

GCSE

Leisure and Tourism

General Certificate of Secondary Education

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

Mark Scheme for June 2017

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2017

These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

Annotation	Meaning of annotation
QWC+	Additional QWC credit given
	Unclear
BOD	Benefit of doubt
I	Ignore
X	Cross
L1	Level 1
L2	Level 2
L3	Level 3
L4	Level 4
NAQ	Not answered question
REP	Repeat
	Tick
	Alternative BOD
VG	Vague

Question	Answer	Marks	Guidance
1 (a)(i)	Indicative content <ul style="list-style-type: none"> • Chester zoo • Flamingo land theme park and zoo • West midland safari park 	3 (1*3)	One mark for each correct performance type named. Maximum three marks
	(a)(ii) Indicative content <ul style="list-style-type: none"> • British museum • Canterbury cathedral • Portsmouth historic dockyard 	3 (1*3)	One mark for naming of each event. Maximum three marks
	(b) Indicative content <ul style="list-style-type: none"> • climbing • abseiling • canoeing • archery • adventure park • orienteering <p>Content</p> <p>At XYZ they have activities such as climbing (1) where purpose-built indoor and outdoor climbing walls (1) provide the ideal opportunity to develop co-ordination, stamina and determination, whilst learning basic climbing skills and techniques (1).</p> <p>They also have a high ropes course (1) This is an activity that the whole group can participate in together (1). You have to climb on to the high ropes, which combines a range of high ropes challenges along the way (1) - the higher the participants get, the harder the challenge is (1).</p>	6 (2*3)	One mark for naming of an activity and a further mark for each development point made.

		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	<p>Exemplar response</p> <p>At Alton Towers they have got a low ropes course (L1) for younger children and those who are scared of going too high (L2), the Low Ropes course is perfect for children as the ropes range from 3.5m-5m high, even though its not really high the course is still really exciting and even has a zipwire at the end (L3).</p> <p>The Low Ropes course lasts about 30 minutes. Anyone going on the the Low Ropes must be at least 1m tall and 6 years old or over. The problem for parents is that 6 - 7 year olds will have to go on 1:1 with an adult who is 18 years or over (L3).</p>	8	<p>Indicative content</p> <ul style="list-style-type: none"> • High ropes course • Low ropes course • Golf course • Water parks • spa • indoor play area • indoor shows • music nights 	<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>
2	(a)(i)	<p>Indicative content</p> <p>Leisure</p> <ul style="list-style-type: none"> • sports centre • spa • outdoor activity centre <p>Accommodation</p> <ul style="list-style-type: none"> • glamping tents • log cabins • caravans <p>Entertainment</p> <ul style="list-style-type: none"> • restaurant 		6 (1*6)	One mark for each correct facility identified.

	<ul style="list-style-type: none"> laser tag ten pin bowling 		
-(b)	<p>Indicative content</p> <p>Website administrator</p> <ul style="list-style-type: none"> to upload products and information to the website to approve and load customer reviews to website to upload promotional material to the website to test website upgrades prior to launch to manage accounts such as Google AdWords work with 3rd parties to build traffic to the website <p>Children’s representative</p> <ul style="list-style-type: none"> meeting and greeting guests set up and deliver activities for children resolving conflict paperwork including reports & record keeping assist park reps with reception duties assist with accommodation cleaning <p>The website administrators job involves uploading product information to the website (1) and to ensure this is correct without error (1) and then test the pages on the website to make sure it all works (1)</p> <p>A children’s rep will have to meet and greet their young customers (1), plan and set up activities for them (1) and then write reports and keep records of the children and activities (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
(c)	<p>Appeal to couples</p> <p>Holiday parks may appeal to couples without children, for many reasons. One of those reasons is to enjoy Peace and quiet (L1). Without children around couples can take it easy, doing their own thing at their own pace. They might read a book on the decking (L2), soak up the sun on the beach and have the neighbours round to dinner without the responsibility of ensuring the children are being entertained and cared for (L2). They might want a sportier break doing sports they like such as playing tennis or golf (L2). Many holiday parks have their own sporting facilities or if not they are probably close by the big advantage for couples is that the children won't get bored and spoil the couples time away (L3). Couples can also be more romantic and go out to relaxing dinner or to an evening show that they like rather than something aimed at children and families regardless of their age couples can probably have a more relaxing time on their own whether it is action packed or just resting (L3).</p>	8	<p>Indicative content</p> <ul style="list-style-type: none"> • peace & quiet • tennis • golf • spa facilities • special interest activities • entertainment • restaurants • area attractions • outdoor activities
			<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>
3	(a)(i)	Indicative content	2
		Cairo – Egypt Hanoi – Vietnam	(1*2)
			Award one mark for each correct answer
	(a)(ii)	Indicative content	4
		Barcelona	(2*2)
			One mark for identification of a valid reason made and a further mark for each development point made.

