

General Certificate of Secondary Education

B183

Leisure and Tourism

Unit B183: Working in the leisure and tourism industries

Specimen Paper

Time: 1 hour 30 minutes

Candidates answer on the question paper.

Additional materials:

Candidate
Forename

Candidate
Surname

Centre
Number

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Candidate
Number

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INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do not write in the bar codes.
- Do not write outside the box bordering each page.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The quality of written communication will be taken into account in marking your answers to the question marked with an asterisk (*).
- The total number of marks for this paper is 80.

FOR EXAMINER'S USE

1	
2	
3	
4	
TOTAL	

This document consists of **13** printed pages and **3** blank pages

Answer **all** questions.

1

(a)

(i) State **two** skills required to be a ski instructor.

Skill 1:

.....

Skill 2:

..... [2]

(ii) Identify **three** personal qualities which would be desirable in a ski instructor.

Personal quality 1:

.....

Personal quality 2:

.....

Personal quality 3:

..... [3]

(iii) Name **two** specific qualifications which may be required of people intending to become a ski instructor.

Qualification 1:

.....

Qualification 2:

..... [2]

Fig. 1 below is a summary of two applications for the post of a children's representative working for a tour operator in Tenerife.

<p>Applicant 1 Age 21 NVQ Level 3 Child Care GCSE Spanish Currently working as a nanny Enthusiastic and creative CRB check</p>		<p>Applicant 2 Age 17 NNEB Level 2 Child Care Football coaching qualification Previously employed on a summer activities programme at a leisure centre Hard working and flexible</p>
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Fig.1

(b)

(i) Identify **three** desirable qualities for a children’s representative from the details provided in **Fig. 1**.

Quality 1:

.....

Quality 2:

.....

Quality 3:

..... [3]

(ii) Using **Fig. 1**, outline the key differences between the **two** applicants and justify which candidate is most suited to the role of a children’s representative.

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..... [6]

[Total: 16]

2

(a) Identify **two** tasks which a ticket seller might have to carry out as part of their daily working routine.

Task 1:
.....

Task 2:
..... [2]

(b)

(i) State the basis on which a ticket seller working at a festival is likely to be paid.

.....
..... [1]

(ii) State the basis on which a ticket seller working at a festival is likely to be employed.

.....
..... [1]

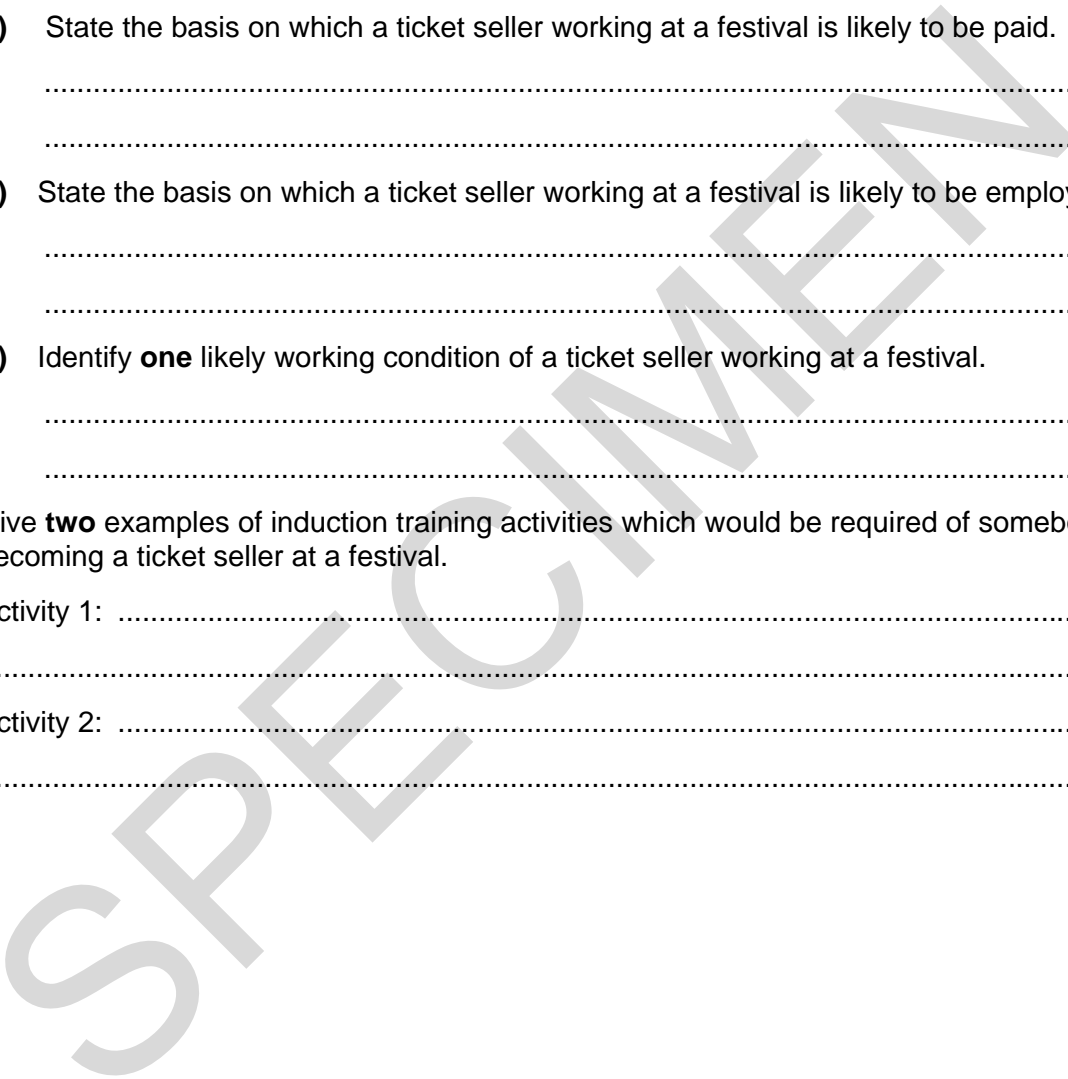
(iii) Identify **one** likely working condition of a ticket seller working at a festival.

