



GCSE

Leisure and Tourism

General Certificate of Secondary Education

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

Mark Scheme for June 2014

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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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

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These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

Annotation	Meaning
	Blank Page – this annotation must be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response.
QWC+	Additional QWC credit given
	Unclear
	Benefit of doubt
I	Ignore
	Cross
	Level 1
	Level 2
	Level 3
	Level 4
	Not answered question
	Repeat
	Tick
	Alternative BOD
	Vague

Subject-specific Marking Instructions

Assessment of QWC

In this external unit the assessment of QWC will take place in question 3(c) 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.

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	Mark	Guidance
1	(a)	(i)	Indicative content: <ul style="list-style-type: none"> • comedy nights • conferences • exhibitions • fashion shows • theatre • weddings • graduation ceremonies • product launches • recruitment fair • plays • snooker tournaments • opera • pantomime. 	4 (1 * 4)	One mark for each correct identification up to a maximum of four identifications.
	(a)	(ii)	Indicative content: <ul style="list-style-type: none"> • groups of friends • retired People • families • corporate Groups • young people • teenagers. 	2 (2 * 1)	One mark for naming of each correct identification up to a maximum of two identifications.
	(b)		Indicative content: <ul style="list-style-type: none"> • London O2 Arena • Wembley Arena • Wembley Stadium • International Convention Centre • Birmingham LG Centre (NEC) • Brighton Centre 	6 (2*3)	One mark for each correct identification up to a maximum of two identifications, plus up to a further two marks for each of two descriptions. Accept smaller venues. Accept outdoor venues. Accept football stadiums.

Question		Answer	Mark	Guidance	
		<ul style="list-style-type: none"> • Bristol O2 Academy • Cardiff International Centre • Edinburgh Corn Exchange • Glasgow O2 Academy • Manchester Arena. Exemplar response: London O2 Arena (1) is a multipurpose (1) indoor arena (1) with a capacity up to 20,000 (1).			
Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	Exemplar response: A concert performance by a band is something special because you actually get to see someone (L1) you are a fan of in real life performing. Also hearing the music live (L1) is appealing, because it is different to the processed version (L2) and sometimes it even sounds better (L3). Next appealing reason is that each show is different. Let's say a group is doing a new album tour then their performance will be different than their classics tour and will sound different from the CD (L2) and also the performance of each artist will change every time they go on stage making each concert unique (L3). The audience around you is also different and their reaction to certain tracks will always be different. Then after the show, in a small venue, you might be able to go up and talk to the performers or get autographs. This is always a fun experience (L3).	8	Indicative content: <ul style="list-style-type: none"> • see acts in real life • live music is not processed • each show is different • audience reaction • atmosphere • possibly meet performers • recreation • entertainment • relaxation • corporate • social. 	<p>Level 3 (7 – 8 marks) Candidate analyses (7 marks) and evaluates (8 marks) the reason(s) why concert venue entertainment appeals to different groups of people for different reasons,</p> <p>Level 2 (3 – 6 marks) Candidate applies knowledge and understanding of the reason(s) why concert venue entertainment appeals to different groups of people for different reasons.</p> <p>Level 1 (1 – 2 marks) Candidate identifies reason(s) why concert venue entertainment appeals to different groups of people for different reasons.</p>
Question		Answer	Marks	Guidance	

Question	Answer	Marks	Guidance
2 (a)	Indicative content: <ul style="list-style-type: none"> • P&O Cruises • Princess • Cunard • Fred Olsen • Carnival • Royal Caribbean • Virgin • Thompson. 	2 (1*2)	One mark for each correct identification up to a maximum of two identifications.
	(b) Indicative content: <ul style="list-style-type: none"> • deck crew • cruise directors • disc jockeys • expedition leaders • hosts and hostesses • shore excursion managers • water sports instructors • fitness directors • medical staff • bartenders • health and beauty staff • dancers • singers • chef • lifeguard. Exemplar response: A lifeguard (1) would ensure the safety of people in the pool (1). A singer (1) might perform on stage, as a solo artist (1).	4 (2*2)	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two descriptions. Must be a specified job and not a generic title e.g. manager

