

GCSE

Leisure and Tourism

General Certificate of Secondary Education

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

Mark Scheme for June 2015

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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

Annotation	Meaning
	Unclear
BOD	Benefit of Doubt
	Cross
I	Ignore
L1	Level 1
L2	Level 2
L3	Level 3
L4	Level 4
NAQ	Not answered question
REP	Repeat
	Tick
VG	Vague

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

In this external unit the assessment of QWC will take place in question 3(d) 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	Marks	Guidance
1	(a)	(i)	Indicative content: <ul style="list-style-type: none"> • independent travellers • groups • school groups • gap year students • couples. 	4	One mark for each correct identification up to a maximum of four identifications.
		(ii)	Indicative content: <ul style="list-style-type: none"> • kitchen • bunk rooms • dorm style rooms • en-suite rooms • lounge (TV, general) • games room • drying room • dining room. 	4	One mark for each correct identification up to a maximum of four identifications.
	(b)		Indicative content: <ul style="list-style-type: none"> • catering service • information services • book excursions • laundry • help with transport • playrooms for children of all ages • cots provided for infants • access to kitchen for feeding young children • book a bed ahead schemes. <p>One service that may be required is an activity room (1) for children's Entertainment this might have games such as table tennis or table football (1)</p> <p>A family group may also find a book a bed ahead bed scheme useful (1) so that they can be sure of their accommodation before they arrive (1)</p>	4	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
(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • hotels and hostels both provide accommodations to travellers • hotels may be more luxurious than hostels and, therefore, more expensive • hostels are often used by younger travellers with less money to spare • hostels are most often associated with backpackers looking for inexpensive, transient accommodation as well as a place for a shower and a meal • at a hotel one can have one's own room and bathroom as well as maid service and other facilities/services being provided. • a hotel may offer a porter for bags, fresh towels delivered and beds made up daily • those visiting a hostel will most likely be required to share a room as well as bath and shower rooms. • hostels may have beds set up in dormitory fashion, with communal showers • however, some hostels offer single rooms and bathrooms, while shared, might accommodate only one guest at a time • some hostels will include a hot meal or beverage in the accommodation price and most will provide a kitchen area where guests can cook their own food • a hotel is likely to have a restaurant but during a hotel stay, one is on one's own when it comes to finding places to eat, unless a meal is included in the package • a hotel may provide guests with mini-refrigerators, bars, satellite television, wireless Internet service, telephones, irons and hair dryers. A hostel usually provides none of the above. <p>Exemplar response</p> <p>Hotels and hostels both provide accommodation (L1) however hostels are likely to have more basic facilities than many hotels (L1) and therefore be cheaper to stay in (L2). In a hostel it is unlikely that a room cleaning service will be provided on a daily basis unlike in a</p>	8	<p>Level 3 8 marks – 2 evaluative comments and conclusion 7 marks – 1 analytical/evaluative comment and conclusion</p> <p>Level 2 6 marks – 2 or more comparisons made, 2 having good application 5 marks – 2 or more comparisons made, 1 having good application 4 marks – 2 points applied 3 marks – 1 point applied</p> <p>Level 1 2 marks – 2 points of comparison identified 1 mark – 1 point of comparison</p>

Question	Answer	Marks	Guidance
	<p>hotel (L2). Hotels will have a range of room types as will a hostel however hostels may require guests to share bunk or dormitory rooms where a hotel will not (L2). Hostels often provide a cafe style catering area or a self-service kitchen area where a hotel is likely to have a restaurant with waiting staff and unlikely to offer an accessible kitchen area or microwaves for guest use (L2). To conclude hotels generally provide more services such as restaurants and rooms service than hostels which provide basic accommodation however some hostels do now provide private rooms and a cafe style self-service restaurant and so giving a similarity to lower standard hotels (L3). Hostels still provide for groups of people that are looking for low cost no frills accommodation (L3)</p>		

