SPECIMEN

OCR
RECOGNISING ACHIEVEMENT

General Certificate of Secondary Education

Leisure and Tourism

Unit B181: Understanding the leisure and tourism industries

Specimen Paper

B181

Time: 1 hour 30 minutes

Candidates answer on the question paper.
Additional materials:

Candidate Forename

Candidate Surname

Centre Number

Candidate Number

INSTRUCTIONS TO CANDIDATES

*   Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
*   Use black ink. Pencil may be used for graphs and diagrams only.
*   Read each question carefully and make sure you know what you have to do before starting your answer.
*   Answer **all** the questions.
*   Do not write in the bar codes.
*   Do not write outside the box bordering each page.
*   Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

*   The number of marks for each question is given in brackets [ ] at the end of each question or part question.
*   The quality of written communication will be taken into account in marking your answer to the question marked with an asterisk (*).
*   The total number of marks for this paper is 80.

FOR EXAMINER'S USE	
1	
2	
3	
4	
TOTAL	

This document consists of **9** printed pages and **3** blank pages

Answer **all** questions.

1 (a) (i) A cinema is one example of the entertainment component of the leisure and tourism industries.

State **four** other examples of the entertainment component.

Example 1: ....

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Example 2: ....

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Example 3: ....

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Example 4: ....

.... **[4]**

(ii) Outline **two** products/services offered in cinemas.

1: ....

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2: ....

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.... **[4]**

(iii) Identify and explain **two** reasons why people use cinemas.

Reason 1: ....

....

Explanation: ....

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Reason 2: ....

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Explanation: ....

.... **[4]**

(b) (i) A travel agent is an example of the tourism component of the leisure and tourism industries.

Outline **two** products/services offered by travel agents.

1: ....

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2: ....

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.... **[4]**

(ii) Identify and explain **two** reasons why people use travel agents.

Reason 1: ....

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Explanation: ....

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Reason 2: ....

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Explanation: ....

.... **[4]**

[Total: 20]

2 **Fig. 1** below shows an organisation chart for a typical restaurant.

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                        ┌─────────────────────┐
                        │ Restaurant Manager  │
                        └──────────┬──────────┘
              ┌────────────────────┴────────────────────┐
      ┌───────┴───────┐                          ┌───────┴───────┐
      │   Head Chef   │                          │  Head Waiter  │
      └───────┬───────┘                          └───────┬───────┘
        ┌─────┴─────┐                              ┌─────┴─────┐
 ┌──────┴──────┐ ┌──┴──────┐              ┌────────┴────┐ ┌────┴────┐
 │ Pastry Chef │ │         │              │    Waiter   │ │         │
 └─────────────┘ └─────────┘              └─────────────┘ └─────────┘
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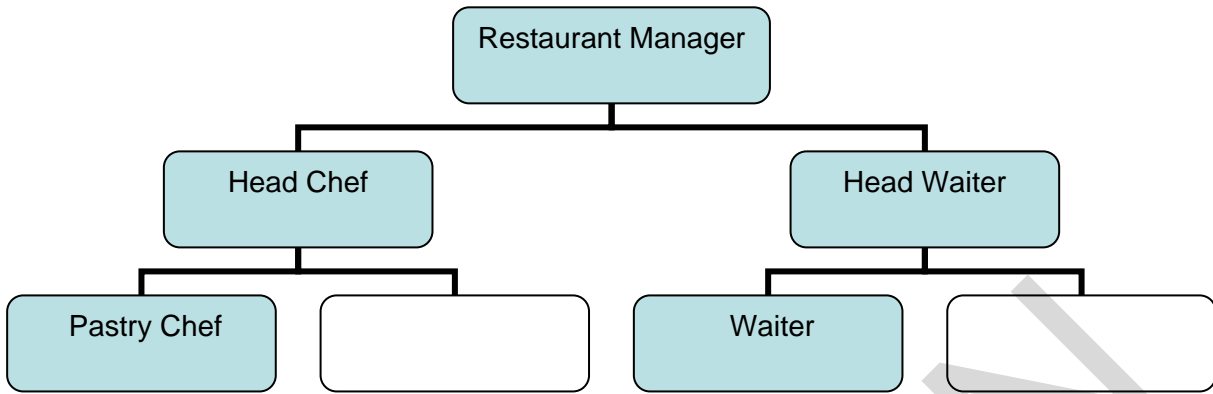
Fig. 1

(a) Below are some job roles.

