

# **Leisure and Tourism**

General Certificate of Secondary Education

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

## **Mark Scheme for June 2013**

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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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## 1. Annotations

Annotation	Meaning
	Unclear
	Benefit of doubt
	Cross
	Ignore
	Level 1
	Level 2
	Level 3
	Level 4
	Not answered question
	Repeat
	Tick
	Vague

Question		Answer	Marks	Guidance
1	(a)	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• laser arena</li> <li>• rock</li> <li>• party room</li> <li>• bar</li> <li>• amusement machines</li> <li>• cash machines</li> <li>• seating area</li> <li>• café</li> <li>• play area</li> <li>• smoking area</li> <li>• reception</li> <li>• baby changing</li> <li>• vending machines</li> <li>• pool table.</li> </ul>	4	One mark for each correct identification up to a maximum of four identifications.
	(b)	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• corporate groups</li> <li>• birthday party groups</li> <li>• youth groups</li> <li>• sports teams</li> <li>• educational groups</li> <li>• friends</li> <li>• any age group combination.</li> <li>• stag/hen parties.</li> </ul>	2	One mark for each correct identification up to a maximum of two identifications.
	(c) (i)	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• market research activity</li> <li>• promotions/offers</li> </ul>	3	One mark for each correct point of description up to a maximum of three marks. Allow development marks.

Question			Answer	Marks	Guidance
			<ul style="list-style-type: none"> <li>• online marketing</li> <li>• Advertising the facility.</li> </ul> <p>Market research (1) activity could involve research into target groups (1) such as finding their ages (1) and spending patterns (1).</p>		
		<b>(ii)</b>	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• development and delivery of the existing product</li> <li>• develop new products</li> <li>• research and understand the competitor product</li> <li>• develop side games to complement laser games.</li> </ul> <p>This key task could involve the development of the existing product (1) such as new layouts for the games (1) or new style equipment to use (1). The equipment could stay the same and the game plans be developed to make them different and more exciting (1).</p>	3	One mark for each correct point of description up to a maximum of three marks. Allow development marks.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)	<p><b>Exemplar response</b></p> <p>The new growth surge in popularity has been partly due to the aggressive marketing campaigns (L1) executed by the laser games companies. TV and literature campaigns (L1) for laser games are now being promoted in the UK and companies are reinvigorating the games by adapting and modernising some of the antiquated 'olden day' games (L2) and sets (L2) through the use of new technologies. This change has been accelerated by the huge success of enhanced computer controlled effects with software tied to player movements (L3).</p> <p>What is interesting to note is that the largest increase in players is corporate players, seeking a lively, non-threatening and welcoming environment to play in while developing team building and leadership skills. This is having a significant impact on the popularity of the activity (L3).</p>	8	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• marketing campaigns</li> <li>• new target market</li> <li>• online popularity</li> <li>• re-vamped laser game centres</li> <li>• new games developed</li> <li>• new technologies</li> <li>• customers looking for entertainment which may be different to their usual.</li> <li>• growth in large stag do's</li> <li>• gaming culture amongst teens and adults</li> <li>• indoor all year round activity.</li> </ul>	<p><b>Level 3 (7–8 marks)</b>  <b>8 marks</b> – 2 analytical/evaluative comments and conclusion  <b>7 marks</b> – 1 analytical/evaluative comments and conclusion</p> <p><b>Level 2 (3–6 marks)</b>  <b>6 marks</b> – 2 or more points made, 2 having good application.  <b>5 marks</b> – 2 or more points made, 1 having good application.  <b>4 marks</b> – 2 points applied  <b>3 marks</b> – 1 point applied</p> <p><b>Level 1 (1–2 marks)</b>  <b>2 marks</b> – 2 points identified  <b>1 mark</b> – 1 point identified</p>

Question		Answer	Marks	Guidance
2	(a)	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• booking accommodation</li> <li>• handing out keys</li> <li>• marketing cottages</li> <li>• cleaning services.</li> <li>• linen change/laundry service</li> <li>• tourist info</li> <li>• meals delivered on site</li> <li>• spa treatments – in luxury places.</li> </ul>	2	One mark for each correct identification up to a maximum of two identifications.
	(b)	<p><b>Indicative content</b></p> <p><b>Entertainment</b></p> <ul style="list-style-type: none"> <li>• television</li> <li>• hifi</li> <li>• iPod connection music system</li> <li>• board games</li> <li>• games console</li> <li>• radio</li> <li>• pool table.</li> <li>• library/books</li> <li>• free wifi</li> <li>• dvd's/dvd player.</li> </ul> <p><b>Outdoor relaxation</b></p> <ul style="list-style-type: none"> <li>• sunloungers</li> <li>• table and chairs</li> <li>• bbq</li> <li>• swimming pool.</li> <li>• hot tub/Jacuzzi</li> <li>• terrace/patio area.</li> </ul> <p>A table and chairs (1) might be provided on an outdoor area so that guests can eat outside when the weather is good (1).</p>	4	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each further of two descriptions.