.....
..... [1]

(c) Give **two** examples of induction training activities which would be required of somebody becoming a ticket seller at a festival.

Activity 1:
.....

Activity 2:
..... [2]



3 Fig. 2 (a) below is a form for a conference booking.

CONFERENCE BOOKING FORM	
1 Party information.	
Name	
Company	
Address	
Telephone	
Email	
2 Is overnight accommodation required for the duration of the conference?	
<input type="radio"/>	Yes
<input type="radio"/>	No
No of delegates	
3 Do any of the party have special dietary requirements?	
<input type="radio"/>	None
<input type="radio"/>	Vegetarian
<input type="radio"/>	Gluten free
Other	
4 Do any of the party have any other special requirements (e.g. disabled access)?	
5 Please indicate from which airport the delegates would like to fly.	
<input type="radio"/>	Heathrow
<input type="radio"/>	Gatwick
<input type="radio"/>	Stansted
<input type="radio"/>	Birmingham
<input type="radio"/>	Manchester
<input type="radio"/>	Glasgow
<input type="radio"/>	Edinburgh
<input type="radio"/>	Belfast
6 Please specify alternative travel arrangements required.	

Fig. 2(a)

- (a) You are helping to organise a conference to be held in Jersey on 15-18 December. Please complete the form in **Fig. 2(a)** on behalf of one of the clients. You must use the information they have sent you as shown in **Fig. 2(b) below**. **[8]**

Client details
Sally Owens - Manager FutureGoGreen 10 High Street Warrington WA1 7XP Tel: 01925 444 111 Email: sallyowens@futuregogreen.co.uk 3 delegates to attend the conference, one of whom is vegetarian. Manchester is the nearest airport to the business, but all delegates can travel to Birmingham or East Midlands airports if required. Request for air-conditioned car from airport. One of the delegates is a smoker.

Fig. 2(b)

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- (b) Write an email, using the template in **Fig. 2(c)**, to provide confirmation of the booking, together with details of the travel itinerary for these conference delegates.