Assistant Chef	Cleaner	Wine Waiter	Gym Instructor
Ticket Seller	Cabin Crew	Housekeeper	Receptionist

Choose **two** appropriate job roles and use them to complete **Fig. 1**. **[2]**

(b) One person employed in a restaurant is a waiter. Describe **two** duties of a waiter.

1: ....

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2: ....

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.... **[4]**

(c) Identify and explain **two** possible hazards which might exist in a restaurant's kitchen.

Hazard 1: ....

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Explanation: ....

....

Hazard 2: ....

....

Explanation: ....

.... **[4]**

Fig. 2 below is a table showing data relating to inbound tourism.

Year	2002	2003	2004	2005	2006
Overseas visits to the UK £m	24	25	27	30	33
Spending in the UK by overseas visitors £bn	12	12	13	14	16

Figures shown are rounded (adapted from National Statistics data – Travel Trends 2006).

Fig. 2

(d) Using the data in **Fig. 2** and your knowledge of travel trends, evaluate possible reasons for the changing trend in inbound tourism during the five year period 2002-2006.

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[Total: 20]

3 (a) (i) In which destination would you find each of the following:

Eden Project; ....

Nou Camp. .... **[2]**

(ii) Outline the main tourist activity which takes place at the:

Eden Project;

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Nou Camp.

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.... **[4]**

(b) (i) State **one** visitor group which would be most likely to visit the Masai Mara.

.... **[1]**

(ii) Explain why this visitor group would want to visit the Masai Mara.

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.... **[3]**

(c)* A group of winter sports enthusiasts could travel to a ski resort by road or by air. Which of these methods of transport would be most appropriate? Give reasons for your answer.

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[Total: 20]

4 (a) All leisure and tourism organisations group together key tasks into functional areas.

List **four** functions of a human resources department in a leisure and tourism organisation.

Function 1: ....

....

Function 2: ....

....

Function 3: ....

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Function 4: ....

.... **[4]**

(b) Outline **two** roles of a marketing functional area when a leisure and tourism organisation launches a new product or service.

1: ....

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2: ....

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.... **[4]**

(c) State **two** other functional areas within a leisure and tourism organisation.

Functional Area 1: ....

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Functional Area 2:...

....**[2]**

(d) To what extent does grouping key tasks into functional areas enable leisure and tourism organisations to operate more efficiently. Give reasons for your answer.

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[Total: 20]

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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

LEISURE AND TOURISM B181

B181: Understanding the leisure and tourism industries

Specimen Mark Scheme

The maximum mark for this paper is **80**

This document consists of **14** printed pages.

Assessment of QWC

In this external unit the assessment of QWC will take place in question **3(c)** which is a level of response mark scheme and carries 10 marks.

Marks are embedded within this mark scheme for assessing the quality of written communication. The following criteria are embedded within the levels of response for question **3(c)**.

Level 4:

Ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate industry terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.

Level 3:

Ability to present relevant material in a planned and logical sequence. Appropriate industry terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.

Level 2:

Limited ability to organise relevant material. Some appropriate industry terminology is used. Sentences are not always relevant with materials presented in a way which does not address the question. There may be noticeable errors of grammar, punctuation and spelling.

Level 1:

Ability to communicate at least one point using some appropriate industry terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.

An extra mark can be awarded within or at the top of a level if the quality of written communication is at a higher level than the generic skill awarded.

