

Leisure and Tourism

General Certificate of Secondary Education

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

Mark Scheme for June 2011

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Question			Expected Answer	Mark	Additional Guidance
1	(a)	(i)	<p>Identify <u>four</u> products/services which may be provided in-flight by an airline.</p> <p>One mark for each correct identification up to a maximum of four identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • towels (1) • wetwipes (1) • pillows (1) • blankets (1) • comfort wear (1) • headphones (1) • napkins (1) • amenity kits ie shoe clean, washing kit (1) • serve drinks (1) • serve snacks (1) • administer first aid (1) • toilets (1) • serve meals/drinks to flight crew (1) • duty free sales (1) • catering (1) • food products (1) • TV/entertainment (1) • Life jacket (1) • Safety advice (1) • General passenger assistance 	[4]	<p>Compulsory annotation ✓ or X</p> <p>Allow a range of food and/or drink products – max TWO marks</p> <p>DO NOT ACCEPT:</p> <p>Seats First class, etc Cabin crew Security</p>

Question	Expected Answer	Mark	Additional Guidance
	<p>(ii) Identify four additional services which may be requested by an airline passenger. One mark for each correct identification.</p> <p>Possible responses</p> <p>Special assistance for reduced mobility Special assistance unaccompanied children Extra legroom seating Pre-assigned seating Passenger change details Carriage of pets Carriage of musical instruments Carriage of sports equipment Special meals – health/vegetarian/baby Special meals – religious</p>	[4]	<p>Compulsory annotation: ✓ or X</p> <p>(4 marks)(1 * 4)</p> <p>Accept only items that can be booked in advance.</p>
	<p>(b) Describe two marketing techniques which may be used by an airline One mark for each correct point made or one mark for a point made with a further mark for the development. Max of two marks for each description.</p> <ul style="list-style-type: none"> • Internet – Social media advertising including blogs and social networks such as facebook and twitter. Achieved by setting up a profile and update continuously. • Mobile web advertising – Placing ads in web pages built for mobile devices. • Standard media – Press, radio, TV using local languages and family specific marketing. • Inflight marketing – Using in-flight magazines, leaflets, tannoy advertising and merchandising. • Loyalty programmes – ie air miles points, email based discount purchases. • Brochures – airlines issue own holidays etc • Billboards/posters – e.g. along motorways 	[4]	<p>Compulsory annotation: ✓ or X</p> <p>(4 marks) (1 + 1)* 2</p>

Question	Expected Answer	Mark	Additional Guidance
	<ul style="list-style-type: none"> • sponsorship • Status level marketing – e.g. as Platinum, Gold, Silver ‘achievements’ and providing benefits, rewards and services in association with each level. 		
(c)	<p>Discuss the advantages and disadvantages to a school group of using air travel for a ski trip to the French Alps.</p> <p>Apply a levels of response mark scheme.</p>	[8]	
	<p>Indicative content:</p> <p>Advantages:</p> <ul style="list-style-type: none"> • speed • cost • luggage transportation • comfort for passengers • safety <p>Disadvantages:</p> <ul style="list-style-type: none"> • children en masse in airport • airport transfers • daily transfer hotel to ski lift • cost <p>Level 1: (1 – 2 marks) Can allow GENERIC points. Candidate describes one or two advantages / disadvantages. For example, travel by air is much quicker.</p> <p>Level 2: (3 – 5 marks) Needs to be in CONTEXT of school group. Candidate will have given at least one advantage and one disadvantage and will explain at least one of these. The answer will be technically accurate.</p>		

Question	Expected Answer	Mark	Additional Guidance
	<p>Level 3: (6 – 8 marks) Needs to be in CONTEXT of school group. Candidate will have analysed the advantages and disadvantages given. There will be evidence of evaluation in the answer.</p>		
	<p>Exemplar answer:</p> <p>There are many advantages to a school trip of using air travel. The first is that it is the quickest (L1) way to get there, therefore the journey time is less. Air travel is also still considered to be the safest (L2) way to travel. There have been many press reports of ski trip coach crashes on the continent (L2) which may put parents off letting their children go on the ski trip if it is by coach. Compared to a long coach journey to France, flying is definitely more comfortable (L2), as will only be approximately a two hour flight (L2), depending on UK departure point. A coach will take 18 hours or more, again depending on where the journey starts. It will be much longer from Scotland or the North of England so flying will be even better for schools which are there (L3). A coach will have to make many stops on the journey. This could result in a child getting left behind at a service station, if the teachers do not count them properly! (L3).</p>		

