

GCSE

Leisure and Tourism

Unit **B183**: Working in the Leisure and Tourism Industries

General Certificate of Secondary Education

Mark Scheme for June 2018

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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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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/Indicative content	Mark	Guidance
1	a	i	<ul style="list-style-type: none"> • Ability to speak more than one language • Excellent communication skills • Excellent memory for facts/figures/events • Knowledge and understanding in a 'special interest' area such as archaeology, ghosts, or street art.6 	2	Award one mark for each correct identification up to a maximum of two identifications
1	a	ii	<ul style="list-style-type: none"> • Entertaining – a blue badge guide needs to captivate his/her audience for the duration of a tour (1) using humour and anecdotes will make the blue badge guide be able to engage better with customers (1) to ensure the customers do not get bored (1) • Informative – a blue badge guide needs to pass on key facts about the locations being visited (1) the expert knowledge of the tour guide is what customers are paying for (1) people expect the Blue badge guide to have all the information they need (1) • Reliable – a blue badge guide needs to present themselves in a professional way, which includes being reliable (1) Customers will expect their tour guide to meet them at the right place at the right time to create a favourable impression (1) Customers expect to be able to trust the guide (1) 	6	Award one mark for a correct explanation and a second mark for an appropriate example or development for each of three personal qualities
1	b	i	The term 'freelance' means the same as self-employed and hired to work for different customers for particular tours. (1) Blue badge guides often form connections with tour operators who put work their way, but it is the blue badge guide's own responsibility to establish a customer base. (1)	2	Award one mark for a correct definition and a second mark for a relevant example or development.
1	b	ii	<p>Institute of Guiding Level 2 training includes:</p> <ul style="list-style-type: none"> • 50 to 70 hours of contact time and 120 hours of private study (1) so is a mixture of face to face and independent learning (1) 	6	Award one mark for each of three characteristics and a second mark for development of each.

Question			Answer/Indicative content	Mark	Guidance
			<ul style="list-style-type: none"> Part –time, evening and weekend study options (1) flexible arrangements so that you can train and work at the same time (1) Offered by colleges, training providers and tourist bodies (1) in locations where the need for guides is greatest and when there seems to be sufficient interest in the course (1) Assessment is through written and practical elements (1) will involve seeing if you can plan a tour to meet particular customer needs (1) <p>Do not accept generic answers about other types of training content e.g. first aid training</p>		
2	a	i	<ul style="list-style-type: none"> Full-time Permanent 40 hours per week Within a two storey, large gym <p>Do not accept benefits of the job e.g. holiday entitlement</p>	2	Award one mark for each of two correct identifications
2	a	ii	<p>Essential means that candidates without these qualifications or experience will not be considered for the post, whereas desirable means that these aspects would enhance the application, but candidates without these may still be considered (1) e.g. here, applicants must have a Level 3 REPS qualification and customer service experience; those with a leisure degree, ISMR membership and/or a first aid certificate will be considered favourably (1)</p>	2	Award one mark for the identification of a difference and a second mark for specific application to the context of the specified job role

Question		Answer/Indicative content	Mark	Guidance
2	b	<p>Reasons include:</p> <ul style="list-style-type: none"> To ensure that customers can gain satisfaction even when things go wrong (1) research shows that dealing with customer dissatisfaction very often leads to improved loyalty and customer retention in the long term (1) creates a good impression.(1) So that staff know how to act when dealing with a complaint (1) this ensures improved organisational efficiency (1) and makes sure that staff adopt a consistent approach (1) To avoid further escalation of any problem (1) if the customer is left dissatisfied, he or she may pursue it further (1) taking legal action against the organisation which is costly and damages the organisation's reputation (1) 	6	Award one mark for each of two identified reasons and up to two further marks for the development of each reason.
2	c	<p>Benefits include:</p> <ul style="list-style-type: none"> Apologise for the problem – this calms down the customer (1) which prevents the discussions becoming to heated and any risk of aggression (1) Gather all the facts – this allows the person dealing with the complaint to establish the real nature of the complaint (1) by listening to the customer, it will make the customer feel more valued and will also allow the employee to make decisions about any action to take (1) Correct the problem – this means sorting out any situation which might also affect other customers (1) as well as showing the customer making the complaint that you have taken their complaint seriously (1) 	6	Award one mark for the identification of each of three benefits and a second mark for development of each.

Question		Answer/Indicative content	Mark	Guidance
3	a	<p>Locations include:</p> <ul style="list-style-type: none"> • Summer sun resort e.g. hotel or apartment block (1) usually overseas where a large number of guests are accommodated as part of a package holiday (1) • Winter sports resort e.g. ski resort (1) Usually overseas as part of a skiing holiday package (1) • Campsite (1) For example, Eurocamp, for organised camping holidays where sites have lots of amenities (1) • Cruise ship (1) many cruise companies offer family packages to the Mediterranean and the Caribbean (1) • Holiday villages or holiday parks (1) UK – such as Center Parcs, Haven etc. often near seaside resorts (1) <p>Do not accept non - L&T examples e.g. Children Centres, hospitals etc</p>	6	<p>Award one mark for the identification of three different valid locations and a second mark for a description or example of each.</p> <p>Accept named locations that fulfil different types of locations e.g. a summer sun resort area e.g. Playa de Los Americas, a winter sports resort such as Whistler in Canada and a holiday park site such as Skegness.</p> <p>Do not accept named locations which are from the same category of location type.</p>

