
GCSE

Leisure and Tourism

48403 The Business of Leisure and Tourism

Mark scheme

4840

June 2015

Version/Stage: **1.0: Final**

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

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' 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 from aqa.org.uk

Question	Expected Response	Marks	AOs
1(a)(i)	<p>One mark ✓ for a correct answer.</p> <p>Note: there is a not a prescribed/comprehensive list of acceptable or not acceptable answers; based on previous examinations, students are likely to write “food poisoning” or “fire”, however other health and safety issues (such as “trip and fall”) are acceptable too.</p> <p>Possible responses</p> <p><i>Food poisoning ✓</i></p> <p><i>Fire ✓</i></p>	1	AO2
1(a)(ii)	<p>One mark ✓ per correct element of answer (1 mark for a basic suggestion, another mark for development).</p> <p>Possible responses:</p> <p>Food poisoning is important because customers could get seriously ill ✓ giving the restaurant a bad reputation ✓.</p> <p>Fire is important because the kitchen may have lots of electrical appliances ✓ and a fire would destroy the whole restaurant forever ✓.</p>	2	AO2
1(b)(i)	<p>One mark ✓ for each valid element of answer.</p> <p>Note: the two organisations must be about the same health and safety issue; if not, the answer about the second organisation cannot be awarded any marks.</p> <p>Note: there is no mark for just naming the organisations and the issue.</p> <p>Possible responses</p> <p><i>Name of organisation 1: Premier Inn Guildford</i></p> <p><i>Name of organisation 2: Disneyland Paris</i></p> <p><i>Health and safety issue: Fire</i></p> <p><i>At the Premier Inn in Guildford, in case of fire, there is a very loud alarm ✓ to make sure everybody knows that the hotel must be evacuated ✓.</i></p> <p><i>Everybody must go to one of the Assembly Points ✓ and wait for the firefighters to check if it is a real fire</i></p>	4+4 = 8	AO1

	<p><i>or a false alarm ✓.</i></p> <p><i>At Disneyland Paris, an alarm system ✓ informs people inside and outside the buildings. People inside attractions like Space Mountain must go out ✓ but if you are in the open for example in Alice’s Labyrinth, you just wait there ✓. Staff and crew go around to explain and calm people down ✓ to avoid panic.</i></p>		
1(b)(ii)	<p>The answer is level marked.</p> <p>The answer will depend on the previous one; it is likely that there will be similarities (as many measures/procedures are universal): the student’s answer may be that they are entirely similar – but there may well be differences (depending on the organisations, for example their size or environment). Based on previous examinations, it is anticipated that there will be some differences.</p> <p>Level 1 – Basic (1-2 marks) A level 1 answer is basic and limited (for example a very concise answer without justification).</p> <p>Level 2 – Clear (3-4 marks) A level 2 answer contains explicit evaluation (as required by the command term “to what extent…”); note: this can be through a comparison between the two organisations.</p> <p>Possible responses (level 2) <i>The Premier Inn Guildford and Disneyland Paris use largely similar measures (like the fire alarm and evacuation), like all organisations, but there are also some differences, because Disneyland is a massive resort covering almost 2000 hectares, so it’s not just one building to evacuate, unlike the small Premier Inn.</i></p>	<p>4</p> <p>1 – 2</p> <p>3 – 4</p>	AO3
	Total of question 1	15	