Question		Answer	Marks	Guidance
2	(a)	Indicative content: <ul style="list-style-type: none"> • walking • swimming • sauna bathing • exercise in the gym • massage. 	4	One mark for each correct identification up to a maximum of four identifications.
	(b)	Indicative content: <ul style="list-style-type: none"> • chef – direct the preparation of foods. Plan and price menus, orders supplies, and keep records and accounts. Supervise and participate in cooking and baking. • receptionist – welcoming clients and guests into the spa, responding to all enquiries made. A spa receptionist should offer information on the services and treatments offered at the establishment, including any offers and promotions which may be on at a particular time. Duties also include prioritising workloads, ensuring all operational procedures are adhered to and ensuring that standards of appearance are met <p>Exemplify awarding of 1/2 marks</p> <p>A chef works in the kitchen planning menus (1) and supervising other cooking staff (1) he will also do some cooking (1)</p> <p>A receptionist works in the front of house section of a hotel (1) they will answer the phone (1) and take bookings (1)</p>	4	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 • centre manager – manages staff and daily operations • finance keeping accounts • ICT based booking systems • web based media marketing • internal systems for keeping diaries, work scheduling 	4	One mark for each appropriate point of description up to a maximum of four such points, but allow development marks.

Question	Answer	Marks	Guidance
	<ul style="list-style-type: none">• customer database for information handling• auto reminders sent to customer mobiles. <p>Needs exemplification of awarding of 1/2/3/4 marks</p> <p>The administration function may involve reception staff and office staff. A receptionist will work at the reception desk (1) answering the telephone and web based enquiries (1). The administration function relies heavily on the ICT function as they need booking systems (1) and customer databases for information handling (1)</p>		

Question	Answer	Marks	Guidance
(d)	<p>Indicative content:</p> <ul style="list-style-type: none"> • you can enter facility management on a graduate trainee scheme and then develop skills and knowledge in one main area (such as housekeeping, food and beverage management, marketing and sales, or maintenance), or by developing a broad range of generic and transferable skills in hospitality and management • job opportunities might also be found in other accommodation and tourism businesses, such as resorts, health farms, cruise ships, inns or motels. Any of these can also provide a pathway to further positions in the industry • one common career path in this industry is through education, such as a degree qualification in hospitality or sometimes, in general management. This can start you off with sound skills and knowledge which you can apply while gaining necessary experience • another common career path is through experience: having gained a degree you can find work in any area of a hotel and work your way up by demonstrating your commitment, abilities and personal qualities. Many top leisure and tourism chains prefer people to work their way up through the organisation, as those people will be thoroughly trained in that organisation's ethic, standards and procedures • after graduation apply for a graduate trainee manager programme • with experience you can move to larger organisations and take on more responsibility • could move into different areas of the industry such as food and beverage, hotel, theme park, cruise ships, holiday parks, casinos or corporate hospitality and tourism. <p>Exemplar response</p> <p>A graduate entrant to the industry may enter on a graduate trainee scheme (L1) they will have completed some practical work</p>	8	<p>Level 3</p> <p>8 marks – Some judgement shown</p> <p>7 marks – 2 analytical/evaluative comments well-made and in context</p> <p>6 marks – 2 analytical/evaluative comments</p> <p>5 marks – 1 analytical/evaluative comment</p> <p>Level 2</p> <p>4 marks – 2 points applied</p> <p>3 marks – 1 point applied</p> <p>Level 1</p> <p>2 marks – 2 points identified</p> <p>1 mark – 1 point identified</p>

Question	Answer	Marks	Guidance
	<p>experience (L1) on their degree course and so will need to develop those skills (L2). They might then choose to specialise in one area such as food and beverage management (L2). Once experience has been gained the graduate may then apply for promoted positions such as assistant manager, deputy manager and then eventually manager in their chosen field. (L3). As a graduate trainee the career progression may be quicker (L3) and the extensive training may allow the graduate to progress further than a non-graduate (L3).</p>		