Question			Answer/Indicative content			Mark	Guidance																						
3	b	i	<table border="1"> <thead> <tr> <th>Responsibility of a children's representative</th> <th>Health - related</th> <th>Safety - related</th> </tr> </thead> <tbody> <tr> <td>Off-site activities</td> <td></td> <td>✓</td> </tr> <tr> <td>Symptoms of common childhood illnesses</td> <td>✓</td> <td></td> </tr> <tr> <td>Up-to-date medical details</td> <td>✓</td> <td></td> </tr> <tr> <td>Swimming pool environment</td> <td></td> <td>✓</td> </tr> <tr> <td>Personal hygiene routines with children</td> <td>✓</td> <td></td> </tr> <tr> <td>Condition of play equipment</td> <td></td> <td>✓</td> </tr> <tr> <td>Taking a register</td> <td></td> <td>✓</td> </tr> </tbody> </table>	Responsibility of a children's representative	Health - related	Safety - related	Off-site activities		✓	Symptoms of common childhood illnesses	✓		Up-to-date medical details	✓		Swimming pool environment		✓	Personal hygiene routines with children	✓		Condition of play equipment		✓	Taking a register		✓	6	Award one mark for each correct identification.
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3	b	ii	<ul style="list-style-type: none"> • A consent form – to ensure that those with parental responsibility are aware of activities, trips etc (1) that may involve more risk than is normally encountered in the day to day activities of the child care provision (1) and that parents sign and return the form as a record of their agreement that the child has parental permission to take part (1) • An accident report form – to record details of any incidents that result in injury no matter how small (1) such as a fall (1) so that details are available for medical professionals if they require them or in case of future issues in health and safety within the organisation (1) 	6	<p>Award one mark for the identification of the main purpose of each type of documentation and up to two further marks for a valid example or explanation of these documents</p> <p>Do not award marks for a description of the details on each document.</p>
3	c		<p>Duties will include:</p> <ul style="list-style-type: none"> • Assisting in transferring customers to and from the airport and hotel –They will work predominantly with family groups of customers and go to meet them at the airport (1) They help with children’s luggage items such as car seats and baby carriers (1) they are another pair of hands to help parents cope at a busy and unsettling time especially with young children (1) • Assisting in the welcome meetings – this is to ensure that families are given accurate information first-hand about children’s clubs, activities etc (1) they can introduce themselves properly (1) and can encourage as many families as possible to enrol children in the activities so that each family member can get the best out of their holiday (1) 	6	<p>Award one mark for the identification of the types of duties involved, and up to two further two marks for exemplification or development f each.</p>

Question			Answer/Indicative Content	Marks	Content	Guidance
						Levels of response
4	a	*	<p>Ticket Sellers Required</p> <p>You will be an excellent communicator and work well in a team as well as independently. You must be flexible and willing to work evenings and weekends as well as on public holidays. You will also be well-organised and able to work under pressure.</p> <p>You will have at least 3 years' experience of working in a customer service environment, dealing with problems as well as handling cash and taking payments. You will also have a good GCSE background, especially in Maths and English, although no formal qualifications are required. Duties will include taking telephone bookings and answering emails, printing and issuing tickets in person and by post. You may also be required to take part in health and safety training. Some ICT skills are desirable. (L3)</p>	6 Levels	<p>This question will be assessing QWC. See instructions at front of mark scheme.</p> <p>Essential personal qualities</p> <ul style="list-style-type: none"> • excellent communication skills • work well in a team • flexible • ability to work long/anti-social hours • enthusiastic • well organised • good with numbers <p>Brief description of duties</p> <ul style="list-style-type: none"> • Answering incoming calls and emails from customers and clients • Taking bookings over the phone • Resolving challenging queries and complaints in a professional and coherent manner • Dealing with cancellations, refunds and administration 	<p>AO1 – Knowledge and understanding – 2 marks AO2 – Application – 2 marks AO3 – Analysis and evaluation – 2 marks</p> <p>Level 3 (5 – 6 marks) At this level, candidates will demonstrate the ability to present relevant material in a well planned and logical sequence. Appropriate industry terminology will be used confidently and accurately.</p> <p>Sentences will be relevant and will address all aspects of the question. There will be few, if any errors of spelling, punctuation and grammar.</p> <p>The job advertisement will follow standard conventions.</p> <p>Level 2 (3 – 4 marks) Candidates will demonstrate the ability to present relevant material in a logical sequence. Appropriate industry terminology will be used.</p> <p>Sentences will be coherent for the most part and will address most aspects of the question. There may be occasional errors of spelling, punctuation and grammar. However, the job advertisement should follow standard conventions.</p>