Question		Expected Answer	Mark	Additional Guidance
2	(a)	<p>Other than toilets and car parks, identify <u>four</u> products/services which may be provided in a theatre.</p> <p>One mark for each correct identification up to a maximum of four identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • bar • snack bar • ice cream bar • cloakroom • restaurants • ticket office • actors dressing rooms • conference room • the show • programme • box seats • binoculars • the show • lifts <p>Accept other reasonable answers.</p>	[4]	<p>Compulsory annotation ✓ or X</p> <p>Award one mark only for refreshments</p>
	(b)	<p>Describe how the following visitors may be provided for in a theatre.</p> <p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two descriptions.</p> <p>Wheelchair users</p>	[4]	Compulsory annotation ✓ or X

Question	Expected Answer	Mark	Additional Guidance
	<p>Indicative content:</p> <ul style="list-style-type: none"> • Providing lifts and ramps • Seating spaces for wheelchair users. • Disabled toilets <p>Exemplar answers:</p> <p>A theatre can provide access for wheelchair users by having ramps and lifts in place (1) and reserving special easy access wheelchair spaces (1) in the theatre.</p> <p>Visually impaired</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Guide dogs • Audio support services and Braille based programmes for visually impaired visitors • Seating at/near the front <p>Exemplar answers:</p> <p>The visually impaired can be provided for by providing audio loops (1) and services such as play commentaries (1).</p>		

Question	Expected Answer	Mark	Additional Guidance
(c)	<p>Describe <u>two</u> duties of a member of staff working in a theatre box office.</p> <p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two descriptions.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • answering telephones • giving information • answering questions from the public • taking bookings • taking payments • distributing tickets • use a computer programme to check and allocate seats • reconciling each day's takings <p>Exemplar answers:</p> <p>A member of the box office staff will have to answer the telephone giving information to customers (1). They also have to answer questions from the general public (1).</p> <p>Another duty is to take payments for tickets (1) using the till and then issue tickets as required (1).</p>	[4]	Compulsory annotation ✓ or X
(d)	<p>Discuss how the manager of a large leisure and tourism organisation such as a theatre may need to organise the functional areas to allow the business to run efficiently.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • front of house and box office • sales of merchandise • licensee and bar sales 	[8]	

Question	Expected Answer	Mark	Additional Guidance
	<ul style="list-style-type: none"> • human resources managing up to 100 staff • health and safety • corporate events and conferences • weddings/marriage license • training activities • legal aspects of running events • resident technical crew • customer service • security teams, police and council • marketing • finance • artistic production • educational <p>Level 1: (1 – 2 marks) Candidate identifies one or two functional areas (NOT jobs) that could be used e.g. marketing and finance OR candidate suggests organisation structure types that could be used.</p> <p>Level 2: (3 – 5 marks) Candidate will have given at least two operational areas and will explain at least one of these. The answer will be more technically accurate.</p> <p>Level 3: (6 – 8 marks) Candidate will have analysed at least one of the points made. There will be evidence of evaluation in the answer.</p> <p>Exemplar answer</p> <p>The operational areas are the areas which need to run on a day to day basis. For example, bars, restaurants, cloakrooms, the auditorium and the toilets all need to be clean and ready for each performance. A good manager will make sure that each area has a supervisor to check that everything is running smoothly (L 1). Each operational area will need clear</p>		

Question	Expected Answer	Mark	Additional Guidance
	<p>instructions about what needs to be done (L1) and who is in charge of making sure it is done.</p> <p>In the toilets, they might put up a checking rota and ask the supervisor to make sure they are checked every hour to make sure they are clean and well stocked. (L2) The auditorium is very important in a theatre. The manager will need to make sure that it is clean, and well maintained. For example, seats may need to be mended if they get broken. Maintenance staff will have to be told to check the auditorium each evening before the performance and fix anything which needs to be done. (L2) Someone will have to be in charge of ordering stock for the bars and restaurants. Again, a bar and restaurant manager will probably oversee this, customers will be disappointed if they cannot get the drink or food they want. (L2) The theatre manager will have to make sure there is a good system in place for people to order their interval drinks (L2). This is because at the interval everyone wants to get served and it is very busy (L3). Lots of theatres let you order in advance, then the bar staff can get the drinks ready and leave them out. This means people do not have to queue at the interval and can enjoy their drinks. (L3)</p>		