[12]

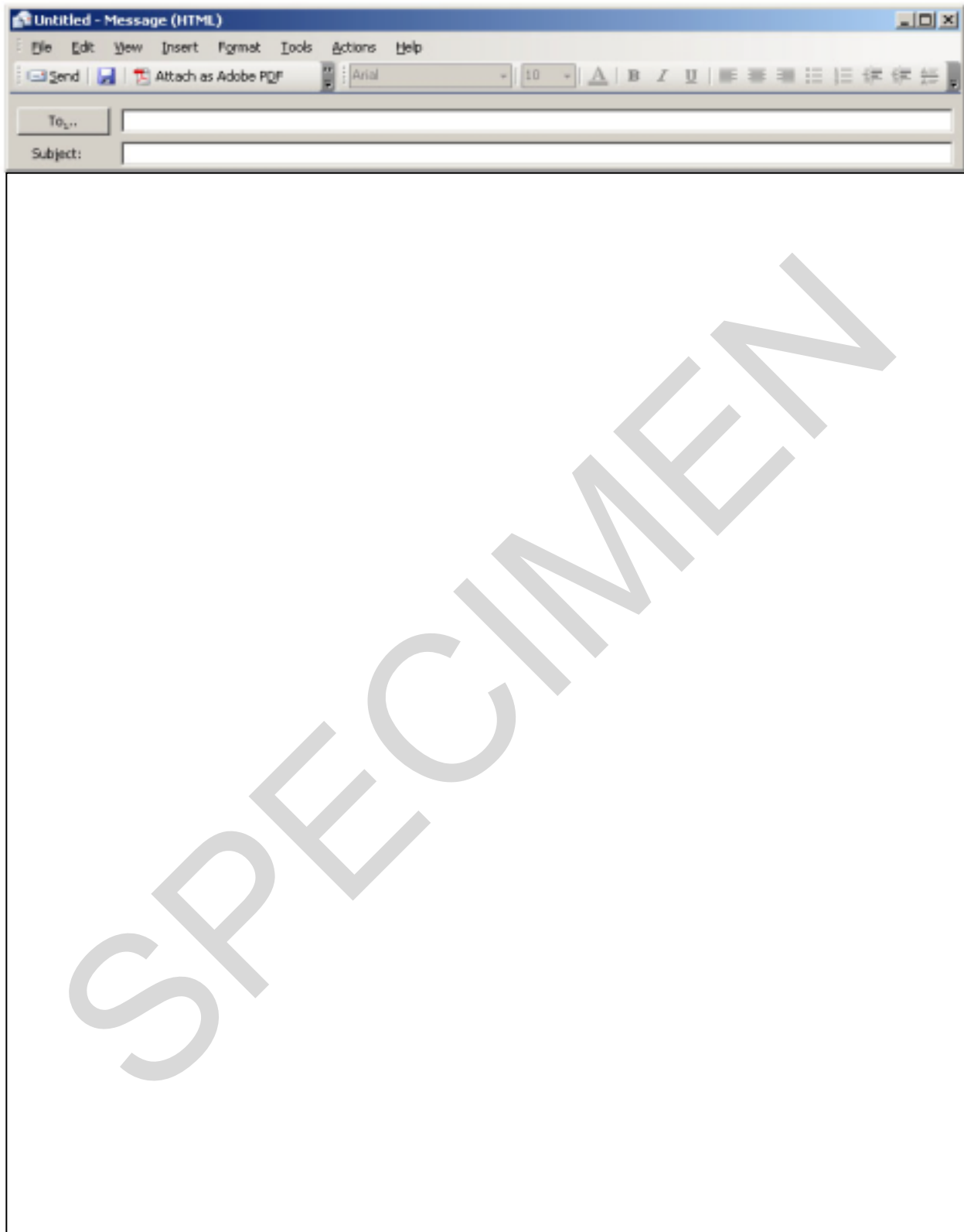


Fig. 2(c)

(c) Analyse why email is used to provide booking confirmation and travel itineraries.

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[4]
[Total: 24]

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4 **Fig. 3(a)** below is a letter of complaint.

Mr F Jacobs
17 Shelley Close
Braintree
Essex CM7 3HB
email: fjacobs731@btinternet.com

19 September 2007

The Grosvenor Hotel
Clifton Road
Rugby CV21 1TF

Dear Sir or Madam

I have stayed at your hotel several times on business and as a Priority Club cardholder, I have always been satisfied with the level of service and the accommodation provided.

