



General Certificate of Secondary Education January 2011

Leisure and Tourism 4840

48403 The Business of Leisure and Tourism

Mark Scheme

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this Mark Scheme are available to download from the AQA Website: www.aqa.org.uk

Copyright © 2011 AQA and its licensors. All rights reserved.

COPYRIGHT

AQA retains the copyright on all its publications. However, registered centres for AQA are permitted to copy material from this booklet for their own internal use, with the following important exception: AQA cannot give permission to centres to photocopy any material that is acknowledged to a third party even for internal use within the centre.

Set and published by the Assessment and Qualifications Alliance.

Question	Expected response	Marks	AOs
1(a)	<p>Suggest two reasons why The Nuffield offers this range of products and services.</p> <p>1 mark per correct answer.</p> <p>Possible reasons include:</p> <ul style="list-style-type: none"> - Maximising revenue/income (i.e. reference to numbers/quantity) - Ensuring repeat visits - Appealing to a wider range of customers/visitors (e.g. youth / adults): more target markets - Attracting customers who are not primarily interested in theatre plays (e.g. writers' club) - Diversification (e.g. café). 	2	AO2
1(b)	<p>Describe the range of products and services provided by one leisure and tourism organisation that you have studied, other than The Nuffield.</p> <p>The answer is level marked.</p> <p>If the answer refers to the Nuffield, candidates cannot score higher than level 1, no matter how good the description is.</p> <p>Level 1 – Basic A level 1 answer is a list of what the candidate's chosen organisation offers. At the top of level 1, the answer is precise/detailed (in the context of the chosen organisation) – as opposed to generic (i.e. with comments that could apply to any organisation).</p> <p>Level 2 – Clear A level 2 answer focuses on the idea of range: the candidate does not just list all the products and services provided, but it describes the range. At the top of level 2, the range is well presented in its business context (as a specialist tour operator in a niche market will not offer as wide a range of products and services as Thomas Cook, for example).</p>	<p>1 – 3</p> <p>4 – 6</p>	AO1
Total of question 1		8	

Question	Expected response	Marks	AOs
2(a)(i)	<p>Name two promotional materials, other than posters, that The Nuffield could use.</p> <p>1 mark per correct answer.</p> <ul style="list-style-type: none"> - Leaflets/flyers/brochures (allow only 1 mark for those i.e. not 1 mark for leaflet and 1 mark for flyer) - Websites - TV and radio commercials - Merchandise and souvenirs - Other answers if appropriate e.g. billboard, bus wraps, banners etc. 	2	AO1
2(a)(ii)	<p>Identify two advantages for The Nuffield of using promotional material A and two advantages of using promotional material B.</p> <p>1 mark per correct answer.</p> <p>In the unlikely event that candidates refer to new types of promotional materials, they may be awarded marks as it shows their knowledge and understanding of promotional materials.</p> <p>Marks are not transferable (i.e. three advantages for websites cannot result in three marks).</p> <p>Example:</p> <ul style="list-style-type: none"> - Websites can be updated daily (1) and can include podcasts of extracts of the plays (1) <i>or</i> make it possible to book tickets online (1) - Leaflets can be widely distributed (1) and include practical information about booking (1) <p>The answers must be clear and coherent but explicit references to the theatre are not expected.</p>	4	AO2
2(b)	<p>Evaluate the variety of promotional materials used by one leisure and tourism organisation you have studied, other than The Nuffield.</p> <p>The answer is level marked.</p> <p>If the answer refers to the Nuffield, candidates cannot score higher than level 1, no matter how good the evaluation is.</p> <p>Level 1 – Basic</p> <p>A level 1 answer is descriptive: it lists the promotional materials used by the candidate's chosen organisation; there is no clear evaluation. At the top of level 1, the answer is precise/detailed (in the context of the chosen organisation) – as</p>	1 – 3	AO3

