

Leisure and Tourism

General Certificate of Secondary Education

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

Mark Scheme for January 2012

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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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Annotations

| Annotation | Meaning |
|------------|-----------------------------|
| QWC+ | Additional QWC credit given |
| ? | Unclear |
| | Benefit of doubt |
| | Ignore |
| | Cross |
| | Level 1 |
| | Level 2 |
| | Level 3 |
| | Level 4 |
| | Not answered question |
| | Repeat |
| | Tick |
| | Alternative BOD |
| | Vague |

NB Would also like an annotation tool for 'seen' where candidates produce additional object evidence that scores no further credit but to prove it has been seen.

| Question | | | Answer | Marks | Guidance |
|----------|-----|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------|
| 1 | (a) | (i) | Indicative content: <ul style="list-style-type: none"> • interest in working with people • friendly/approachable • informative • a good memory for facts, figures and events • interesting • entertaining • sense of humour • patience • flexibility • confident • smart/well-groomed • polite • punctual | 2 [2*1] | One mark for each correct identification up to a maximum of two identifications. Do not accept skills . |
| | | (ii) | Indicative content: <ul style="list-style-type: none"> • seasonal work • part-time • long hours • variable hours • evening and weekend working • spend most of your working time on your feet • you could work indoors or outdoors • may have to travel with groups • many are self employed | 2 [2*1] | One mark for each correct identification up to a maximum of two identifications. Accept irregular/unsociable hours. |

| Question | | Answer | Marks | Guidance |
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| | (b) (i) | <p>Indicative content:</p> <ul style="list-style-type: none"> Level 2: Fixed Route Commentary, Interpretation and Presentation Level 3: Green Badge – Flexible Route Commentary, Heritage Interpretation and Presentation Level 4: Blue Badge in Tourist Guiding | 2 [2*1] | <p>These are the titles of the qualifications offered by the Institute of Tour Guiding.</p> <p>Award one mark for the level plus first part of the title.</p> <p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Do not accept just Level 2 or Level 3.</p> |
| | (ii) | <p>Indicative content:</p> <p>Level 2: Fixed Route Commentary, Interpretation and Presentation – for paid or voluntary work; guiding visitors round attractions such as galleries or stately homes or on fixed route tours such as a river trip or open top bus.</p> <p>Level 3: Green Badge – Flexible Route Commentary, Heritage Interpretation and Presentation – for work as a guide in such areas as city and town centres, or in visitor attractions, historic buildings or heritage sites.</p> <p>Level 4: Blue Badge in Tourist Guiding – trained in all aspects of guiding techniques, on site, on foot or in a moving vehicle.</p> | 4 [2*2] | <p>One mark for each correct identification up to a maximum of two identifications for each of two qualifications.</p> <p>Award one mark for the type of location in which each type of guide can work and a second mark for a further exemplification eg town centre and walking tour.</p> |

| Question | Answer | Marks | Guidance |
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| (c) | <p>Indicative content:</p> <p>Assisting with pre-boarding of mobility-impaired passengers, help with baggage, physical support mounting steps, activate lifting equipment or ramps.</p> <p>Make boarding or de-boarding announcements, use public address system, to inform passengers that it is time to board the coach or time to de-board.</p> <p>Give safety information to identify exits and describe evacuation/emergency procedures to protect customers and other staff on coach to meet health and safety requirements.</p> <p>Provide commentary, identifying points of interest, wildlife historical artefacts or buildings, in informative and interesting way, using PA system so that all passengers can hear.</p> <p>Clean and tidy coach and restock refreshment area, to prepare for return journey, to maintain professional image for company and to ensure passenger comfort; arrange shuttle and taxi transfers to ensure passengers can get back to, for example, their hotels, for customers' safety and comfort.</p> | 6 [2*3] | <p>Award one mark for the identification of each of two duties and further two marks for the exemplification of each of two duties.</p> <p>One mark for each correct identification up to a maximum of two identifications, plus up to a further two marks for each of the explanations.</p> |

| Question | | | Answer | Marks | Guidance |
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| 2 | (a) | (i) | Indicative content: <ul style="list-style-type: none"> • health club manager • lifeguard • leisure attendant • fitness instructor • senior instructor • personal trainer | 3 [3*1] | One mark for each correct identification up to a maximum of three identifications. Do not accept First-Aider. |
| | | (ii) | Indicative content: <ul style="list-style-type: none"> • lifeguard training • general fitness instructor training • first aid training • spin and Body Pump instructor training • Activ8 instructor training • health and safety training • manual handling training • COSHH training | 3 [3*1] | Do not accept HND in Fitness, Health and Exercise or BSC in Sports Studies. |
| | (b) | (i) | Indicative content: <ul style="list-style-type: none"> • name • address • email details • telephone number • membership details • whether hotel resident – if so, room number | 2 [2*1] | One mark for each correct identification up to a maximum of two identifications. Do not accept date, time or type of treatment as these are not pieces of customer information and will cause overlap with the following question. |
| | | (ii) | Indicative content: <ul style="list-style-type: none"> • date treatment is required • time treatment is required • type of treatment required | 2 [2*1] | Award one mark for each of two relevant additional details. Do not accept any personal details here such as credit card details/ membership number as these are given in previous question. |

| Question | | Answer | Marks | Guidance | |
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| | | | | Content | Levels of response |
| | (iii) | <p>Bookings can be made 24 hours a day, 7 days a week, without the club having to be manned at these times – makes the club more accessible for customers</p> <p>Gives club competitive advantage – rival clubs may not offer this facility</p> <p>Provides written record of booking therefore not dependent on staff taking telephone messages and double-booking</p> <p>Can use web page to link to other products/ services eg membership applications so might gain more custom as a result</p> <p>Frees up staff from answering telephone so can focus on other aspects of customer service</p> | 6 [3*2] | Award one mark for each of three identified advantages and a second mark for a valid explanation of why each of these is advantageous to the organisation or to customers. | |

