

GCSE

Leisure and Tourism

General Certificate of Secondary Education

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

Mark Scheme for June 2016

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

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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Question	Answer	Marks	Guidance
1 (a)(i)	Indicative content <ul style="list-style-type: none"> • comedy nights • musicals • pop music concerts • classical music concerts • big band concerts • fashion shows • variety shows • opera • plays • pantomime • drama 	2 (1 * 2)	One mark for each correct performance type named. Maximum two marks
(a)(ii)	Indicative content <ul style="list-style-type: none"> • music • workshops • creative sessions • talks • tours • family activities • auctions • exhibitions 	2 (2 * 1)	One mark for naming of each event. Maximum two marks

Question	Answer	Marks	Guidance
(a)(iii)	<p>Indicative content</p> <ul style="list-style-type: none"> • natural history • science • war • maritime • art & design • agricultural motor • transport • heritage • historical • art 	2 (2*1)	One mark for naming of each type. Maximum two marks
(b)	<p>Indicative content</p> <ul style="list-style-type: none"> • re-enactment events • outdoor theatre shows • medieval banquets • jousting tournaments • archery • children's activity days • glamping • weddings • music concerts <p>Content</p> <p>At Warwick castle they hold events such as outdoor theatre shows (1) where the play is performed outside and people sit on the grass (1) for example a Shakespeare play such as The Merchant of Venice (1).</p> <p>They also holding jousting (1) where you can watch medieval jousters dressed up (1) and competing (1) in the grounds of the castle</p>	6 (2*3)	One mark for naming of an event and a further mark for each development point made.

Question		Answer	Marks	Guidance	
				Content	Levels of response
1	(c)	<p>Exemplar response</p> <p>A provider such as Warwick Castle can provide activities for all the family (L1), great shows and battles (L1) and medieval style food. They have days where you can experience dressing up for battle like Richard Neville (L2) You could also go to a real jousting competition and experience the excitement of a jousting tournament as it was back in history (L2). In conclusion this type of attraction not only offers outstanding facilities but also activities that appeal to many visitor types they have carefully created activities that will appeal to families for a day out covering the whole age range (L3). They also cater for specialist groups when they combine tickets for the castle with those for an evening music prom this then appeals to a specialist group of classical music fans (L3).</p>	8	<p>Indicative content</p> <ul style="list-style-type: none"> • free entry • discounted entry pricing plan • learning experience for children • tourist interest with language interpreted • special interest groups eg cooking • variety of shows • special events eg fathers day, Halloween and bonfire night • Prom nights for music 	<p>Level 3 8 marks – 2 analytical/ evaluative comments and conclusion 7 marks – 1 analytical/evaluative comments and conclusion</p> <p>Level 2 6 marks – 2 or more points made, 2 having good application. 5 marks -2 or more points made, 1 having good application. 4 marks – 2 points applied 3 marks – 1 point applied</p> <p>Level 1 2 marks-2 points identified 1 mark – 1 point identified</p>

Question	Answer	Marks	Guidance
2 (a)	<p>Indicative content</p> <p>Entertainment</p> <ul style="list-style-type: none">• restaurant• bar• function room <p>Leisure</p> <ul style="list-style-type: none">• gym• sauna• swimming pool• golf <p>Business</p> <ul style="list-style-type: none">• conference centre• meeting room• wifi	6 (1*6)	<p>One mark for each correct facility identified.</p> <p>Allow Wifi in any category</p>

Question	Answer	Marks	Guidance
(c)	<p>Indicative content</p> <p>Gym instructor</p> <ul style="list-style-type: none"> • demonstrate exercises • instruct on the use of equipment • write exercise programmes • monitor progress <p>Waiter</p> <ul style="list-style-type: none"> • serve food • take orders • serve drink • clear tables <p>The gym instructors job involves carrying out fitness assessments (1), from this s/he will write an exercise programmes (1) demonstrate the exercises (1) and monitor the customers progress over time (1).</p> <p>A waiter will be allocated tables by the manager, take orders from the customers (1), serve drinks (1) and then food when it is prepared (1), finally take payment (1) and then clear tables (1).</p>	6 (2*3)	One mark for each identification of a key job role (max 2). Plus a further 2 marks for each role developed.

Question	Answer	Marks	Guidance	
			Content	Levels of response
(d)	<p>Families</p> <p>The hotel can provide games, tv's and kids activities (L1). Where families have children they need activities to keep them entertained. XY hotel provides outdoor activities such as horse riding, mountain bikes and tennis courts (L2) all of which families and children can use. Children are accommodated in a number of ways by having large rooms that the whole family can stay in and inter-joining rooms (L2). The reviews on the hotel show that families really like the facilities for their children and they are likely to return in the future (L3).</p>	8	<p>Indicative content</p> <ul style="list-style-type: none"> • swimming pool • spa • functions • room layouts • pricing options • gardens • golf course • special interest activities • cots availability • wifi facilities • tv entertainment • play areas • teen centre • outdoor activities • babysitting 	<p>Level 3 8 marks – 2 analytical/ evaluative comments and conclusion 7 marks – 1 analytical/evaluative comments and conclusion</p> <p>Level 2 6 marks – 2 or more points made, 2 having good application. 5 marks -2 or more points made, 1 having good application. 4 marks – 2 points applied 3 marks – 1 point applied</p> <p>Level 1 2 marks-2 points identified 1 mark – 1 point identified</p>

Question	Answer	Marks	Guidance
3 (a)(i)	Indicative content Rio de Janiero – Brazil Rome - Italy	2 (1*2)	Award one mark for each correct answer
(a)(ii)	Indicative content Masai Mara <ul style="list-style-type: none"> • safari • wildlife reserve • wild animals • photography Cornwall <ul style="list-style-type: none"> • Eden project • beaches • surfing • walking • seafood restaurants A tourist might visit Kenya’s Masai Mara to go on safari (1) in the wildlife reserve (1) where you can photograph (1) many wild animals such as the big cats and wildebeest (1). A tourist might visit Cornwall to visit the Eden project (1) or to go surfing (1). While there they might try one of the famous seafood restaurants (1).	4 (2*2)	One mark for identification of a valid reason made and a further mark for each development point made.