Question			Answer	Marks	Guidance
3	(a)	(i)	Tokyo =Japan Xi'an = China	2	One mark for each correct identification up to a maximum of two identifications. These are the only acceptable responses.
		(ii)	<p>Indicative content:</p> <p>Cornwall</p> <ul style="list-style-type: none"> • weather and climate – Cornwall is often warmer than other parts of the UK • surfing on the many surf-based beaches • visitor attractions in the area – different people may want different attractions, i.e. the Eden Project • accessibility – will depend on a visitor's willingness/ability to use public transport or to drive as Cornwall is in the far South West of the UK without a major airport. <p>Sentosa Island</p> <ul style="list-style-type: none"> • weather and climate as this is a very warm destination • spa facilities for total relaxation • the range of products and services on offer – different products appeal to different people, i.e. not everyone wants bars and clubs • the cost of visiting the destination – cost is likely to determine one's choice both in terms of flights and accommodation. <p>People may visit Cornwall for education purposes (1) such as a school visit to the Eden Project (1).</p> <p>Visitors go to Sentosa Island for both the warm weather (1) and to relax in the world famous Spa (1)</p>	4	On mark for each correct response up to a maximum of two reasons, plus one mark for each of two appropriate examples.
	(b)		<p>Indicative content:</p> <ul style="list-style-type: none"> • weather is warm, Mediterranean sunshine with warm water in the summer • attractions include many beaches, coves bars and clubs • accessibility by air using low cost airlines flying frequently • range of services from tours to safaris 	4	Up to two marks for each of two explanations.

Question	Answer	Marks	Guidance
	<ul style="list-style-type: none"> • cost is relatively cheap however there are options for all levels of accommodation. <p>Needs to exemplify awarding of 1/2 marks</p> <p>The bullet points all relate to Majorca – not a generic question.</p> <p>Weather and climate affects people’s choice as they have to find a time of year (1) and destination with suitable temperature (1)</p> <p>The attraction in the resort area have an impact on choice as some people may look for historical features (1) while others seek scenery and open space (1)</p> <p>Accessibility is often a factor as a shorter break may be best suited with a short haul flight (1) and an easy transfer in resort (1). While a longer break may be best suited with a long haul flight to an even hotter climate (1)</p> <p>The range of products and services on offer may influence decisions as people may require something such as a completely packaged break with services all included (1) while others may choose to travel independently but be able to book services locally (1)</p> <p>Cost is a big factor in choice as everybody works to a budget (1) decisions on type of transport and accommodation are likely to be cost based (1)</p>		

Question	Answer	Marks	Guidance
(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • any city (needs at least one e.g.). <p>Could include reasons such as</p> <ul style="list-style-type: none"> • sightseeing • spa break • entertainment. <p>Needs to exemplify awarding of 1/2 marks</p> <p>Paris (1)</p> <p>Paris is one of the world's most romantic cities (1) with a wide range of tourist attractions (1) such as the Eiffel Tower</p>	2	One mark for the correct identification of a city, plus a further one mark for an appropriate reason.
(d)*	<p>Indicative content:</p> <ul style="list-style-type: none"> • world famous ski area • year round skiing and hiking • large collection of shops • giant hotel complexes • many pedestrianised areas • plenty of après-ski facilities • mountain-style atmosphere, • fairy-tale character village. • easy access to a number of other villages • past Olympic city. <p>Exemplar response</p> <p>Whistler can be a great family holiday destination as it is a world famous ski area in the winter and for hiking in the summer. Nature's playground. Winter or summer, Whistler is an ideal place for families to be active and play together outside.</p>	8	<p>Level 3</p> <p>8 marks – 2 analytical and at least 1 evaluative comment well-made and in context</p> <p>7 marks – 2 analytical/evaluative comments well-made and in context</p> <p>6 marks – 2 analytical/evaluative comments</p> <p>5 marks – 1 analytical/evaluative comment</p> <p>Level 2</p> <p>4 marks – 2 points applied</p> <p>3 marks – 1 point applied</p> <p>Level 1</p> <p>2 marks – 2 points identified</p> <p>1 mark – 1 point identified</p> <p>Only 8 marks</p> <p>QWC is assessed in this question. Please see instructions at the front of this mark scheme.</p>