Question	Expected Response	Marks	AOs
2(a)	One mark ✓ for the box of “Head waiter” If a student ticks more than one box, they score 0.	1	AO2
2(b)	One mark ✓ for a correct answer. Possible responses <i>Hotel receptionist ✓</i> <i>Personal fitness trainer ✓</i>	1	AO1
2(c)	One mark ✓ for each valid element of answer. Possible responses <i>Staff who have customer-facing jobs are in direct contact with customers so they contribute to their enjoyment and experience ✓ for example if there is bad service, the customer will be unhappy and will not return ✓. Staff in L&T organisations can make a customer’s day... or ruin it! ✓</i>	3	AO1
2(d)(i)	One mark ✓ for each valid element of answer. Note: the two jobs must be at different levels of seniority; if not, the second one cannot be awarded any marks. Possible responses <i>Name of organisation: Hilton Hotel, Cardiff</i> <i>Job 1: The Receptionist is responsible for check-in/check-out of guests ✓ She is the first and main point of contact for guests if they have any query ✓.</i> <i>Job 2: The Head Receptionist manages the receptionists, organising their work (rota, shifts) ✓ and solving problems and maybe complaints from guests ✓.</i>	2+2 = 4	AO1

Question	Expected Response	Marks	AOs
<p>2(d)(ii)</p>	<p>One mark ✓ for each correct element of answer Note: Marked as 2+2+2+2 (two skills for job 1, with explanations, then two skills for job 2, with explanations).</p> <p>For 2 marks, the skill must be identified (even if it is not explicitly named with the word “skill”) and explained (for example through the words “because...”). A “quality” is not a skill.</p> <p>If the student does not refer to the jobs outlined in 2(d)(i). The maximum number of marks will be limited to 4.</p> <p>Possible responses <i>The receptionist must have good IT skills ✓ because all the procedures at reception are computerised ✓.</i> <i>The receptionist must speak several languages ✓ because Hilton Cardiff has many international guests who do not speak English ✓.</i></p> <p><i>The Head Receptionist must have leadership skills ✓ because she manages a large team of 20 receptionists ✓ (part-time, full-time receptionists, day, night, plus students on work experience). She must have very good organisational skills ✓ because she creates the rota of work shifts for all of her team ✓.</i></p>	<p>4+4 = 8</p>	<p>AO1</p>
<p>2(e)</p>	<p>The answer is level marked.</p> <p>Level 1 – Basic (1-3 marks) A level 1 answer is descriptive. It mainly restates or paraphrases the wording of the question (“organisations have employees who have different rankings of seniority”), possibly with some examples, yet without any analysis of the reasons why.</p> <p>In terms of QWC, written expression is basic or meaning is unclear.</p> <p>Level 2 – Clear (4-6 marks) A level 2 answer is analytical: it goes beyond just describing (and reiterating) the fact that organisations have staff at different levels of</p>	<p>2+4 = 6</p> <p>1 – 3</p> <p>4 – 6</p>	<p>2 AO1 4 AO3</p>

	<p>seniority. At level 2, the student explicitly analyses the reasons why, for example with reference to roles and responsibility, or to the need to establish chains of command (a hierarchy).</p> <p>In terms of QWC, written expression is clear in conveying meaning.</p> <p>Possible response (level 2) <i>Organisations in the leisure and tourism industry (restaurants, hotels, theatres, gyms etc.) usually have staff at different levels of seniority; this creates a hierarchy of roles and responsibilities. In case of problems, it is then clear who is in charge (for example to deal with customer complaints or even with staff complaints). It also explains why people higher up in the hierarchy earn more money: if you are higher in the hierarchy, you have more experience and more responsibilities, for example as a hotel manager, and you have more line management and therefore receive a higher salary.</i></p>		
	Total of question 2	23	

