allow other answers (except those in Fig 1). Do not accept historical venues such as castles or cathedrals. |
| | (b) | Indicative content: <ul style="list-style-type: none"> • very similar pattern • increase in 2010 for all attractions. | 2 | One mark for identification of a trend and one mark for each descriptive element given. |
| | (c) (i) | Indicative content: <ul style="list-style-type: none"> • cost of entry – the cost of a family ticket plus all the costs of the day such as food might be too much • not appeal to the whole family many themed attractions appeal to only some of the family ie a park with fast rides may only appeal to teenagers and not younger children or parents • they can be too busy in peak season or school holidays and so have queues that put people off. | 2 | Award one mark for reason given plus a further mark for development made or example given in context. |

| Question | Answer | Marks | Guidance |
|----------|---|-------|---|
| | <p>(ii) Indicative content:</p> <ul style="list-style-type: none"> • to give tours that tell the historical information related to the attraction • to give information in different languages for non English speaking visitors • for educational purposes so that people can learn about culture and heritage • for school groups where information is targeted at a curriculum area • to give information about the attraction such as opening times/prices etc. | 4 | Award one mark for identification of a reason (max 2) plus a further mark for each explanation development made in context (max 2). |
| | <p>(d) Indicative content:</p> <ul style="list-style-type: none"> • the household and business choice on travel is affected by a range of factors such as price incentives and currency exchange • political risks and travel disruption, length of stay and spend per visit, personal preference and experience and, of course, the weather and “events” (the Royal Wedding in 2011 and the Olympics in 2012) • a range of scenarios is possible from fewer traditional but more shorter visits, to the same visits with less spend • in tough financial times, you would expect value for money to be a key criterion in choice of destination and expenditure for most visitors • as the economy grows we would expect a shift towards improving visitor numbers in business tourism. <p>One factor is currency exchange (L1) as the value of currency changes people coming from abroad can find it cheaper and so spend more money (L2) or they come less when it is expensive and so spend less (L3). Another factor is the recession (L1) as people have less jobs and less money (L2) so can't afford to spend as much on leisure (L3). However the Olympic legacy (L1) may mean that more visitors come to the UK and spend money (L2) this is a point of debate currently and is an opportunity that the L&T industry has to help increase spending (L3).</p> | 8 | <p>Level 3 8 marks – 2 analytical/evaluative comments 7 marks – 1 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

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

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