	<ul style="list-style-type: none"> • sport • Nou camp • cathedral & religious buildings • art • cultural tours <p>Kuramathi</p> <ul style="list-style-type: none"> • honeymoon resort • beaches • diving • spa facilities • aqua sports <p>A tourist might visit Barcelona to go to the Nou camp stadium (1) in the home of Barcelona FC (1) where you watch a top football match (1) or go for a tour around the stadium and museum (1).</p> <p>A tourist might visit Kuramathi for a honeymoon (1) or to go diving (1). While there they might try the famous spa (1) or enjoy beaches and do aqua sports (1).</p>		
(b)	<p>Indicative content</p> <p>London in a day</p> <ul style="list-style-type: none"> • hop on hop off bus tour • open top bus • tube & walk • helicopter <p>Holiday cottage mid Wales</p> <ul style="list-style-type: none"> • car 	6 (2*3)	<p>One mark for each valid point made.</p> <p>Do not accept 'walk' on its own</p>

		<ul style="list-style-type: none"> • coach • train <p>Tours around London are easiest by bus (1) there are many tour buses operating that will hold all 12 tourists (1) you can select the tour you want and the sights you will see (1)</p> <p>Travel to mid Wales is best by car (1) as the destination quite remote (1) without many train stations (1) and once you are there a car allows you to visit the areas around your cottage (1)</p>		
--	--	---	--	--

Question	Answer	Marks	Guidance	
			Content	Levels of response
(c)*	<p>Finance can assist in running a tour operator business by paying wages and salaries to members of staff (L1). This could be holiday reps on a seasonal basis or more permanent office staff (L2). They also have to pay their creditors bills for shop and restaurant supplies (L2). Besides this the finance department also prepares budgets for each department in the holiday park so that they don't overspend (L2) and it is responsible for planning for the future finance needs for any upcoming projects (L2). These functions are very important because without those functions being completed, the company would not be able to produce end of year accounts for management (L3). They also would not be able to analyse their financial performance to see if they are making target profits for their owners (L3)</p>	8	<p>Indicative content</p> <ul style="list-style-type: none"> • prepare financial accounts • keep financial records • management of staff • prepare budgets • analyse financial performance • pay creditors • pay wages & salaries 	<p>Levels of response</p> <p>Level 3 8 marks – 2 analytical/ evaluative comments and conclusion</p> <p>7 marks – 1 analytical/evaluative comments and conclusion</p> <p>6 marks – 2 analytical or evaluative comments.</p> <p>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</p>

					2 marks -2 points identified 1 mark – 1 point identified
--	--	--	--	--	---

4	(a)	Indicative content <ul style="list-style-type: none"> • spend • nights 	2 (1*2)	One mark for each valid point made. Number of Visits already given as an example.
	(b)	Indicative content The number of visits has risen from 30.8m to 36.1m (1) the rate of growth has been getting faster (1) and has been growth of 1.7m per year for 2013 to 2015 (1) The average nights per visit has not grown in this period (1) it was 7.6 nights in 2011 and 2015 (1) there was a small rise to 7.7 in 2014 (1).	4 (2*2)	One mark for each valid point made in each development. Accept unrelated points made in each answer.
	(c)(i)	Indicative content <ul style="list-style-type: none"> • good exchange rate • popular sporting events • new tourist attractions • improving world economy • more cheap flights The has been an increase in Chinese tourists (1) this has been because of increased Chinese wealth so they can afford to travel further (1)	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.

		The Chinese also seem to like the culture and attractions that the UK has to offer (1) not just in London but all over the UK (1)		
(ii)	Indicative content	<ul style="list-style-type: none"> • many UK people living in the EU • many EU people living in the UK • more provincial airport flights available <p>The UK has become a very mixed nationality country with many UK born people living in the EU (1) and EU born people living in the UK (1) these migrants to Europe will visit friends and family in the UK regularly (1) as will the UK migrants from Europe have visiting family (1). The smaller airports have in conjunction with budget airlines made this more affordable and easier to visit (1)</p>		
(d)	Indicative content	<p>Inbound tourism can provide direct jobs to the community (L1), such as tour guides or hotel staff (L2). Indirect employment is also generated through tourism benefitting industries such as food production, and retail (L2).</p> <p>Visitors' spending generates income for the local community (L1) when they eat in restaurants or use local transport (L2) this can lead to the alleviation of poverty in areas where they main industry is tourism (L3).</p>	Marks 8	<p>Guidance Indicative content</p> <ul style="list-style-type: none"> • tourism accounts for a large part of UK GDP • tourism accounts for 10% of UK jobs • creates jobs • support local <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</p>

	<p>Economic diversification is important to areas where there may be a concentration of environmentally damaging or declining industries such as mining or manufacturing as foreign tourism has the necessary potential to reduce the employment problems that this creates (L3).</p> <p>Infrastructure development such as airports, roads, schools, hospitals, and retail areas have the potential to benefit the local community and can aid economic development by allowing more trade and better flow of goods and services to tourist driven areas (L3).</p>		<p>crafts</p> <ul style="list-style-type: none"> • support local business • helps build infrastructure 	<p>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	AO1	AO2	AO3	Total
1(a)(i)	3	0	0	3
1(a)(ii)	3	0	0	3
1(b)	2	4	0	6
1(c)	2	4	2	8
2(a)(i)	2	0	0	2
2(a)(ii)	2	0	0	2
2(a)(iii)	2	0	0	2
2(b)	2	4	0	6
2(c)	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)	2	0	0	2
4(b)	2	2	0	4
4(c)	2	4	0	6
4(d)	2	2	4	8
Actual	36	32	12	80
Target	36	32	12	80

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

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

Oxford Cambridge and RSA Examinations
is a Company Limited by Guarantee
Registered in England
Registered Office; 1 Hills Road, Cambridge, CB1 2EU
Registered Company Number: 3484466
OCR is an exempt Charity

OCR (Oxford Cambridge and RSA Examinations)
Head office
Telephone: 01223 552552
Facsimile: 01223 552553

© OCR 2017