Question	Answer	Marks	Guidance
	<p>The scale of Whistler is huge with reliable snowfall in winter (L1). While the skiing and snowboarding is renowned (L1), there is also biking, hiking and sliding too. Heli-skiing is also popular for small groups for an amazing experience (L2).</p> <p>Whistler Village is a walkable, pedestrian-only village so is great with kids. (L2) Plus you can enjoy boutiques and shops galore, galleries and museums. (L2)</p> <p>The whole area from Vancouver has beautiful fjords, forested islands, waterfalls and thousand-foot high granite walls that all make for great outdoor adventures. (L2)</p> <p>The whole family will love building a snowman, making snow caves, snowball fights, sliding, tubing, skiing, snowboarding and outdoor concerts in the village these facilities are suitable for all ages 2 years upwards so will appeal to everyone (L3).</p> <p>A favourite for families is the Olympic Plaza where there is an open air ice rink where the whole family can skate under the stars. A heated and steamy 23 metre, free-form outdoor pool with views of Whistler and Blackcomb mountains.</p> <p>At Christmas Skating with Santa where kids can join Santa on the ice at Whistler Olympic Plaza, where he'll be handing out candy canes and posing for photos.</p> <p>For children there is also the Bounce Acrobatic Academy. This is the place to burn off extra energy when not playing in the snow (for children aged two years and older). It's an indoor trampoline park that's open daily.</p> <p>Whistler can be a great place for families to spend a holiday in both winter and summer there is a wide range of accommodation and a variety of activities to suit all ages in the same village this is something that families have to look for when making holiday</p>		

Question	Answer	Marks	Guidance
	choices. The only down side is that it requires a long haul flight that might not suit younger children (L3) and it can also be quite expensive in school holidays so restricting many families.(L3)		

Question		Answer	Marks	Guidance
4	(a)	<p>Indicative content:</p> <p>Road transport:</p> <ul style="list-style-type: none"> • car • coach • bus • taxi. <p>Sea transport:</p> <ul style="list-style-type: none"> • ferry • cruise liner • hovercraft. 	4	One mark for each correct identification up to a maximum of two identifications for each of two modes of transport.
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • cost may be too high, especially if travelling at peak times • may not be a station near to the park as amusement parks are often not near towns • timings of trains as they may not be frequent if many changes are needed. <p>Needs exemplify awarding of 1/2/3/4 marks</p> <p>Exemplar response</p> <p>To spend a full day at the park you may need to travel at peak times (1) this is busy and expensive (1). Train stations mean that you may have to find additional transport from the train station to the park entrance (1) and maybe from home to the station (1)</p>	4	One mark for each correct point of explanation up to a maximum of four such points, but allow development marks.

Question	Answer	Marks	Guidance
(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • by engaging local people to work for the organisation will be more welcome in the community • provide recycling opportunities such as bins • use local produce and encourage others to do so too • give information to people visiting. <p>Needs to exemplify awarding of 1/2 marks</p> <p>Exemplar response</p> <p>They can give local people jobs (1) so that locals feel more part of the tourism industry in their area (1). They can also provide recycling bins (1) so that tourists can dispose of their rubbish responsibly (1).</p>	4	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
(d)	<p>Indicative content:</p> <ul style="list-style-type: none"> • develop with due regard for the physical environment of the project • develop with due regard for the social and cultural environment of the project • develop with due regard for the economic environment in which the development is based • assess economic impacts before developing tourism • maximise local economic benefits by increasing linkages and reducing leakages • ensure communities are involved in and benefit from tourism • assist with local marketing and product development • promote equitable business and pay fair prices • environment planning – making use of environment and natural resources • plan investment in sustainable methods at the commencement of the development, rather than forced investment in cleaning up at the end • integrate systems into the local community providing good relationships and concern for the local community • involve local communities in planning and decision making • assess social impacts of tourism activities • respect social and cultural diversity • be sensitive to the host culture. <p>Exemplar response</p> <p>Leisure and tourism organisations can minimise the impact of development by only building responsibly using local materials (L1) and not adversely affecting the aesthetic appeal of the locality (L2).</p> <p>This can be further enhanced by involving the local community in the planning process and the building process (L1) such as using local architects and builders who can design and build in acceptable ways</p>	8	<p>Level 3 8 marks – two analytical/evaluative comments 7 marks – one analytical/evaluative comment</p> <p>Level 2 6 marks – 2 methods, both having good application 5 marks – 2 methods, 1 having good application 4 marks – 2 methods applied 3 marks – 1 method applied</p> <p>Level 1 2 marks – 2 methods identified 1 mark – 1 method identified</p>

Question			Answer	Marks	Guidance
			(L2). The developments can also involve investment in local training from the outset so that locals can take jobs as developments are completed (L2) this can lead to local cultures being maintained and reinforced when tourists arrive (L3) it may also develop the local area economically meaning that local communities embrace development rather than oppose it (L3)		

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