| Question | | Answer | Marks | Guidance | |
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| | | | | Content | Levels of response |
| 3 | *(a) | <p>Hotel Receptionist Required</p> <p>At least two years experience, preferably in a similar role Front of house experience a definite advantage Smart appearance, outgoing personality and excellent communication skills essential</p> <p>You need to be customer focused, able to answer calls and questions as well as carry out general reservation, check-in and check-out procedures.</p> <p>Some evening and weekend work. Competitive salary offered.</p> <p>Levels to be exemplified.</p> | 9 Levels | <p>This question will be assessing QWC. See instructions at front of mark scheme.</p> <p>Experience Minimum two years in similar role or customer service role Experience of front of house systems or dealing with busy switchboards</p> <p>Essential personal qualities smart appearance outgoing personality well organised good attention to detail ability to work under pressure excellent communication skills work well in a team patient flexible ability to work long hours</p> <p>Brief description of duties attend to all of the guests' needs answer calls and queries handle cash and credit card transactions carry out reservations, check-in and check-out general administration</p> | <p>AO1 – Knowledge and understanding – 3 marks AO2 – Application – 3 marks AO3 – Analysis and evaluation – 3 marks</p> |

| Question | | Answer | Marks | Guidance | |
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| | | | | Content | Levels of response |
| | (b) | <p>Applicant 1 can speak French and German and has worked in a 3* hotel previously. He or she has experience of handling cash and credit card transactions. Applicant 2 has a relevant L2 qualification in Customer Service and has experience of using a switchboard.</p> <p>Although Applicant 1 has more years of experience, and in a hotel, the duties he/she has carried out are not relevant to this job role. Whereas Applicant 2 is experienced in dealing face-to-face with customers and has trained in Customer Service. I would appoint Applicant 2 because they are used to the type of work carried out by a receptionist and can work well under pressure. Exemplify levels.</p> | 6 Levels | <p>Candidate must compare the two applicants to choose the most appropriate candidate for the job.</p> <ul style="list-style-type: none"> • Applicant 1 – experienced in hotel work but not in front of house role • Excellent communication skills • Has some experience in handling cash • Applicant 2 – has customer service skills but not in a hospitality context • Has wider range of qualifications but no foreign language skills | <p>AO2 – Application – 3 marks AO3 – Analysis and evaluation – 3 marks</p> |

| Question | Answer | Marks | Guidance |
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| (c) | <p>Indicative content:</p> <p>Example:</p> <p>Customs</p> <ul style="list-style-type: none"> • Traditional Arab dress for females features the full length body cover (<i>abayah, jilbob, or chador</i>) and veil (<i>hijab or chador</i>) for reasons of modesty • Arab men and women have separate living 'areas' – men and women do not eat or socialise together. • Always use your right hand for drinking and eating, as the left hand is regarded as unclean (as it is used for 'toilet purposes'). • Squatting toilets – people from other cultures find sitting on a toilet seat unhygienic • Rude to show the soles of your feet in public in China • Concept of 'not losing face' is important in China – showing respect for others <p>Language</p> <ul style="list-style-type: none"> • Arabic and English in Dubai • Cantonese and Mandarin in China <p>Religion</p> <ul style="list-style-type: none"> • Islam is the official religion in Dubai – no alcohol, prayers at regular times during the day, fasting for Ramadan, women remaining covered, worship in mosques • Buddhism and Taoism – worship in temples in China <p>Exemplify 1/2 marks.</p> <p>Recommendations:</p> <p>Customs recommendation – Find out as much about the culture, attitudes and practises before you travel, so that you go prepared</p> | 9 | Award one mark for each of three examples of differences – one from customs, one from language and one from religion. |

| Question | | Answer | Marks | Guidance |
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| | | <p>Language recommendation – Learn a few basic phrases in the official language – eg please and thank you, so that people can see that you have made an effort; refer to another member of staff who speaks different languages</p> <p>Religion recommendation – Show respect for others' way of living even if things appear strange/unhygienic/to you</p> | | Award one mark for each valid recommendation of action and a second mark for exemplification. Up to 6 marks. |
| 4 | (a) | <ul style="list-style-type: none"> • name (First and last) • date and Time of accident – 5/12/11 at 08.30 • place of accident – on steps outside hotel • how the accident occurred – steps were wet, after rainfall guest slipped • nature of injuries: not seriously injured, cut to hands and knees, banged head • first aid given by Elaine Gibson Duty Manager and Qualified First-Aider • not referred to doctor or hospital • name of Witnesses – Mr Amit Govind and Ms Sam Lawson | 12 | Award one mark for any 12 relevant pieces of information. |
| | (b) | <p>Statement 2 = Rights of Employees</p> <p>Statement 3 = Fire</p> <p>Statement 4 = Guests (Can accept Rights of Employees)</p> <p>Statement 5 = First Aid</p> <p>Statement 6 = Rights of Employees</p> <p>Statement 7 = Guests (Can accept Rights of Employees)</p> | 6 | Award one mark for each correct identification up to a maximum of six identifications. |
| | (c) | <ul style="list-style-type: none"> • Fire exit on the right – located in corridors or within conference rooms to indicate the specific location of emergency exits • Disabled toilet – located on toilet entrance door or in corridor • No smoking – on doorways, on table top placards within conference rooms | 6 [3*2] | One mark for the correct identification of each of the three signs and one further mark for each sign. Maximum for each correct identification of a location. |

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