Question	Answer	Marks	Guidance
(b)	<p>Indicative content</p> <p>Disneyland Paris</p> <ul style="list-style-type: none"> • car • coach • Eurostar • air <p>Barcelona</p> <ul style="list-style-type: none"> • air • coach • car <p>Travel to Disneyland Paris is easiest by car (1) as you can cross the channel using Euroshuttle (1) very quickly and then it is only a 4 hour drive to the park (1)</p> <p>Travel to Barcelona is best by air (1) as the destination is a long drive of about 15 hours (1) and by air only 2 hours (1) plus the airport is close to the city (1) with easy train or taxi links in to the centre (1)</p>	6 (2*3)	One mark for each valid point made.

Question	Answer	Marks	Guidance	
			Content	Levels of response
(c)*	<p>Human resources can assist in running a tour operator business by recruiting members of staff (L1). This could be holiday reps on a seasonal basis or more permanent office staff (L2). Once recruited this functional area will be involved with keeping them in their positions and ensuring that they perform to expectation (L2). Besides this the Human Resource Department also identifies the training needs for the organisation (L2) and it is responsible for planning for the future needs (L2). These functions are critical because without those functions being completed, the company would not be able to meet the essential needs of management and staff (L3). Without effective human resource management a tour operator could have real problems as they rely heavily on well trained and motivated teams of staff to keep customers happy and returning in the future (L3)</p>	8	<p>Indicative content</p> <ul style="list-style-type: none"> • management of people • recruiting staff • performance management of staff • day to day staff goals and targets • future staff planning • identifying training needs of staff • employee welfare • employee relations • raising awareness of current legislation 	<p>Levels of response</p> <p>Level 3 8 marks – 2 analytical/ evaluative comments and conclusion 7 marks – 1 analytical/evaluative comments and conclusion 6 marks – 2 analytical or evaluative comments. 5 marks -1 analytical or evaluative comments.</p> <p>Level 2 4 marks – 2 points applied 3 marks – 1 point applied</p> <p>Level 1 2 marks-2 points identified 1 mark – 1 point identified</p>

Question	Answer	Marks	Guidance
4	(a) Indicative content <ul style="list-style-type: none"> • Travelodge • Premier Inn 	2 (1*2)	One mark for each valid point made.
	(b) Indicative content <p>Operators have a scheme of standard prices throughout the country charged on a room only basis (1), often through a central booking system (1) but sometimes heavily discounted online (1).</p> <p>Payment is made in advance, normally over the internet (1) before take up of the room (1) no bill is given at the end of the stay (1).</p> <p>The rooms are a standard size and layout normally having a double bed or 2 singles and a sofa bed (1) an en-suite (1) and a TV (1).</p> <p>Limited room service. Morning papers can be offered (1) sometimes a breakfast to go left at the door (1) and maybe a wake up call (1)</p> <p>Restaurant and/or Bar facilities are available. either in-house (1) or in an adjacent property under the same ownership (1) but will always be paid for at time of consumption (1) .</p>	4 (2*2)	One mark for each valid point made in each development. Accept unrelated points made in each answer.
	(c) Indicative content <ul style="list-style-type: none"> • Charge for towels • Charge for hairdryers • Charge for luggage storage • Charge for parking • Charge for Wifi access • Internet booking • Staff less check in • Automatic billing software • passport scanner 	6 (3*2)	Award up to three marks for each description. One mark for each valid point identified plus a further two marks for the development.

Question	Answer	Marks	Guidance	
			Content	Levels of response
(d)	<p>Indicative content</p> <p>Local employment is important as it helps develop young people (L1) by giving them employment in the early years of their career (L2). There is also a need for regional employment (L1) so employing local people across regional areas helps to spread employment across the whole of the UK (L2) rather than mainly in cities (L3). Local business will require considerable support from the local community (L2) and this is more likely to occur where local sustainable employment takes place especially with young people continuing the local traditions of the area (L3). Social inclusion is also an important part of sustainable practice so that the region gets a mix of part time and full time work but also gender and ethnicity based on the locality (L3).</p>	8	<ul style="list-style-type: none"> • improve local skills base • maintain local custom and beliefs • maintain local tradition • support local crafts • support local business • help youth employment • develop regional employment • social inclusion 	<p>Level 3 8 marks – 2 analytical/ evaluative comments and conclusion 7 marks – 1 analytical/evaluative comments and conclusion 6 marks – 2 analytical or evaluative comments. 5 marks - 1 analytical or evaluative comments.</p> <p>Level 2 4 marks – 2 points applied 3 marks – 1 point applied</p> <p>Level 1 2 marks - 2 points identified 1 mark – 1 point identified</p>

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

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Head office
Telephone: 01223 552552
Facsimile: 01223 552553

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