	<p>opposed to generic (i.e. with comments that could apply to any organisation).</p> <p>In terms of QWC, a level 1 answer displays basic expression; meaning may be unclear.</p> <p>Level 2 – Clear A level 2 answer is duly evaluative: it provides positive (or negative) comments about the variety of promotional techniques: is it a wide variety or not? And is this good or not? At the top of level 2, the evaluation clearly refers to the chosen organisation (as a small B&B may not use a variety of promotional materials).</p> <p>In terms of QWC, a level 2 answer is well expressed. Meaning is clear. For top marks, written expression is fluent and conveys meaning very well.</p> <p>Possible response worth 5 marks The New York Waldorf Astoria does not use a wide range of promotional materials; they have a website but they do not engage in many other types of promotion and advertising because they have a well established reputation and they do not really need to advertise what they offer. In their case, that's fine, they would not need leaflets. They have some adverts in glossy magazines but it's more about PR.</p>	4 – 6	
	Total of question 2	12	

Question	Expected response	Marks	AOs
3(a)	<p>Explain why advertising is important for organisations such as The Nuffield.</p> <p>1 mark per correct element of answer.</p> <p>Possible response <i>Advertising is important because organisations must communicate what they offer (1) otherwise people would not know. Advertising also helps convince people (1) and makes them want to go to the theatre to see a play (1). Advertising is also very important in leisure and tourism because it is a very competitive sector (1).</i></p>	4	AO1
3(b)	<p>Name two other promotional techniques that Katie and The Nuffield could use.</p> <p>1 mark per correct answer.</p> <ul style="list-style-type: none"> - Sales pitching (for example telephoning potential customers), personal selling - Product and promotional material placement (for example leaflets placed in another facility) - Sales promotions (for example special offers). - Other answers if appropriate e.g. direct marketing, sponsorship of local event, fundraising event, PR. 	2	AO1
Total of question 3		6	

Question	Expected response	Marks	AOs
4(a)	<p>Suggest possible reasons why The Nuffield is offering free tickets to under 26s.</p> <p>1 mark per correct element of answer (1 mark for basic reason, 1 mark for development).</p> <p>There is no expectation of numbers (candidates could score 4 marks by naming 4 reasons, or by developing 2 reasons). Allow 3 marks for a very well developed answer.</p> <p>Possible reasons include:</p> <ul style="list-style-type: none"> - <i>Reputation: it gives a good image (1) to the theatre because local people will talk about it (1)</i> - <i>Some of those young people maybe will be going for the first time; some will realise they like it and go again (1) so it is a way for the theatre to develop its customer base (1)</i> - <i>Although the ticket may be free, these visitors may also have a drink in the café or sign for workshops or discover about the theatre in general (1).</i> 	4	AO2
4(b)	<p>What is meant by <i>market segment</i>?</p> <p>1 mark for basic definition referring to the idea of group of customers.</p> <p>1 mark for developing that definition, e.g. by adding an example.</p> <p><i>Markets segments are precise parts of the market at which products and services are aimed (1), such as a particular customer type like couple without children or under 26s in the case of The Nuffield (1).</i></p>	2	AO1

Question	Expected response	Marks	AOs
4(c)	<p>Discuss why leisure and tourism businesses such as The Nuffield need to segment their markets.</p> <p>The answer is level marked.</p> <p>Candidates may refer to other organisations but they are not expected to do so.</p> <p>Level 1 – Basic A level 1 answer consists of statements about market segmentation. Candidates are likely to describe target markets/segments of organisations they have studied. At the top of level 1, the answer shows understanding of market segmentation.</p> <p>In terms of QWC, a level 1 answer displays basic expression; meaning may be unclear.</p> <p>Level 2 – Clear A level 2 answer is written as a discussion: candidates present different sides of the argument. Market segmentation is a sophisticated concept that goes against the intuitive notion of offering something to everybody and appealing to all types of customer. A level 2 answer discusses the need for market segmentation and the rationale behind. At the top of level 2, there is a clear conclusion.</p> <p>In terms of QWC, a level 2 answer is well expressed. Meaning is clear. For top marks, written expression is fluent and conveys meaning very well.</p> <p>Possible response worth 7 marks <i>On the one hand, The Nuffield needs to segment its market because it would be a waste of resources to advertise to people who never go to the theatre anyway. They must have their own lists and segments, for example middle-class people and retired people who are possible customers. Schools are an important segment and The Nuffield must communicate with them in particular ways because they have different needs.</i> <i>On the other hand, some other leisure organisations prefer to appeal to all potential customers, for example a local gym. They do not create categories of customers as everybody is potential customer. I think it's better because they can then get more customers and make more money.</i></p>	<p>1 – 4</p> <p>5 – 8</p>	<p>AO1 AO2 AO3</p>
	Total of question 4	14	