However, during my overnight stay in room 206 on 16 September 2007, there was no hot water available, and I had to shower in cold water before a business meeting. I also requested a non-smoking room but was given a smoking room. When I asked at reception to be moved, I was told that it was not possible to change rooms but was not given a reason for having to stay in the room smelling of stale cigarette smoke. The receptionist did not even offer an apology for the inconvenience this would cause me.

Under the Supply of Goods and Services Act 1982, I have the right to expect the accommodation provided to be of a satisfactory standard. Therefore, I am sure you will agree that the charge of £90.00 per night for a room with no hot water is unreasonable. I would appreciate a partial refund on my Visa account number, 5467 1735 7600 1366, expiry date 10/10, at your earliest convenience.

Thank you for your consideration. I look forward to being a guest at your hotel again and to hearing from you. My email address is given above.

Yours faithfully

F Jacobs

Mr F Jacobs

Fig. 3(a)

(a) Refer to Fig. 3(a).

(i) Identify **three** causes of complaint made by Mr Jacobs in his letter.

Cause 1:

.....

Cause 2:

.....

Cause 3:

..... **[3]**

(ii) List **three** pieces of information given by Mr Jacobs, which would help the hotel find the appropriate records of his stay.

Piece 1:

.....

Piece 2:

.....

Piece 3:

..... **[3]**

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(b) Use the template in **Fig. 3(b)** to write a draft letter of response to the complaints made in **Fig. 3(a)**.

[12]

The Grovesnor Hotel Rugby

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email :rugby@grosvenor.co.uk

Tel: 01788 569722

Fig. 3(b)

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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 9 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 4:

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 3:

Ability to present relevant material in a planned and logical sequence. Appropriate industry terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional 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.

An extra mark can be awarded within or at the top of a level if the quality of written communication is at a higher level than the generic skill awarded.

Question Number	Answer	Max Mark
1(a)(i)	<p>State <u>two</u> skills required to be a ski instructor.</p> <p><i>One mark for each correct identification up to a maximum of two identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • ability to ski (1); • BASI (British Association of Snowsport Instructors) certification at level 1, 2 or 3 upon completion of ski school course (1); • technical know-how (1); • ability to teach (1); • good communication skills (1); • good interpersonal skills (1); • second language (1). 	[2]
(ii)	<p>Identify <u>three</u> personal qualities which would be desirable in a ski instructor.</p> <p><i>One mark for each correct identification up to a maximum of three identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • patience (1); • enthusiasm (1); • passion for skiing (1); • flexibility (1); • ability to work long hours (1); • sense of humour (1); • well organised (1); • responsible (1). 	[3]
(iii)	<p>Name <u>two</u> specific qualifications which may be required of people intending to become a ski instructor.</p> <p><i>One mark for each correct identification up to a maximum of two identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • BASI (British Association of Snowsport Instructors) or equivalent (CSIA< NZIA etc) Certification at Level 1, 2 or 3 (1); • avalanche skills training (1); • first aid qualification (1); • MLTB Outdoor Leadership qualification (1); • off site risk and safety management certification (1); • foreign language certification (1). 	[2]

Question Number	Answer	Max Mark
<p>(b)(i)</p> <p>(ii)</p>	<p>Identify <u>three</u> desirable qualities for a children’s representative from the details provided in <u>Fig. 1</u>.</p> <p><i>One mark for each correct identification up to a maximum of three identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • enthusiastic (1); • creative (1); • hard-working (1); • flexible (1); • ability to speak a foreign language (Spanish) (1). <p>Using <u>Fig. 1</u>, outline the key differences between the <u>two</u> applicants and justify which candidate is most suited to the role of a children’s representative.</p> <p>Level 1: (1-3 marks)</p> <p><i>Candidate outlines the key differences between the two applicants in Fig. 1 without forming supported judgement.</i></p> <p><i>Candidates at this level will use information from Fig. 1 to outline each applicant’s suitability for the post as children’s representative.</i></p> <p>The following is an example of a Level 1 answer.</p> <p>Applicant 1 can speak Spanish and has a job at the moment as a nanny. He/she has a relevant Level 3 qualification working with children. Applicant 2 has football coaching experience and a relevant Level 2 qualification for working with children. He/she used to work with children at the leisure centre. This would be considered to be a Level 1 response.</p> <p>Level 2: (4–6 marks)</p> <p><i>Using the information in Fig. 1 candidate analyses and justifies which applicant is most suited.</i></p> <p><i>Candidates at this level will demonstrate analytical and evaluative skills based on specific criteria to justify a decision about which applicant should be appointed.</i></p> <p>The following is an example of a Level 2 answer.</p> <p>Applicant 2 is currently not old enough for the post – a condition of service for all children’s reps is that you must be 18+. Applicant 1 also has a CRB check – i.e. police check for suitability to work with children, which is an advantage for British visitors who can be assured that their children will be safe – you can’t legally work with young people in the UK until a police check has been carried out, which can sometimes take several weeks to process. Although applicant 1 does not have the sports coaching qualification that applicant 2 has, they are qualified at a higher level and have more up-to-date experience of working with children through their current job as a nanny.</p>	<p>[3]</p>