Question Number	Answer	Max Mark
1(a)(i)	**A cinema is one example of the entertainment component of the leisure and tourism industries.**	
	State <u>four</u> other examples of the entertainment component.	
	One mark for each correct identification up to a maximum of four identifications.	
	Possible responses may include: ten pin bowling (1); theatre (1); bingo (1); night club (1); concert venue (1); laser quest (1); pubs (1); bars (1); restaurant (1).	**[4]**
(ii)	**Outline <u>two</u> products/services offered in cinemas.**	
	One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two developments.	
	Possible responses may include: discount tickets (1) gives reduced admission charge (1) to, for example, OAPs (1); confectionary stall (1) selling food and drink for people to enjoy with their film (1); web-site (1) so people can find out film information and book films quickly and easily (1).	**[4]**
(iii)	**Identify and explain <u>two</u> reasons why people use cinemas.**	
	One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.	
	Possible responses may include: entertainment (1) as people need to switch off and relax away from their busy lives (1); socialising (1); to watch box office movies (1); to watch cult movies (1).	**[4]**

Question Number	Answer	Max Mark
(b)(i)	**A travel agent is an example of the tourism component of the leisure and tourism industries.** **Outline two products/services offered by travel agents.** *One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two developments.* Possible responses may include: bureau de change (1) people exchange their pounds for euros for example (1); package holiday bookings (1); flight bookings (1); car hire bookings (1).	**[4]**
(ii)	**Identify and explain two reasons why people use travel agents.** *One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.* Possible responses may include: - customers often do not feel an Internet company is trustworthy (1) and so feel more at ease with a face to face booking (1); - because there is too much bewildering information (1), thousands and thousands of price misleading web-sites (1); - because when it all goes wrong or it was not the right holiday (1) there is no one to go back to apart from themselves (1); - customers appreciate the little precious time they have (1) and wish to do more valuable things than spend hours night and day hunched over the PC trying to find that perfect holiday (1); - an agent knows the customers (1) and customers feel confident that they will get a quality product and service (1); - when customers have questions they want to speak to someone personally (1) with an agent they can do this either face to face or on the telephone (1).	**[4]**
2(a)	**Choose two appropriate job roles and use them to complete Fig. 1.** *For two marks.* Role below Head Chef = Assistant Chef (1); Role below Head Waiter = Wine Waiter (1).	**[2]**

Question Number	Answer	Max Mark
(b)	**One person employed in a restaurant is a waiter. Describe two duties of a waiter.**	
	Up to two marks for each of two descriptions..	
	Possible responses may include:	
	• set tables (1) with clean linen or place mats, cutlery, crockery and glasses (1);	
	• welcome (1) and seat customers (1) and hand menus to them (1);	
	• talk to guests about the menu and drinks (1) and recommend combinations (1);	
	• in some cases, promote local produce and attractions to visitors (1) from the UK and overseas (1);	
	• take customers' orders (1) and pass them to kitchen staff or bar attendants (1);	
	• make up bills (1) and present them to customers (1);	
	• clear tables (1) and return dishes and cutlery to kitchens (1);	
	• serve food and drinks (1);	
	• carve meat (1);	
	• handle money or credit cards (1);	
	• take restaurant reservations (1).	**[4]**
(c)	**Identify and explain two possible hazards which may exist in a restaurant's kitchen.**	
	One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.	
	Possible responses may include:	
	• foods or liquids that have fallen to the floor (1) may cause people to slip over (1);	
	• physical hazards such as drain covers that have come off may also be a problem (1) as people can trip or fall (1);	
	• using knives in food preparation (1) without careful attention can result in injury – minor cuts (1);	
	• repetitive movement (1);	
	• prolonged standing (1).	**[4]**
(d)	**Using the data in Fig. 2 and your knowledge of travel trends, evaluate possible reasons for the changing trend in inbound tourism during the five year period 2002-2006.**	
	Level 1: (1–3 marks)	
	Candidate identifies the trend(s).	
	Candidates at this level will do no more than identify the trend(s) with a brief unsupported comment.	

Question Number	Answer	Max Mark
	The following is an example of a Level 1 answer. Inbound tourism has grown from 2002 to 2006 from 24 to 33 million visitors. They have also spent more as spending has gone up from £12bn to £16bn. This would be considered to be a Level 1 response. **Level 2: (4–6 marks)** *Candidate applies knowledge outlining possible reasons for the changing trend in inbound tourism during this five year period.* The following is an example of a Level 2 answer. Inbound tourism has grown from 2002 to 2006 from 24 to 33 million visitors. They have also spent more as spending has gone up from £12bn to £16bn. One of the main reasons for this growth has been the increase in air travel combined with the changes in purpose of the visits. **Level 3: (7–8 marks)** *Candidate analyses possible reasons for how and/or why inbound tourism has developed during this five year period.* *Candidates at this level will exemplify the indicative content by offering analytical comment.* The following is an example of a Level 3 answer. Inbound tourism has grown from 2002 to 2006 from 24 to 33 million visitors. They have also spent more as spending has gone up from £12bn to £16bn. One of the main reasons for this growth has been the increase in air travel combined with the changes in purpose of the visits. 10 years ago these visits were mainly for holiday reasons but now more visitors are coming for VFR and business. **Level 4: (9-10 marks)** *Candidate evaluates possible reasons for how and/or why inbound tourism has developed during this five year period.* *Candidates at this level will exemplify the indicative content by offering evaluative comment.*	

