

Leisure and Tourism

General Certificate of Secondary Education

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

Mark Scheme for January 2011

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Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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Assessment of QWC

In this external unit the assessment of QWC will take place in question **2(d)** which is a level of response mark scheme and carries 6 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 **2(d)**.

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		Expected Answer	Mark	Additional Guidance
1	(a)	<p>Other than business groups, identify <u>four</u> groups of people that might take part in paintball.</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"> • stag groups (1) • hen parties (1) • birthday party groups (1) • school/college groups (1) • groups of friends (1) • competition groups (1) • under 18/16/14 groups (1) • adult groups. (1) • families (1) • teenagers/young adults (1) • special interest groups • youth club groups 	[4]	<p>Compulsory annotation ✓ or x</p> <p>Do not accept individuals</p> <p>Award any reasonable answer</p>
	(b) (i)	<p>Describe a typical paintball facility.</p> <p>One mark for each correct descriptive statement up to a maximum of four such statements, but allow development marks. Maximum two marks for a list.</p> <p>Indicative content:</p> <p>An area that contains:</p> <ul style="list-style-type: none"> • battle tanks (1) • armoured personnel carriers (1) • army jeeps (1) • giant hay bales (1) • scud missile launchers (1) 	[4]	Compulsory annotation ✓ or x

Question	Expected Answer	Mark	Additional Guidance
	<ul style="list-style-type: none"> • aircraft (1) • cars (1) • urban features such as buildings (1) • trees/woodland/forest (1) • mock villages/towns (1) • ropes courses (1) • outdoors/outside (1) • briefing room (1) • reception (1) • open spaces (1) • equipment (if specific or developed)(1) • changing rooms/lockers(1) • cover/shelter(1) • food and drink(1) • large building(1) • shop(1) • land(1) • play area(1) <p>Exemplar response</p> <p>Likely to be a large area of land (1) with buildings (1). The building will contain a reception area (1) and there will be a room used for safety briefings (1). There will be changing rooms (1) and maybe a café (1) or eating area (1). Award 1 mark for each feature included in the description.</p>		<p>Must describe facility and not the activity</p>

Question	Expected Answer	Mark	Additional Guidance
	<p>(ii) Identify <u>two</u> safety precautions that a paintball provider will require before players start a game of paintball.</p> <p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • safety mask (1) • goggles (1) • ear protectors (1) • coveralls (1) • body protectors (1) • safety talks (1) • safe play rules. not shooting a body parts uncovered/shooting at participants (1) • helmet (1) • protective equipment (1) • check age of all participants (1) • fire safety (1) • check pre-existing conditions of participants <p>Accept other valid responses.</p>	[2]	Compulsory annotation ✓ or x

Question	Expected Answer	Mark	Additional Guidance
(c)	<p>Describe a typical paintball day out.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • arrive 9.00am complete registration documents • players issued with equipment • divided into teams • safety briefing • practice shots • play games of paintball • have lunch break • play more games • awards and prizes given. <p>Exemplar answer</p> <p>Arrive at paintball centre, check group in (1). Receive and put on safety equipment (1), split groups into teams (1), listen to safety briefing (1), take practice shots (1), play games of paintball. Break for lunch (1), debrief on games (1), award prizes (1).</p>	[4]	<p>Compulsory annotation ✓ or x</p> <p>Allow development</p>
(d)	<p>Explain why paintball appeals to business groups.</p> <p>Level of response scheme. Marks are to be awarded where the skill level is shown in the relevant context.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • help build your employees' cooperation skills • develop management's leadership by working together to overcome obstacles and completing objectives • increase employee motivation 	[6]	

Question	Expected Answer	Mark	Additional Guidance
	<ul style="list-style-type: none"> • team building • can strengthen client relationships • to develop strategic thinking • improves communication skills • fun for groups out of the workplace • to develop social skills • for exercise • stress relief • anger or conflict management • develop decision making skills • develop problem solving skills. • Meeting <p>Level 1 One point identified/two points identified.</p> <p>Level 2 Candidate gives explanation to each point given and at the top end puts the answer into context.</p> <p>Level 3 Candidate shows evidence of analytical comment and judgemental statement.</p> <p>Exemplar answer</p> <p>Paintball encourages teamwork (L1) and can be good for building effective team skills which can be used in a working environment (L2). There is also an exercise benefit as it involves lots of running around which keeps people fit (L2). A team can work together to make plans and strategies based on their knowledge of each other's abilities and learn how to coordinate these abilities together in order to have successful results which can be applied when back in the office. (L3) The game encourages people to make decisions under pressure and developing problem solving skills which are vital if businesses are to be successful (L3).</p>		