Question Number	Answer	Max Mark
	<p>I would choose applicant 1 because they are old enough, and because they can speak Spanish which would be good in Tenerife (although everyone speaks good English there). They also say they are creative which would be good for a children's rep – young children like making things so this would be a plus. This would be considered to be a Level 2 response.</p>	[6]
<p>2(a)</p>	<p>Identify <u>two</u> tasks which a ticket seller might have to carry out as part of their daily working routine.</p> <p><i>One mark for each correct identification up to a maximum of two identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • records daily ticket sales and receipts (1); • handles cash, cheques and credit card transactions (1); • issues tickets and collects payments (1); • answers customer queries (1); • deals with customer complaints (1); • processes and records telephone, internet and mail bookings as well as face to face (1); • balances float and cash drawer at end of shift (1). 	[2]
<p>2(b)(i)</p>	<p>State the basis on which a ticket seller working at a festival is likely to be paid.</p> <p><i>For one mark.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • bonus (1); • commission (1); • hourly (1). 	[1]
<p>(ii)</p>	<p>State the basis on which a ticket seller working at a festival is likely to be employed.</p> <p><i>For one mark.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • seasonal (1); • casual (1); • temporary (1). 	[1]

Question Number	Answer	Max Mark
(iii)	<p>Identify <u>one</u> likely working condition of a ticket seller working at a festival.</p> <p><i>For one mark.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • temporary contract (1); • unsociable hours (1); • working outdoors (1). 	[1]
(c)	<p>Give <u>two</u> examples of induction training activities which would be required of somebody becoming a ticket seller at a festival.</p> <p><i>One mark for each correct identification up to a maximum of two identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • filling in booking forms (1); • completion of sales record (1); • answering frequently asked questions (1) 	[2]
(d)*	<p>One personal quality of someone working as a member of an airline crew is being polite to customers.</p> <p>Assess the extent to which being polite to customers is the most important personal quality of someone working as a member of an airline cabin crew.</p> <p>This question will be assessing QWC. See instructions at front of mark scheme.</p> <p>Level 1: (1–2 marks)</p> <p><i>Candidates at this level will list some of the qualities of someone working as a member of airline cabin crew e.g. friendly and good sense of humour as well as politeness but will make no attempt to explain why these are important.</i></p> <p>Note: Indicative content will include friendly, approachable, helpful, polite, outgoing, good interpersonal skills, enthusiastic, well groomed, physically fit, flexible, quick thinking, common sense, responsible, unflappable, good team player etc.</p> <p>Level 2: (3–5 marks)</p> <p><i>Candidate applies knowledge showing the qualities of someone working as a member of cabin crew.</i></p> <p><i>Candidates at this level will demonstrate that they understand how qualities are important.</i></p>	