Question	Expected response	Marks	AOs
5(a)	<p>Describe the duties of one supervisor or manager in one leisure and tourism organisation you have studied.</p> <p>(The name of the organisation and of the position cannot be credited – and likewise candidates will not be penalised if they do not name them.)</p> <p>The answer must be a supervisor or manager: if not, 0 marks.</p> <p>1 mark per correct element of answer.</p> <p>Possible response <i>Cardiff Hilton Head Receptionist (Susan James) We met Susan, she told us that she works as a receptionist herself (1) but she is also a supervisor: she organises the rota for all the other receptionists (1) and she is responsible for their work (1). If a guest has a serious complaint, they will call Susan as she has to deal with all complex problems at reception (1) for example if there is a mistake in someone's bill; she is the only person who is allowed to make changes to the bills (1).</i></p>	5	AO1
5(b)	<p>Explain the skills and personal qualities which the supervisor or manager needs in order to complete the duties that you described in [5a].</p> <p>If candidates answer about a different person/organisation, they cannot score any mark here.</p> <p>There is no expectation of number, nor about a breakdown of skills vs personal qualities. Marks are awarded for elements in answer about explanations (i.e. not just for naming skills such as IT skills or personal qualities such as patience).</p> <p>1 mark per correct element of answer.</p> <p>Possible response <i>Susan James needs very good IT skills because she prepares all the staff rotas on Excel (1) and all documents at reception are prepared with a special Hilton software (1). When customers complain, she has to be very patient and show empathy (1), she told us that she has been on courses for that. She also needs to speak several languages because the Hilton has many international guests (1) and they expect receptionists to address them in their own language (1).</i></p>	5	AO1
Total of question 5		10	

Question	Expected response	Marks	AOs
6(a)	<p>Outline one health and safety issue that you have studied and that arises in two leisure and tourism organisation.</p> <p>(No mark for naming the organisations).</p> <p>1 mark per correct element of answer (1 mark for the issue itself, 1 mark for development).</p> <p><i>An important health and safety issue for both the Cardiff Hilton and Bristol Airport is that of accidents at work (1). The hotel and the airport are not very dangerous places but it is always possible for staff to trip and hurt themselves (1), for example when there is maintenance work going on.</i></p>	2	AO1
6(b)	<p>Compare the ways in which your two organisations deal with that health and safety issue outlined in 6(a).</p> <p>The answer is level marked.</p> <p>Candidates must write about the same health and safety issue for both organisations.</p> <p>Level 1 – Basic A level 1 answer is descriptive: it outlines how the two chosen organisations deal with the issue. At the top of level 1, the answer shows detailed information about at least one of the two organisations.</p> <p>Level 2 – Clear A level 2 answer is written as a comparison/contrast, explicitly identifying similarities/differences between the two organisations. (Writing about organisation 1 then organisation 2 is not enough for level 2: the two organisations must be integrated for an answer at level 2). At the top of level 2, the answer shows detailed information about both organisations.</p> <p>Possible response worth 6 marks <i>The Razzi restaurant and the cruise ship Majestica have similar procedures to prevent food poisoning, for example all staff must undergo food hygiene training and the supervisors regularly check the temperature of the fridges. A key difference is the fact that Majestica is at sea for several days so they must store everything in very big freezers whereas at the Razzi they go and buy fresh products everyday, so I think that food at the Razzi is safer.</i></p>	<p>1 – 4</p> <p>5 – 8</p>	AO2 AO3
	Total of question 6	10	