Question		Answer/Indicative Content	Marks	Content	Guidance
					Levels of response
				<ul style="list-style-type: none"> Printing and issuing physical tickets to clients <p>Experience Required</p> <ul style="list-style-type: none"> Customer service experience Cash handling and card payment process experience Experience of using Microsoft applications 	<p>Level 1 (1 - 2 marks) At this level, candidates will communicate at least one point using some appropriate industry terminology.</p> <p>Sentences may have limited coherence and structure and may have poor relevance to the main focus of the question. Errors of spelling, punctuation and grammar may be noticeable.</p> <p>The job advertisement may not follow standard conventions.</p> <p>Zero Marks (0 marks) There is nothing worthy of credit within the candidate's response to this task.</p>
4	b	<p>This applicant would be suitable for the job. He has some customer service experience. (L1)</p> <p>The applicant has some relevant experience of customer service experience to carry out this job role, and has also worked in a theatre before but not in ticket sales. He would be quite suitable for the job. (L2)</p> <p>This applicant has some of the required experience, having worked in a customer service environment and as a sales assistant, he will have handled cash and card payments, He also has some knowledge of a theatre. The fact he can speak a foreign language might be useful to</p>	6 Levels	<ul style="list-style-type: none"> Has customer service experience Has worked in a theatre previously Has sales experience Speaks a second language No formal qualifications are required for the job Driving is not part of the job 	<p>AO1 – Identification – 2 marks AO2 – Application - 2 marks AO3 – Analysis and evaluation - 2 marks</p> <p>Level 3 (5 – 6 marks) Candidates at this level will analyse the suitability of the applicant for the advertised job role.</p> <p>Level 2 (3 – 4 marks) Candidates at this level will explain the suitability of the applicant for the advertised job role</p> <p>Level 1 (1 – 2marks). Candidates at this level will identify the suitability of the applicant for the advertised job role.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		the role if tourists visit the theatre but cannot speak English well. The job does not require any specific qualifications nor a driving licence. It would be useful to know if this applicant has good ICT skills and experience of dealing with customers on the telephone as well as face to face. I think he would make a suitable candidate as the theatre could offer training in areas where he lacks skills or experience. (L3)			Zero Marks (0 marks) There is nothing worthy of credit within the candidate's response to this task

Question		Answer/Indicative content	Mark	Guidance
4	c	<ul style="list-style-type: none"> Leisure and tourism facilities are places where large numbers of people gather at the same time (1) If there were to be an emergency situation, such as a fire or terrorist threat, it is important that these types of buildings and facilities can be cleared quickly and safely (1) Having an evacuation plan allows the organisation and its staff to know how best to manage such a situation (1) A plan allows an organisation to consider the best flow of people through the building, using all available exit routes (1) and to allow 'practices' of evacuation processes to take place at regular intervals (1) to check the likely efficiency of dealing with such a situation for real (1) To offer staff and customers peace of mind (1) and to comply with health and safety legislation (1) to ensure that lives are not put at risk (1) 	6	Award one mark for the identification of each of two reasons and a further two marks for an explanation or development.

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
4	d	<p>The theatre has a good evacuation plan, which tells staff and customers what to do in an emergency. It could use bullet points for information to be easier to read. (L1)</p> <p>The plan is good and has lots of detail. Having Fire Wardens in different zones is sensible as it will allow each area of the building to be cleared separately. There should be a map showing where the assembly point is, in case people don't know. (L2)</p> <p>The theatre has a clear plan and has considered a lot of the important aspects of emergency evacuation. The strengths include separating the building into different zones which allows different members of staff to assume responsibility for evacuating one particular zone, in order to control the flow of people through the building. I would recommend that the theatre considers sharing the responsibility of calling the emergency services and sounding the alarm between the duty manager and the assistant duty manager so that time is not wasted doing one or other task – both can be done at the same time to make the process even more efficient. (L3)</p>	6 Levels	<p>Strengths</p> <ul style="list-style-type: none"> Theatre has a clearly identifiable plan The plan carefully considers areas of the building and allocates staff to take charge in each area Several means of notifying staff of emergency situation are mentioned Details are given of decision making process for signalling the alarm and calling emergency services Assembly point given Clear instructions to remain calm Torch will help in power failure situations. <p>Improvements</p> <ul style="list-style-type: none"> Would be useful to include a diagram showing the exact location of all exits Giving duty manager responsibility for both calling emergency services and signalling internal alarms will cause a delay for one 	<p>AO1 – Identification – 2 marks AO2 – Application - 2 marks AO3 – Analysis and evaluation - 2 marks</p> <p>Level 3 (5 – 6 marks) Candidates at this level will analyse the likely reasons why background checks are necessary for cabin crew.</p> <p>Level 2 (3 – 4 marks) Candidates at this level will explain the likely reasons why background checks are necessary for cabin crew.</p> <p>Level 1 (1 – 2 marks). Candidates at this level will identify the likely reasons why background checks are necessary for cabin crew.</p>

Question			Answer/Indicative Content	Marks	Content	Guidance
						Levels of response
					or other task – should consider giving someone else the decision to sound the alarm, perhaps <ul style="list-style-type: none"> • Diagram should also show the location of the assembly area as customers may not know the location of the car park if visiting the area for the first time 	

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