Question Number	Answer	Max Mark
	<p>The following is an example of a Level 2 answer.</p> <p>Cabin crew must be helpful and polite to customers as this is the main part of their job. They also need to be smart and friendly. This would be considered to be a Level 2 response.</p> <p>Level 3: (6–7 marks) <i>Candidate analyses why being polite to customers is important when working as a member of cabin crew.</i> <i>Candidates at this level will exemplify the indicative content by offering analytical comment.</i></p> <p>The following is an example of a Level 3 answer.</p> <p>Air cabin crew need to be polite because customers will expect this of them. Politeness is one aspect of good interpersonal skills required when working face to face with passengers. Customers are more likely to use the airline again, if they receive polite responses from the cabin crew on board the plane. This would be considered to be a Level 3 response.</p> <p>Level 4: (8-9 marks) <i>Candidate assesses the importance of the range of qualities someone working as a member of cabin crew needs to possess.</i> <i>Candidates at this level will exemplify the indicative content by offering evaluative comment.</i></p> <p>The following is an example of a Level 4 answer.</p> <p>I think being polite to customers is an important quality of a member of airline cabin crew, as working with customers forms the main part of their job. They represent the airline company and most customers will form an opinion of the airline based on the level of customer service they receive from the cabin crew. Politeness is key to creating a positive impression, therefore encouraging customers to form a positive impression of the company.</p> <p>However, there are many other equally important personal qualities required of airline cabin crew, including being friendly, approachable and helpful. These qualities all contribute to the level of customer service offered by the cabin crew. Being quick-thinking and unflappable are also very important, so that the airline cabin crew can deal with emergency situations effectively. Being a team player is also important – asking for assistance and offering help to other crew members will ensure that a high level of service is provided to customers. In conclusion, politeness is an important personal quality for employees of this sector of the industry, but there are many other equally important qualities that staff need to possess in order to be effective in their job role. This would be considered to be a Level 4 response.</p>	<p>[9]</p>

Question Number	Answer	Max Mark
3(a)	<p>You are helping to organise a conference to be held in Jersey on 15-18 December. Please complete the form in <u>Fig. 2(a)</u> on behalf of one of the clients. You must use the information they have sent you as shown in <u>Fig. 2(b)</u> below.</p> <p><i>One mark for each correct identification up to a maximum of eight identifications.</i></p> <p>Possible responses may include (max 8): name: Sally Owens (1); company: FutureGoGreen (1); address: 10 High Street, Warrington, WA1 7XP (1); telephone: 01925 444 111 (1); email: sallyowens@futuregogreen.co.uk (1); overnight accommodation: yes (1); no of delegates: 3 (1); vegetarian: yes (1); other requirements: 1 smoking room (1), 2 non-smoking rooms (1); airport: Manchester (1); alternative travel arrangements: air-conditioned transfer (1).</p>	[8]
(b)	<p>Write an email, using the template in <u>Fig. 2(c)</u>, to provide confirmation of the booking, together with details of the travel itinerary for these conference delegates.</p> <p><i>One mark for each correct identification up to a maximum of twelve identifications.</i></p> <p>Possible responses may include (max 12): correct email address entered at to: (1); appropriate subject entry (1); formal salutation (1); content – travel booking confirmation (1); accommodation booking confirmation (1); travel itinerary – start date (1) departure airport (1) transfer arrangements from destination airport (1); accommodation details (1) conference venue details and dates (1); transfer arrangements back to departure airport (1) date of return travel to final destination airport (1); clarification and contact reference (1); formal close (1); appropriate punctuation and grammar (1).</p>	[12]

Question Number	Answer	Max Mark
(c)	<p>Analyse why email is used to provide booking confirmation and travel itineraries.</p> <p>Level 1: (1–2 marks) <i>Candidate identifies reasons why email is used to provide booking confirmation and travel itineraries.</i> <i>Candidates at this level will list some of the reasons why email is used to provide booking confirmation and travel itineraries.</i></p> <p>Note: Indicative content will include:</p> <ul style="list-style-type: none"> ○ speed of communication; ○ provision of permanent record of details which can be printed out for future reference; ○ cheap to operate; ○ proof that organisations use modern business systems. <p>Level 2: (3-4 marks) <i>Candidate analyses reasons why email is used to provide booking confirmation and travel itineraries.</i> <i>Candidates at this level will exemplify the indicative content by offering analytical comment.</i></p> <p>The following is an example of a Level 2 answer.</p> <p>Email is used as it is relatively cheap to operate, compared with telephone calls or using formal letters of confirmation in the post. Email can provide a more rapid response to a customer query, which gives an organisation competitive advantage over rival organisations. Using email provides written confirmation of booking and travel itineraries so there is no disagreement as to the arrangements made. This is because both the customer and the organisation can keep a copy of the booking for future reference, in case of problems. It can provide links to hotel/hire car websites which customers might find useful. This would be considered to be a Level 2 response.</p>	[4]
4(a)(i)	<p>Identify <u>three</u> causes of complaint made by Mr Jacobs in his letter.</p> <p><i>One mark for each correct identification up to a maximum of three identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> ● no hot water available (1); ● having to shower in cold water (1); ● being allocated a smoking room (1); ● not being allowed to move rooms (1); ● not being given a reason why it was not possible to move rooms (1); ● no apology was given (1). 	[3]