Question		Expected Answer	Mark	Additional Guidance
2	(a)	<p>List <u>four</u> activities which might be offered at Wilson's Holiday Park.</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"> • children's disco • games & competitions • fancy dress and talent shows • play in adventure playground • children's club • adult entertainment • swimming • football • snooker • tennis • play at a fun fair/rides • playing crazy golf • playing in an amusement arcade. • Walking/trekking • Tours • Sailing • Restaurant • Bar • Fishing <p>Accept any other reasonable answers.</p>	[4]	<p>Compulsory annotation ✓ or x</p> <p>Must be an activity not a facility</p> <p>Accept any relevant sport</p> <p>Allow camping although not tents/campsite</p>

Question	Expected Answer	Mark	Additional Guidance
(b)	<p>Describe what you might expect to find in a modern caravan.</p> <p>One mark for each correct descriptive statement up to a maximum of four such statements, but allow development marks. Maximum two marks for a list.</p> <p>Indicative content</p> <ul style="list-style-type: none"> • bedrooms • showers • kitchen • lounge • LCD TV • DVD player • microwave • duvets • central heating • cooking utensils • cooker • fridge • beds • electricity hook up <p>Exemplar answer</p> <p>The caravan should have up to date equipment such as flat screen TV (1). The soft furnishings should be modern in colour and design and be of high quality (1). The kitchen should be well equipped with fridge/freezer, microwave and many utensils. All crockery and cutlery should be of a high standard (1). The bathroom should have a shower with plenty of hot water (1) available. There should be central heating (1) and maybe even air conditioning. The lounge should have quality furnishings and maybe leather sofas or chairs (1).</p>	[4]	

Question	Expected Answer	Mark	Additional Guidance
(c)	<p>Wilson’s Holiday Park employs a website administrator. Describe the roles and responsibilities of the website administrator at Wilson’s Holiday Park.</p> <p>One mark for each descriptive statement up to a maximum of four such statements, but allow development marks. Maximum two marks for a list.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • make daily changes to the web page ie news • update pages that control camping pitch bookings • update pages that control caravan bookings • update images • repair broken links • produce management reports on usage • monitor the accuracy of information • overhaul and make suggestions to content • answer emails and enquiries • updating pricing information • facilities and park information • website security – passwords/hackers/viruses • dealing with complaints <p>Exemplar answer</p> <p>Web administration staff will ensure that the site is kept up to date (1), emails are answered (1) and that the site is working effectively (1). They will add up to date news and photographs from the Park (1) to encourage bookings. They will produce data on usage (1) of the site and report their findings to management (1).</p>	[4]	Compulsory annotation ✓ or x

Question	Expected Answer	Mark	Additional Guidance
*(d)	<p>Evaluate the appeal of a Holiday Park such as Wilson’s Holiday Park to a family group with three children aged 10, 12 and 14.</p> <p>This question will be assessing QWC, see instructions at front of mark scheme.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • children’s activities • evening entertainment • swimming pools • golf courses • cost • good range of activities to suit different age ranges • opportunity to meet other families <p>Level 1: (1–2 marks) Candidate identifies appealing elements.</p> <p>Level 2: (3–5 marks) Candidate applies knowledge, outlining possible reasons for appeal.</p> <p>Level 3: (6–8 marks) Candidates at this level will exemplify the indicative content by offering analytical and/or evaluative comment.</p> <p>Holiday parks such as Wilsons may have swimming pools (L1) and restaurants (L1) they have lots of caravans and camping pitches and sometimes are by the sea (L1) this might appeal to families with children (L2) they have lots of different activities and a variety of entertainment to suit all age ranges (L2). Large holiday parks such as Haven offer customers additional products and services such as babysitting facility, indoor and outdoor pools, amusement parks and bowling alleys. This means the holiday park</p>	[8]	Use levels of response mark scheme

Question			Expected Answer	Mark	Additional Guidance
			appeals to a wide variety of ages and there is something for each member of the family to do. (L3) A holiday at a holiday park in the UK may prove more cost effective than going abroad and also easier for them to travel there as they can use their own car (L3).		
3	(a)	(i)	<p>Name <u>two</u> types of organisational structure.</p> <p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • tall • flat • matrix • hierarchical • centralised • de-centralised. 	[2]	Compulsory annotation ✓ or x

Question	Expected Answer	Mark	Additional Guidance
	<p>(ii) Give two advantages to an organisation of using the type of structure shown in Fig 2.</p> <p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • better/more communication between managers and workers • good reporting lines • easy structure to implement • good team spirit • easy to make decisions • less bureaucracy (red tape) • reduce costs ie managers wages • promotional opportunities <p>Accept other valid answers.</p>	[2]	Compulsory annotation ✓ or x