Question	Answer	Marks	Guidance
(c)	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• website developer</li> <li>• website administrator</li> <li>• receptionist</li> <li>• photographer</li> <li>• information assistant</li> <li>• health &amp; safety advisor</li> <li>• cleaners</li> <li>• holiday representatives</li> <li>• sales agents</li> <li>• maintenance man/woman</li> <li>• marketing.</li> </ul> <p>A website developer (1) might have to write the HTML code (1) for the web pages and turn new ideas into well designed pages (1). A receptionist will have to answer telephone calls (1) and take bookings from customers (1).</p>	6	One mark for each correct identification up to a maximum of two identifications, plus up to a further two marks for each of two descriptions.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)	<p><b>Exemplar response</b></p> <p>The rise in demand is connected with many factors such as the increasing number of breaks taken but decreasing the length of break (L1), the lack of confidence in the exchange rate (L1) and the marketing of the product (L1). The demand increase is also coupled with a general increase in consumer expectations meaning that holiday cottages have had to raise the quality of provision in order to attract bookings (L2).</p> <p>People now expect to see the same features of a boutique hotel such as wifi, hot tubs, Sky Plus and iPods in their holiday cottage (L2). Owners have really stepped up to the mark to ensure that their cottages are offering just this type of facility hence the rise in demand of cottages as they are more luxurious than many other accommodations at a fraction of the cost per head as they often offer a much better option than going abroad (L3).</p> <p>The connection factor – in both the digital and physical sense holidaymakers want to stay connected whether online or via mobile. While this is available in other forms of accommodation, such as hotels, they can lack privacy and come at a high price (L3).</p> <p>There is also the entertainment factor – from farm animals to pets, pools to swim in, Sky TV, wifi and maybe a jacuzzi.</p>	8	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• increase in short breaks</li> <li>• exchange rate</li> <li>• marketing by agencies</li> <li>• trend in taking the whole family away together</li> <li>• trend for city dwellers to take weekend breaks</li> <li>• increase of luxury facilities in holiday cottages</li> <li>• groups</li> <li>• not wanting 'restrictions' of a hotel.</li> <li>• growth in domestic travel</li> <li>• cheaper to split costs with a larger group</li> <li>• experience country living</li> </ul>	<p><b>Level 3 (7–8 marks)</b>  <b>8 marks</b> – 2 analytical/evaluative comments and conclusion  <b>7 marks</b> – 1 analytical/evaluative comments and conclusion</p> <p><b>Level 2 (3–6 marks)</b>  <b>6 marks</b> – 2 or more points made, 2 having good application.  <b>5 marks</b> – 2 or more points made, 1 having good application.  <b>4 marks</b> – 2 points applied  <b>3 marks</b> – 1 point applied</p> <p><b>Level 1 (1–2 marks)</b>  <b>2 marks</b> – 2 points identified  <b>1 mark</b> – 1 point identified</p>

Question			Answer	Marks	Guidance
3	(a)	(i)	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• Australia</li> <li>• India.</li> </ul> <p>These are the only two possible answers.</p>	2	One mark for each correct identification up to a maximum of two identifications.
		(ii)	<p><b>Indicative content</b></p> <p><b>Barcelona</b></p> <ul style="list-style-type: none"> <li>• watch a football match at the Nou Camp Stadium</li> <li>• Las Ramblas</li> <li>• Sagrada Familia</li> <li>• Picasso Museum.</li> <li>• combined beach and city destination</li> <li>• Olympic stadium</li> <li>• to learn Spanish.</li> </ul> <p><b>Snowdonia</b></p> <ul style="list-style-type: none"> <li>• Ffestiniog Railway</li> <li>• walking</li> <li>• hiking</li> <li>• mountain biking</li> <li>• National Watersports Centre</li> <li>• white water rafting.</li> </ul> <p>People may visit Barcelona to watch sports (1). This could be a football match at the Nou Camp stadium (1).</p> <p>People may visit Snowdonia because of the mountains (1) where they can take part in mountain biking (1).</p>	4	One mark for each correct identification up to a maximum of two identifications, plus up to a further one mark for each of two explanations.