Question	Expected Response	Marks	AOs
<p>3(a)</p>	<p>The answer is level marked.</p> <p>Level 1 – Basic (1-3 marks) A level 1 answer is one-sided. Students write about one aspect only: either about the suitability of the website (for example with reference to the fact that menus and special offers may easily be updated) – or about its unsuitability (for example about the fact that potential customers would not find the website if they do not know the restaurant’s name).</p> <p>Level 2 – Clear (4-6 marks) A level 2 answer is evaluative and presents both sides of the argument (good / not so good). Within level 2, more details and more elements of answer enable students to score higher.</p> <p>Possible response (level 2) <i>The website is quite a good idea: the photos and the citations from the travel guides can help convince someone who is looking up online and hesitates where to go. However people will only look up the website if they know of it; if they have been there before and if they liked it, they probably don’t need a website – although if it is a busy restaurant, it’s good to be able to book a table online. The website offers that function, so overall it’s a good idea. They also can see the menu and decide if there is anything on the menu they like before booking.</i></p>	<p>2+4 = 6</p> <p>1 – 3</p> <p>4 – 6</p>	<p>2 AO2 4 AO3</p>
<p>3(b)(i)</p>	<p>One mark ✓ per correct answer.</p> <p>Note: There is no right or wrong answer, but as in the past, for similar questions, the following cannot be credited: just the word “radio”, just the word “television”, just the word “advert”.</p> <p>Possible responses <i>Bus wrap ✓</i> <i>Radio commercial ✓</i></p>	<p>2</p>	<p>AO2</p>

3(b)(ii)	<p>One mark ✓ per correct element of answer (1 mark for a basic answer, another mark for description/development).</p> <p>Note: the advantage must be for Aviv's restaurant (students must think from the perspective of the organisation).</p> <p>Possible response <i>With the radio commercial, Aviv could use a catchy tune of Spanish music, like Las Ketchup Song ✓ to make people remember the theme of his Mediterranean restaurant ✓.</i></p>	2	AO2
3(b)(iii)	<p>One mark ✓ per correct element of answer (1 mark for a basic answer, another mark for description/development).</p> <p>Note: the disadvantage must be for Aviv's restaurant (students must think from the perspective of the organisation).</p> <p>Possible response: <i>A disadvantage of the leaflet is the fact that if Aviv made a typo or a mistake, maybe a wrong price or a spelling mistake or an error in the phone number, he cannot use the leaflets at all ✓ and the restaurant has wasted a lot of money getting them printed ✓ and possibly reprinted with the correct wording.</i></p>	2	AO2
Total of question 3		12	

Question	Expected Response	Marks	AOs
4(a)	<p>One mark ✓ per correct element of answer (1 mark for a basic definition, another mark for development).</p> <p>Possible response <i>Sales pitching is about contacting potential customers ✓ for example cold calling local business people to tell them about the lunch menu ✓.</i></p>	2	AO1
4(b)	<p>One mark ✓ per correct element of answer (1 mark for a basic definition, another mark for development).</p> <p>Possible response: <i>The target market is the particular segment of the population that Aviv wishes to have as customers ✓ so he will not try to advertise and reach everybody, but will focus his promotion ✓</i></p>	2	AO1
4(c)	<p>The answer is level marked.</p> <p>Level 1 – Basic (1-3 marks)</p> <p>A level 1 answer is theoretical or superficial. The student shows some knowledge and understanding of market segmentation, for example with reference to segmentation by age or gender, however the answer is not well applied to Aviv’s restaurant.</p> <p>In terms of QWC, written expression is basic or meaning is unclear.</p> <p>Level 2 – Clear (4-6 marks)</p> <p>A level 2 answer makes meaningful reference to Aviv’s restaurant and his customers. The student may use some of the hints in Figure 4 (for example about lunch time customers or special events and parties) however this is not necessary. A level 2 answer combines “theory” and “practice” in a realistic way.</p> <p>In terms of QWC, written expression is clear in conveying meaning.</p> <p>Possible response: (level 2) Aviv can segment his market in different ways. Usual criteria like gender does not make much sense for a restaurant, but Aviv could decide to target local</p>	<p>6</p> <p>1 – 3</p> <p>4 – 6</p>	AO2

	<p>people or tourists. If he targets tourists, he could advertise in tourist brochures, and by adding special 'tourist menus' to what he currently offers. Or Aviv could segment his market according to age, for example offering discounts to students, or by working with OAP Associations to get elderly people and pensioners as customers, maybe with special menus on special days.</p>		
	Total of question 4	10	