Question		Answer	Marks	Guidance	
	(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • ice skating rink • tennis court • basketball court • rock climbing wall • swimming pool • football pitch • running track. <p>Exemplar response: A cruise line might provide an ice rink (1) where passengers can have skating lessons (1) or hold recreational sessions for fun.</p> <p>A cruise line could offer a five-a-side football tournament (1) where people can compete in teams (1) or play on a recreational basis.</p>	6 (2*3)	One mark for each correct identification up to a maximum of two identifications, plus up to a further two marks for each of two explanations.	
Question		Answer	Marks	Guidance	
	(d)	<p>Exemplar response: Children can be entertained in a number of ways such as “kids clubs” (L1), arts and crafts lessons (L1) or cinema (L1). Large cruise ships have all these facilities with staff to look after and entertain the children (L2). Some ships even have outdoor theatres where the staff perform a panto, which will keep children involved and entertained (L2). The other advantage of a cruise ship is that they regularly call into ports and so the children can be taken to theme parks or water parks and so have a variety of entertainment (L3). This is great for adults because while the children are fully entertained they can relax and enjoy the cruise (L3).</p>	8	<p>Content</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • cinemas • swimming pools • panto • kids club • arcades machines • arts and crafts lessons • mini-golf. 	<p>Levels of response</p> <p>Level 3 (7 – 8 marks) Candidate analyses (7 marks) and evaluates (8 marks) the way(s) in which children can be entertained on board a cruise ship.</p> <p>Level 2 (3 – 6 marks) Candidate applies knowledge and understanding of the way(s) in which children can be entertained on board a cruise ship.</p>

Question			Answer	Marks	Guidance
					Content Levels of response
					Level 1 (1 – 2 marks) Candidate identifies way(s) in which children can be entertained on board a cruise ship.
Question			Answer	Mark	Guidance
3	(a)	(i)	Indicative content: England – UK Peru	2 (1*2)	One mark for each correct identification up to a maximum of two identifications.
	(a)	(ii)	Indicative content: Paris <ul style="list-style-type: none"> • romantic city • Eiffel tower • Disneyland Paris • art galleries. Whistler <ul style="list-style-type: none"> • snowsports • trekking. 	4 (2*2)	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two appropriate examples.

Question	Answer	Mark	Guidance
	<p>Exemplar responses:</p> <p>A tourist might visit Paris because it is a romantic city (1) with many romantic features such as restaurants (1).</p> <p>A tourist might visit Whistler in the winter because of the snow (1) and the amazing skiing and snowboarding (1).</p>		
(b)	<p>Indicative content:</p> <p>Travel agent:</p> <ul style="list-style-type: none"> • takes bookings for holidays • gives out brochures • arranges holiday insurance • arranges car hire • plans holiday itineraries. <p>Hotel conference manager:</p> <ul style="list-style-type: none"> • takes conference bookings • plans conference events • liaises with customers • makes arrangements during the conference • liaises with the hotel staff. <p>Exemplar responses:</p> <p>A travel agent answers the telephone (1) and makes holiday bookings (1) for people. They also arrange holiday insurance (1).</p> <p>A hotel conference manager takes conference bookings (1) and then plans the conference schedule (1) by liaising with other hotel staff and the customer (1).</p>	6 (2*3)	One mark for each correct identification up to a maximum of two identifications, plus a further two marks for each of two descriptions.

Question		Answer	Mark	Guidance	
				Content	Levels of response
	(c)*	<p>Exemplar response:</p> <p>In a large caravan park ICT maybe the main communication link (L1) with customers who use online booking systems (L1) and with staff using e-mail communication. In marketing ICT will be used to help create materials and to make those materials visible to customers. Stock control systems are likely to be ICT based helping to ensure that shops (L2) have enough food and products to cope with demand and that linen and crockery are all in stock (L2). Administration also uses ICT for all forms of accounting and sales records. ICT will be used in every aspect of a large caravan park as it makes operations quicker and more efficient with less room for error. (L3) Without ICT a large caravan park would not be able to run efficiently on changeover days or in taking many bookings for different durations (L3).</p>	8	<p>Indicative content:</p> <ul style="list-style-type: none"> administration tasks marketing tasks communication stock control. <p>QWC is assessed in this question. Please see instructions at the front of this mark scheme.</p>	<p>Level 3a (7 – 8 marks) Candidate evaluates how the functional area of ICT might assist in the running of a large caravan park.</p> <p>Level 3b (5 – 6 marks) Candidate analyses how the functional area of ICT might assist in the running of a large caravan park.</p> <p>Level 2 (3 – 4 marks) Candidate applies knowledge and understanding of how the functional area of ICT might assist in the running of a large caravan park.</p> <p>Level 1 (1 – 2 marks) Candidate identifies how the functional area of ICT might assist in the running of a large caravan park.</p>
Question		Answer	Mark	Guidance	
4	(a)	<p>Indicative content:</p> <ul style="list-style-type: none"> high volume of water consumed amount of energy consumed visual pollution from increased building. 	2 (1*2)	One mark for each correct identification up to a maximum of two identifications.	