Question	Expected Answer	Mark	Additional Guidance
(iii)	<p>Other than Head of Sales, give <u>two</u> jobs which might be included in the sales functional area of a leisure and tourism organisation.</p> <p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • bar person (1) • waiting staff (1) • ticket seller (1) • conference and events co-ordinator • wedding co-ordinator 	[2]	<p>Compulsory annotation ✓ or x</p> <p>Do not accept generic answers such as</p> <ul style="list-style-type: none"> • sales people • sellers • wet sales • food sales
(b)	<p>Describe the role of each of the following functional areas in a leisure and tourism organisation.</p> <p>One mark for each of two descriptive statements in relation to each of the three functional areas. Maximum of one mark for a list in relation to any of the three functional areas.</p> <p>Indicative content:</p> <p>Caretaking</p> <ul style="list-style-type: none"> • repairing broken fixtures and fittings • cleaning all areas • routine maintenance schedules • safety of surroundings 	[6]	Compulsory annotation ✓ or x

Question	Expected Answer	Mark	Additional Guidance
	<p>Administration</p> <ul style="list-style-type: none"> • keeping accounts/financial • keeping all computer data • sales data • reception staff • bookings • website administration • HR issues – <p>Sales</p> <ul style="list-style-type: none"> • selling food and drinks at the bar • selling food and drinks in the café • making food • promotion • customer relationship management – market research/customer intelligence • low level maintenance • setting price of product • meeting sales targets • <p>Exemplar answer</p> <p>Caretakers will be responsible for dealing with any broken fixtures and fittings (1). This may also include non technical equipment (1).</p> <p>Administration will deal with paperwork, eg keeping records of daily sales (1). It may also keep the general accounts (1).</p> <p>Sales will plan menus including food and drink (1). It will order stock (1) and serve customers (1).</p>		<p>Varied responses to be accepted. It is recognised that in organisations of different sizes and structures different departments may operate integrated roles.</p>

Question	Expected Answer	Mark	Additional Guidance
(c)	<p>Discuss the advantages and disadvantages to customers of public and private transport methods when accessing a facility such as a bowling centre.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • no car parking issues • can be cheaper especially for students and over 60's • large groups can travel together • will not get lost • may use bus lanes thus avoiding traffic • runs to a set timetable • vehicle may be full • may not feel safe on public transport • private transport has no time restriction • travel in more comfort • can drive to the door thus no walking • cars are expensive to run • may limit group size. <p>Level 1: (1–2 marks) Candidate identifies advantages or disadvantages of public or private methods of transport.</p> <p>Level 2: (3–5 marks) Candidate applies knowledge, either giving examples or applying knowledge to question given.</p> <p>Level 3: (6– 8 marks) Candidates at this level will exemplify the indicative content by offering analytical and/or evaluative comment.</p>	[8]	

Question			Expected Answer	Mark	Additional Guidance
			<p>Exemplar answer</p> <p>If you are travelling with friends you will all fit in a bus or train so can all go together (L1). Another advantage of public transport is that you do not have to park (L1). Parking can cost money as bowling centres often use public car parks (L2) and also if you are a student you get discounts (L2) such as a student travel card (L2) which makes it cheaper. Sometimes you can get train tickets which give you cheap entrance to venues such as bowling (L2). The problems with public transport are that you can sometimes not feel safe if there are undesirable people on board (L3). Also you often cannot get a seat when it is busy which makes it uncomfortable (L3). Private transport is much more convenient as you can go when you like and take friends with you (L3). Cars can cost a lot to run, but are also more comfortable than public transport and you can play music as loud as you like without complaint. (L3)</p>		
4	(a)	(i)	<p>In which country would you find each of the following?</p> <p>The Silk Road Whistler</p> <p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Only one answer acceptable</p> <p>The Silk Road – China Whistler – Canada</p>	[2]	Compulsory annotation ✓ or x

Question	Expected Answer	Mark	Additional Guidance
	<p>(ii) Identify, with an example, the main reason why tourists visit each of the following destinations. Rio de Janeiro Agra</p> <p>One mark for each correct identification of a reason up to a maximum of two identifications, plus a further one mark for each of the correct examples</p> <p>The reasons below are given in the specification:</p> <p>Rio de Janeiro – Festival – Mardi Gras Agra – One of seven wonders – Taj Mahal</p>	[4]	<p>Compulsory annotation ✓ or x</p> <p>Accept other valid reasons.</p> <p>Brazil – football/statue of Christ the Redeemer.</p> <p>Don't accept generic sights/beaches, must be specific to destination.</p>
(b)	<p>Explain <u>two</u> reasons why a special interest group may choose to travel to Cairo for a holiday.</p> <p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of the explanations.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • visiting monuments such as pyramids • visit the Citadel – to see one of the world's greatest monuments to medieval warfare • Al Azhar mosque. The Al-Azhar Mosque is a grand structure which reflects many centuries of styles. Entrance is through the 15th-century Barber's Gate, where students traditionally had their heads shaved • The Pharaonic village – visitors sail on comfortable motorised barges down a network of canals and view incredibly accurate <i>tableaux</i> of the recreation of ancient Egyptian life 	[4]	<p>Do not accept beaches/hot weather.</p> <p>Can accept both identification listed under one reason.</p>