Question		Expected Answer	Mark	Additional Guidance
3	(a)	<p>Other than football, identify <u>four</u> sports that this type of complex could host.</p> <p>One mark for each correct identification up to a maximum of four identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • rugby • hockey • tennis • basketball • table tennis • badminton • boxing • athletics • cricket • bowls <p>Accept most sports.</p>	[4]	Compulsory annotation ✓ or X
	(b)	<p>Complete the three tier management structure outlined below by writing each un-shaded box the name of a suitable functional area.</p> <p>One mark for each correct identification up to a maximum of four identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • human resources • marketing • sales • operations • administration • IT/IS/IM • Health & safety/security 	[4]	<p>Compulsory annotation ✓ or X</p> <p>Any four responses may be accepted.</p>

Question	Expected Answer	Mark	Additional Guidance
(c)	<p>Identify <u>four</u> tasks which a finance functional area might carry out.</p> <p>One mark for each correct identification up to a maximum of four identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • raising finance • monitoring income • monitoring expenditure • preparing budgets • preparing profit and loss accounts • preparing balance sheets • preparing end of year accounts • paying staff wages • paying cash into bank • paying bills • pay tax/VAT • stock checks <p>Accept any four responses.</p>	[4]	Compulsory annotation ✓ or X
(d)*	<p>Discuss the methods of market research that may be used by a leisure and tourism organisation such as Hillbex Football Club, in order to increase sales.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Questionnaires • Telephone surveys • Focus groups • Observational • Electronic/on-line survey • Panel 	[8]	

Question	Expected Answer	Mark	Additional Guidance
	<ul style="list-style-type: none"> • Secondary data/desk research • Face to face • Competitor analysis <p>Level 1: (1 – 2 marks) Candidate identifies one or two methods of market research that could be used.</p> <p>Level 2: (3 – 5 marks) Candidate will have explained at least one research method set in context. At the upper end of this level the answer the candidate will have clearly explained more than one method and the answer will be more technically accurate.</p> <p>Level 3: (6 – 8 marks) Candidate will have explained at least two methods and analysed at least one method. The answer will be in context. There will be evidence of evaluation in the answer.</p> <p>Exemplar answer</p> <p>Market research can be done in a number of ways. Primary research (L1) could be collected using questionnaires, face to face interviews, telephone interviews or focus groups (L1). Primary research involves doing all the research yourself as this has not been done by anyone else (L2). Questionnaires are designed to find out what people want from an organisation such as Hillbex. Questionnaires can be done in a number of ways. For example, stopping people in the street, over the telephone, or by post. (L2) If Hillbex wanted to know how many people may use its training grounds it could design a questionnaire and send it out to sports clubs in a particular area. (L2) If it wanted more details it may choose to go to sports clubs and ask the questions face to face. Sometimes this is best as you can get more detailed answers. (L3) Focus groups can be a good way of gaining qualitative information.</p>		

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	These are when a group of people are asked to talk about how they may use a product or service. For Hillbex, they may discuss how the sports museum could attract a wide audience. Primary research is good because it means you can find out exactly what you want to know. (L3) It is normally more expensive and time consuming than secondary research, but probably more useful. (L3)		

Question		Expected Answer	Mark	Additional Guidance
4	(a)	<p>Refer to Fig 2. Describe what has happened to visitor numbers for each of the following.</p> <p>Up to two marks for each of two descriptive responses.</p> <p>UK visits abroad Overseas visits to the UK</p> <p>Indicative content:</p> <p>UK visits abroad</p> <ul style="list-style-type: none"> • Over the one year period to June 2008 the number of visits abroad by UK residents remained roughly the same. • In the 12-month period to June 2009, the number of visits abroad by UK residents, decreased from six million to under five million. <p>Overseas visits to the UK</p> <ul style="list-style-type: none"> • The number of visits to the UK rose during June 2009 when compared with the previous three months. • Visits over the 12-month period to June 2009 were slightly down compared with a year earlier. <p>Exemplar answer</p> <p>The number of UK visits abroad has stayed roughly the same (1) to June 2008 but started to fall in 2009 (1).</p> <p>The number of overseas visits to the UK has risen in the last three months (1) but over the whole period the number of visits is slightly lower (1).</p>	[4]	Compulsory annotation ✓ or X