Question	Answer	Mark	Guidance
(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • congestion • air pollution • noise pollution • waste pollution. <p>Exemplar response: Air travel into London accounts for a lot of pollution (1). A single transatlantic return flight emits almost half the CO₂ emissions (1) produced by all other sources (lighting, heating, car use, etc.) consumed by an average person yearly (1). Air pollution from tourist transportation has impacts on the local area, especially from motor vehicle CO₂ emissions (1) such as cars/coaches (1) contribute to severe local air pollution (1).</p>	6 (2*3)	<p>One mark for each correct identification up to a maximum of two identifications, plus up to a further two marks for each of two descriptions.</p> <p>Accept two unrelated points made in each answer.</p> <p>If the candidate has implied UK, but not given a destination, then award the marks. If it is foreign destination, do not award marks.</p>

Question	Answer	Mark	Guidance
(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • generating energy for heating from a renewable source, ie through a ground source heat pump • saving energy through use of low energy light bulbs • using 'A' rated appliances and good insulation in lofts, walls and under lower flooring • using green cleaning products • including fair trade products in welcome pack • encouraging visitors to walk and cycle in the local area • recycling as much waste as possible • turning lights and TVs off when not in use • not using cars for transport • buying local products with less packaging • encourage the use of litter bins provided. <p>Exemplar responses:</p> <p>One way is by encouraging visitors to travel around the tourist areas by bike (1) or on foot, rather than using road transport (1).</p> <p>A great way of being environmentally friendly is for accommodation providers to put in low energy light bulbs (1) which are on auto switch off timers (1).</p>	4 (2*2)	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two descriptions.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)	<p>Exemplar response:</p> <p>In XYZ the intensive use resources and the creation of pollution and waste create difficulties for the destination. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generate a greater volume of wastewater.</p> <p>The construction of hotels, recreation and other facilities often leads to increased pressure on sewage disposal facilities.</p> <p>The importance is to reduce some of these effects (L1) through the use of energy efficient techniques (L2) to improve the productivity and competitiveness of tourist services and ensure higher safety for guests and employees (L2). This will also motivate workers and improve the image of the area for other tourists (L2). The importance of energy management in tourist services at the tourist destination is also demonstrated by the criteria used for environmental certification in the EU (L2).</p> <p>The benefits from managing resources are clear. Travellers not only learn about the destination, they learn about how to help sustain its character while deepening their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.</p>	8	<p>Indicative content:</p> <ul style="list-style-type: none"> • long term prosperity • increase tourism value • increase tourism volume • improve the area's image • create more local wealth • preserve flora and fauna. 	<p>Level 3a (7 – 8 marks) Candidate evaluates the importance of responsibly managing the use of resources in an international destination.</p> <p>Level 3b (5 – 6 marks) Candidate analyses the importance of responsibly managing the use of resources in an international destination.</p> <p>Level 2 (3 – 4 marks) Candidate applies knowledge and understanding of the importance of responsibly managing the use of resources in an international destination.</p> <p>Level 1 (1 – 2 marks) Candidate identifies reasons for the need to responsibly manage the use of resources in an international destination.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p>Destination-savvy travellers seek out businesses that minimise pollution and emphasise the character of the locality in terms of architecture, cuisine, heritage, aesthetics, and ecology. Tourism revenues in turn rise as a result of perceived value of those destinations (L3).</p> <p>Communities measure tourism success not by sheer numbers of visitors, but by length of stay, money spent, and quality of experience. Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing - which provides continuing business for the destination (L3).</p>			

APPENDIX 1

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

Comment [KES1]: STEVE TO CHECK & AMEND

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