Question Number	Answer	Max Mark
	The following is an example of a Level 4 answer. Inbound tourism has grown from 2002 to 2006 from 24 to 33 million visitors. They have also spent more as spending has gone up from £12bn to £16bn. One of the main reasons for this growth has been the increase in air travel combined with the changes in purpose of the visits. 10 years ago these visits were mainly for holiday reasons but now more visitors are coming for VFR and business. The majority of visits have tended to be to London followed by other major cities such as Edinburgh, Manchester and Birmingham. From a business perspective it is unlikely that these trends will dramatically change in the future; if anything the level of inbound tourism is likely to continue to increase in the business sector with all these cities becoming ever more focused on becoming major business tourism destinations. Other reasons for increases in numbers are likely to have been the increase in business from ex eastern block countries such as Poland and this is likely to continue as business activity increases. This would be considered to be a Level 4 response.	
3(a)(i)	**In which destination would you find each of the following:** **Eden Project;** **Nou Camp.** *For two marks.* Eden Project – Cornwall (1); Nou Camp - Barcelona (1).	**[2]**
(ii)	**Outline the main tourist activity which takes place at the:** **Eden Project;** **Nou Camp.** *One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two developments.* Possible responses may include: Eden Project – this is a place of conservation (1) where people go to be educated (1); Nou Camp – this is a football ground (1) which is home to one of the top Spanish football teams, Barcelona (1).	**[4]**
(b)(i)	**State <u>one</u> visitor group which would be most likely to visit the Masai Mara.** *For one mark.* Possible responses may include: trekkers (1); families (1); romantics (1); animal lovers (1).	**[1]**

Question Number	Answer	Max Mark
(ii)	**Explain why this visitor group would want to visit the Masai Mara.**	
	Up to three marks for explanation.	
	Possible responses may include:	
	Families – to go on a safari so that children can enjoy themselves as much as adults do (1). The focus can be on cultural and environmental topics for children to learn about (1). A safari provides an exciting taste of Kenya's diverse wilderness area (1) with opportunities to spot a variety of wild animals (1).	
	Animal lovers – they go to see the wildebeest migration (1) which gives the Masai Mara its reputation (1). Lots of different animals to see including lions, cheetah and zebras (1) some of which are becoming more and more endangered which is another reason why this type of visitor goes to the area (1).	**[3]**
(c)*	**A group of winter sports enthusiasts could travel to a ski resort by road or by air. Which of these methods of transport would be most appropriate? Give reasons for your answer.**	
	This question will be assessing QWC. See instructions at front of mark scheme.	
	Level 1: (1–3 marks)	
	Candidate identifies features of each method of transport.	
	Candidates at this level will list some of the features of (each) method of transport but will make no attempt to develop these ideas.	
	The following is an example of a Level 1 answer.	
	Going by car is convenient. You have more room in a car. A car will also cost less. This would be considered to be a Level 1 response.	
	Level 2: (4–6 marks)	
	Candidate applies knowledge outlining features of each method of transport.	
	The following is an example of a Level 2 answer.	
	Going by car will more convenient you will have more room than a plane. You can take more luggage and you will have more room than a plane and it will also cost less. Air will be quicker but you can't take as much luggage. Cars can be less comfortable than aeroplanes. You cannot sleep when you drive, you cannot relax. This would be considered to be a Level 2 response.	