Question	Answer	Marks	Guidance
(b)	<p><b>Indicative content</b></p> <p><b>Air cabin crew</b></p> <ul style="list-style-type: none"> <li>• pre-flight checks</li> <li>• safety equipment checks</li> <li>• cabin checks</li> <li>• food stocking</li> <li>• safety announcements</li> <li>• duty free sales</li> <li>• serving meals and drinks</li> <li>• disembarking procedure</li> <li>• flight reports.</li> <li>• looking after the customer/customer care.</li> </ul> <p>Air cabin crew will have to prepare the aircraft for take-off by carrying out pre-flight checks (1) this can involve checking seatbelts (1) and safety devices such as life jackets (1).</p> <p>They might also prepare (1) and serve meals during the flight (1) ensuring that any special meal requests are carried out (1).</p> <p><b>Assistant in a Tourist Information Centre</b></p> <ul style="list-style-type: none"> <li>• help customers with enquiries</li> <li>• sell tourist products</li> <li>• book attractions</li> <li>• book accommodation</li> <li>• help with itineraries</li> <li>• contact tourist attractions</li> <li>• gather marketing information from tourist attractions</li> <li>• give local area information</li> <li>• contact guides.</li> </ul> <p>A tourist information assistant might work behind the desk in a TIC (1) and answer customer questions (1) and give out information leaflets (1).</p>	6	One mark for each correct point of description up to a maximum of three marks for each of two descriptions. Allow development marks.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)*	<p><b>Exemplar response</b></p> <p>High street travel agencies can offer a quick and efficient service (L1). They are good for people who are not confident using the Internet (L1). Also travel agents are now becoming more specialist and offer really good knowledge and advice, which can be really useful and often not available easily on the Internet. For example, on a specialist art holiday (L2). The real advantage of a travel agent is not on a cheap last minute deal but on an expensive or complex trip because a travel agent can secure better deals through their connections and buying power (L3). For example, an expensive trip staying in luxury hotels and travelling in first class might well be cheaper by hundreds of pounds than if booked on the Internet (L3).</p>	8	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• convenience</li> <li>• specialist knowledge</li> <li>• cheaper prices at times</li> <li>• lack of confidence with Internet</li> <li>• complex trips</li> <li>• help and guidance.</li> </ul>	<p><b>Level 3 (5–8 marks)</b>  <b>8 marks</b> – 2 analytical/evaluative comments and conclusion  <b>7 marks</b> – 1 analytical/evaluative comments and conclusion  <b>6 marks</b> – 2 or more points made, 2 having good application. With some analysis evident  <b>5 marks</b> – 2 or more points made, 1 having good application with some analysis evident</p> <p><b>Level 2 (3–4 marks)</b>  <b>4 marks</b> – 2 points applied  <b>3 marks</b> – 1 point applied</p> <p><b>Level 1 (1–2 marks)</b>  <b>2 marks</b> – 2 points identified  <b>1 mark</b> – 1 point identified</p>

Question		Answer	Marks	Guidance
4	(a)	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• domestic tourism is the activity of people visiting destinations within their own country</li> <li>• inbound tourism means travellers arriving in different countries from their own.</li> </ul> <p>Domestic tourism is where someone visits a destination within their own country (1) such as someone from London visiting York Minster (1).</p>	4	Up to two marks for each of two descriptions.

Question		Answer	Marks	Guidance
	(b)	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• aged 35 and above</li> <li>• with higher income</li> <li>• without children.</li> </ul> <p>35+ groups have more disposable income and so can afford more short breaks (1), while higher income groups have been less affected by the recession and so are able to take advantage of better prices and offers (1) and so take more breaks. Many people within these groups are without children and are, therefore, more able to take short breaks (1) mid-week and out of school holidays (1).</p>	6	One mark for each correct identification up to a maximum of two identifications, plus up to a further two marks for each of two explanations.
	(c)	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• 4–7 nights</li> <li>• 8+ nights.</li> </ul>	2	One mark for each correct identification up to a maximum of two identifications.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)	<p><b>Exemplar response</b></p> <p>Domestic holiday nights are increasing overall (L1) and have done so by 9m in the five year period (L2). The largest area of growth has been in the 1–3 night holiday (L2). This may be because the economy has been weak and so more people have been taking frequent short trips. There appears to be a reducing trend in 8+ night holidays which may be due to people just not having the money to spend thousands on a holiday or that they only go abroad for longer breaks as a result of the recession (L3).</p>	8	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>total holiday nights have increased over the five year period</li> <li>1–3 nights show the biggest growth area increasing by 4m over the period</li> <li>4–7 night holidays show growth of some 1m over the period</li> <li>8+ night holidays remain static over the period.</li> </ul> <p><b>Reasons include</b></p> <ul style="list-style-type: none"> <li>the trend in staycations</li> <li>the impact of the exchange rate making it more expensive</li> <li>the cost of holidaying abroad means more people are holidaying in the UK</li> <li>the trend to take more UK short breaks than fewer long overseas breaks</li> <li>the recession and bad weather in 2010 affected all holiday stays.</li> </ul>	<p><b>Level 3 (5–8 marks)</b>  <b>8 marks</b> – 2 analytical/evaluative comments and conclusion  <b>7 marks</b> – 1 analytical/evaluative comments and conclusion  <b>6 marks</b> – 2 or more points made, 2 having good application with some analysis evident  <b>5 marks</b> – 2 or more points made, 1 having good application with some analysis evident.</p> <p><b>Level 2 (3–4 marks)</b>  <b>4 marks</b> – 2 points applied  <b>3 marks</b> – 1 point applied</p> <p><b>Level 1 (1–2 marks)</b>  <b>2 marks</b> – 2 points identified  <b>1 mark</b> – 1 point identified</p>

## APPENDIX 1

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

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