Question Number	Answer	Max Mark
(ii)	<p>List <u>three</u> pieces of information given by Mr Jacobs, which would help the hotel find the appropriate records of his stay.</p> <p><i>One mark for each correct identification up to a maximum of three identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • home address details (1); • email address (1); • date of stay (1); • room number occupied at time of stay (1); • credit card details (1); • Priority Club membership (1). 	[3]
(b)	<p>Use the template in <u>Fig. 3(b)</u> to write a draft letter of response to the complaints made in <u>Fig. 3(a)</u>.</p> <p><i>One mark for each correct identification up to a maximum of twelve identifications.</i></p> <p>Possible responses may include (max 12):</p> <ul style="list-style-type: none"> • date entered in correct format (1); • appropriate salutation (1); • reference included (1); • content - Appropriate apology offered for poor level of customer service (1); reference made to lack of hot water (1) – explanation for cause given (1); smoking room allocation mentioned (1) – specific apology for inappropriate reaction by receptionist (1); explanation of normal procedures under such circumstances (1); outline of next course of action (1) with explanation why unable to proceed straight away(1); • clarification and contact reference (1); • formal close (1); • appropriate punctuation and grammar (1). 	[12]
(c)	<p>What would be the most likely outcome for the <u>customer</u> as a result of this complaint? Give reasons for your answer.</p> <p>Level 1: (1–2 marks)</p> <p><i>Candidate applies knowledge and suggests likely outcome to scenario. Candidates at this level will identify possible outcomes to complaint.</i></p>	

Question Number	Answer	Max Mark
	<p>Note: Indicative content will include:</p> <ul style="list-style-type: none"> ○ full refund given; ○ partial refund given, as per original request; ○ discount vouchers offered; ○ additional points offered for priority clubcard; ○ complimentary leisure club pass for next stay. <p>Level 2: (3-4 marks) <i>Candidate analyses likely outcome to scenario. Candidates at this level will exemplify the indicative content by offering analytical comment.</i></p> <p>The following is an example of a Level 2 answer.</p> <p>The hotel might offer the customer all of his money back. The hotel would take this decision to keep the customer happy and to safeguard the hotels reputation. The hotel needs to ensure the customer comes back and stays again in the future and this goodwill gesture is a policy often adopted from time to time by the hotel industry. This would be considered to be a Level 2 response.</p> <p>Level 3: (5-6 marks) <i>Candidates evaluates likely outcome to scenario. Candidates at this level will exemplify the indicative content by offering evaluative comment.</i></p> <p>The following is an example of a Level 3 answer.</p> <p>I think that out of the all the possible options available to the hotel discount vouchers could be offered as an alternative e.g. 50% off next stay. The hotel would favour such an approach as it is both cost effective and less likely to set a precedent than other possible scenarios. The hotel ultimately does not want to admit that it has made a mistake but it also needs to be mindful of addressing the customers concerns and ensuring repeat business from the customer. Ultimately the hotel cannot afford to risk the customer discussing their dissatisfaction with the public which could have a negative impact on the hotel's reputation. If the customer did not accept this outcome then it would be in the hotel's interests to consider another option for the reasons given above. This would be considered to be a Level 3 response.</p>	[6]
Paper Total		[80]

Assessment Objectives Grid

Question	AO1	AO2	AO3	Total
1(a)(i)	2			2
1(a)(ii)	3			3
1(a)(iii)	2			2
1(b)(i)		3		3
1(b)(ii)		3	3	6
2(a)	2			2
2(b)(i)	1			1
2(b)(ii)	1			1
2(b)(iii)	1			1
2(c)	2			2
2(d)*	2	3	4	9
3(a)	4	4		8
3(b)	6	6		12
3(c)	2		2	4
4(a)(i)		3		3
4(a)(ii)		3		3
4(b)	6	6		12
4(c)		2	4	6
Target	36	32	12	NA
Actual	34	33	13	80

* = This question includes the assessment of quality of written communication.