Question	Expected Answer	Mark	Additional Guidance
(b)	<p>Explain <u>two</u> likely reasons for the trend in UK visits abroad.</p> <p>One mark for each correct identification up to a maximum of two identification, plus a further one mark for each of two explanations.</p> <p>Indicative content</p> <ul style="list-style-type: none"> • The fluctuating strength of the British Pound (£) - the unfavourable exchange rate has dampened overseas travel, while prices abroad seem high as a result. • Recession in the UK has meant that less people have employment and, therefore, less money for holidays. • Improvements in UK facilities such as Butlins and Centre Parks where lots of indoor leisure is provided. • Increased marketing of UK resorts has led to greater awareness of what the UK has to offer. <p>Exemplar answer</p> <p>One reason for the decline in UK visits abroad could be the credit crunch (1). This has meant that many people were made redundant (1) and so had less money (1). When people have less money they do not spend it on going on visits abroad (1).</p>	[4]	<p>Compulsory annotation ✓ or X</p> <p>Answers must relate to the TREND and not explain a part of the graph.</p>

Question		Expected Answer	Mark	Additional Guidance
	(c) (i)	<p>In which country would you find each of the following: Kuramathi Warwick?</p> <p>One mark for each of two correct identifications.</p> <p>Indicative content</p> <p>Kuramathi = Maldives (1) Warwick = UK/England (1)</p>	[2]	Compulsory annotation ✓ or X
	(ii)	<p>Identify the main reason why tourists visit each of the following destinations. Kuramathi Warwick</p> <p>One mark for each correct identification.</p> <p>Indicative content</p> <p>Kuramathi = Honeymoon, Spa Resorts, Shark diving, Blue Lagoon Warwick = Visit Warwick castle</p> <p>Kuramathi is a relatively small island. People go for many reasons. The specification identifies honeymoons as a reason but equally valid are shark diving and visiting specific attractions such as the Blue Lagoon. The candidate will have studied the island and so a response which gives a specific reason is required. Do not accept generic answers such as relaxing, sunbathing, sightseeing, etc.</p>	[2]	Compulsory annotation ✓ or X

Question	Expected Answer	Mark	Additional Guidance
(d)	<p>Increased numbers of tourists always have a positive impact on the environment. Do you agree? Give reasons for your answer.</p> <p>Indicative content:</p> <p>Positive impacts:</p> <ul style="list-style-type: none"> • Use tourist income for environmental development • can help conserve resources by seeking out businesses which are environmentally conscious, and by using the least possible amount of non-renewable resources • recycling waste products, where possible • can contribute to environmental protection and conservation • it is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. <p>Negative impacts:</p> <ul style="list-style-type: none"> • development can gradually destroy the environmental resources on which it depends • soil erosion • increased pollution/litter • discharges into the sea • natural habitat loss • increased pressure on endangered species • heightened vulnerability to forest fires • strain on water resources • can force local populations to compete for the use of critical resources. <p>Level 1: (1 – 2 marks) Candidate identifies one or two impacts of tourism on the environment..</p>	[8]	

Question	Expected Answer	Mark	Additional Guidance
	<p>Level 2: (3 – 5 marks) Candidate will have given at least two impacts and will explain at least one of these. At the upper end of this level the answer the candidate will have clearly explained more than one method and the answer will be more technically accurate.</p> <p>Level 3: (6 – 8 marks) Candidate will have explained at least two methods and analysed at least one method. The answer will be contextualised with examples given. There will be evidence of evaluation in the answer.</p> <p>Exemplar answer</p> <p>Tourism organisations such as tour operators can have a very positive effect on local environments. If a tour operator wants to take holidays to a certain place, it will need to find a hotel for its guests to stay in. If there is not one there, one will have to be built. This can be done using renewable resources. (L1) Once it is finished, the hotel can operate in an environmentally friendly manner, such as recycling all waste (L1).</p> <p>Renewable resources such as timber can be used in the building construction. The tour operator can ensure that these trees are replaced responsibly. (L2) Responsible replacement of trees could be carried out as part of a local conservation project. (L2) Hotels can also play a positive role by ensuring that waste product is disposed of responsibly and not discharged to the sea. This will benefit the destination and may even encourage more tourists. (L3) The real benefit to the environment is that responsible tourism can contribute finance to much needed projects and so increasing tourist numbers can help a sustainability in the longer term (L3).</p> <p>Tour operators can have strict policies when taking tourists to destinations to make sure that they do not spoil the environment. For example, visitors are asked not to pick wild flowers or disturb wildlife. This could be good for the local environment as it could also teach the locals how to care for their own environment and not spoil it. (L3)</p>		

Question			Expected Answer	Mark	Additional Guidance
			Some tour operators are specialists in ecotourism. Their guests may visit an area with a particular purpose, eg to rebuild paths or remove rubbish. This would help to protect the local area at minimal cost (L3).		

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