Question	Expected Answer	Mark	Additional Guidance
	<ul style="list-style-type: none"> • Cairo Tower – offers splendid views of Central Cairo. You can even see the pyramids from the top of the tower. The restaurant on the 14th floor is very appealing as it is built to be a revolving café. Along with a cafeteria there is also a viewing room with telescopes so you can get closer views of all that breathtaking scenery. • River Nile cruises – tourists can visit the main sights of Egypt. Itineraries can include Cairo, pyramids, Sphinx and be amazed by their size. Visit the fascinating Egyptian Museum which includes the burial treasures of the Pharaoh Tutankhamun. • Culture – Egypt is a Middle Eastern country and has Middle Eastern customs. Whether Muslim or Copt, the Egyptians are deeply religious and religious principles govern their daily lives. Also, there are customs such as not tipping as this causes offence and always refusing anything at the first invitation. • Architecture. • American University – founded in 1919 to promote internationalism and develop the cultural enrichment and modernisation of Egypt. • Shopping – One of the pleasures of Cairo is to get lost in the bazaars (souqs) and take in the sights, smells and sounds of life in all its chaos and glory. You can shop for carpets, camels, shoes, books and veils or whatever else takes your fancy. • Pyramids – the last surviving member of the Seven Wonders of the World, the Great Pyramid of Giza. There are in fact three main pyramids in Giza; the Great Pyramid of Khufu (or Cheops), The Pyramid of Kafhre and the smaller Pyramid of Menkaura. Each pyramid is a tomb to a different King of Egypt. <p>Exemplar answer</p> <p>They could see the pyramids (1) which are an amazing feat of engineering, especially so because they were built by hand (1). They could visit museums (1) and learn about the history of ancient Egypt and see the mummies (1).</p> <p>Accept other reasonable answers.</p>		Compulsory annotation ✓ or x

Question	Expected Answer	Mark	Additional Guidance
(c)	<p>A holiday cottage company would like to make its business more sustainable. Evaluate ways in which it might achieve this aim.</p> <p>Indicative content:</p> <p>Culture:</p> <ul style="list-style-type: none"> • create a website that provides information, especially about the wildlife around the cottages with photos • guests provided with a folder of detailed information on the area, • produce itineraries to ensure guests understand the area they are exploring • provide up-to-date brochures on all aspects of local culture, events, etc • provide information on the area's history, wildlife, famous people, local stories, and language. <p>Nature:</p> <ul style="list-style-type: none"> • implement long-term biodiversity programmes • deploy bird and mammal boxes • plant native shrubs, trees and other plants • form partnerships with organisations such as the Plant a Tree for life organisation which runs community projects to help combat climate change. <p>Energy:</p> <ul style="list-style-type: none"> • utilise renewable resources to reduce the amount of carbon-emitting energy used • install small wind turbines for energy generation • use solar powered energy for summer heating • the provision of information and signage in the cottages to reduce energy use. 	[10]	

Question	Expected Answer	Mark	Additional Guidance
	<p>Waste:</p> <ul style="list-style-type: none"> • use consumables made from recycled materials • recycle everything that it is possible to recycle • ensure paper, glass, cans and domestic plastic are all collected for recycling • use different coloured bins for separating waste • provide information for guests on why sustainable practice is important • provide useful information on where to obtain recycled consumables • contribute to environmental charities • compost organic waste on site; printer cartridges to be sent to a recycling facility. 		
	<p>Level 1: (1–2 marks) Candidate identifies sustainable practices.</p> <p>Level 2: (3–6 marks) Candidate applies knowledge either giving examples or applying knowledge to the holiday cottage industry.</p> <p>Level 3: (7–10 marks) Candidates at this level will exemplify the indicative content by offering analytical and/or evaluative comment.</p>		

Question	Expected Answer	Mark	Additional Guidance
	<p>Exemplar answer</p> <p>Holiday cottages are often old and so the owners might not have energy efficient heating or cooking facilities (L1). They could put up signs asking customers to turn of lights and appliances (L1). The company could replace these with new ones which use less energy (L2). Also kitchens use a lot of energy with fridges (L2) and dishwashers (L2) and washing machines. The company could replace these with new 'A' rated appliances which use less (L2). By replacing old equipment each cottage could use less energy (L3) but it might cost a lot to do so (L3). The company will have to work out the long term costs against the savings which will be made in money and to the environment (L3). There are many ways in which a company can help sustainable tourism but maybe the most important is creating awareness of the local traditions and culture to tourists (L3).</p>		

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