Question Number	Answer	Max Mark
	Level 3: (7–8 marks) *Candidates analyses reasons why each method of transport may be chosen.* *Candidates at this level will exemplify the indicative content by offering analytical comment.* The following is an example of a Level 3 answer. Travelling by car has certain positive features. You can travel wherever and whenever you want such as a different ski area every day if you go by air you have to catch buses or hire cars. Travelling by car also has a downside. Sometimes you can be stuck in a traffic jam, you have to pay for car park and petrol. Cars can be less comfortable than aeroplanes. You cannot sleep when you drive, you cannot relax. However, you can use a car in case of urgency, for example, if you want to drive to the doctor you do not have to wait for a bus. Also, you do not have to travel when a timetable says you can. You can quickly move and you can travel from door to door. Another reason to consider air travel however is that air travel is the fastest means of transport when going long distances and the majority of winter sports destinations are a long way from the UK. This would be considered to be a Level 3 response. **Level 4: (9-10 marks)** *Candidate makes a judgement on which method of transport is the most suitable form of transport in the given context and justifies their answer.* *Candidates at this level will exemplify the indicative content by offering evaluative comment.* The following is an example of a Level 4 answer. Travelling by car has certain positive features. You can travel wherever and whenever you want such as a different ski area every day if you go by air you have to catch buses or hire cars. Travelling by car however also has a downside. Sometimes you can be stuck in a traffic jam, you have to pay for car park and petrol. Cars can be less comfortable than aeroplanes. You cannot sleep when you drive, you cannot relax. With air travel however it is by far the fastest means of transport when going long distances and the majority of winter sports destinations are a long way from the UK. Overall I would conclude that air travel is the more appealing method of transport in the given scenario. There are hundreds of choices of flights when it comes to air travelling many of which may work out much cheaper than driving your own car even if you hire a car at the airport. Air travel is also the most popular means of travelling because it is far safer than road and sea travel as there aren't so many accidents and it is time-saving.	

Question Number	Answer	Max Mark
	Even if you have a lot of skiing equipment you can arrange beforehand with the airline to accommodate your requests, all of which are used to dealing with this kind of matter on a regular basis. There is no doubt that in the short term air travel is the most appropriate form of transport but a word of warning; given the spiralling costs of world oil prices it may be that in the future this may change as people's priorities change. This would be considered to be a Level 4 response.	**[10]**
4(a)	**All leisure and tourism organisations group together key tasks into functional areas.** **List four functions of a human resources department in a leisure and tourism organisation.** *One mark for each correct identification up to a maximum of four identifications.* Possible responses may include: • recruitment (1); • pay (1); • performance and reward (1); • training (1); • planning resource needs (1); • ensuring personnel and management practices conform to various regulations (1).	**[4]**
(b)	**Outline two roles of a marketing functional area when a leisure and tourism organisation launches a new product or service.** *One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two developments.* Possible responses may include: • marketing communications planning (1) - the creation and execution of printed marketing materials (1); • public relations activity planning (1) - encouraging media coverage of the organisation and its products (1) and building a relationship between the company and its target audience (1); • marketing research (1) - understanding the behaviours, whims and preferences, of consumers in the market (1); • media planning (1) – helping the organisation to achieve their business objectives through their advertising budgets (1), by deciding the best possible use of various media platforms available for advertising the new product (1);	

Question Number	Answer	Max Mark
	• advertising (1) - communication which typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service (1); • promotion (1) - disseminating information about the new product or service (1). It is one of the four key aspects of the marketing mix (1); • branding (1) - developing a collection of images and ideas representing the organisation or the product (1); often developing the symbols such as a name, logo, slogan and design scheme (1); • naming (1) – creating a name for the product which will be easily recognised and associated to the product (1); • packaging (1) – design and creation of packages which will communicate the package contents to the potential consumer in addition to enclosing or protecting products for distribution, sale and use (1).	**[4]**
(c)	**State two other functional areas within a leisure and tourism organisation.** *One mark for each correct identification up to a maximum of two identifications.* Possible responses may include: • sales (1); • operations (1); • finance (1); • administration/ICT (1).	**[2]**
(d)	**To what extent does grouping key tasks into functional areas enable leisure and tourism organisations to operate more efficiently. Give reasons for your answer.** **Level 1: (1–3 marks)** *Candidate identifies reasons why grouping key tasks into functional areas will enable more efficient operations.* *Candidates at this level will list some of the reasons but will make no attempt to develop these ideas.* The following is an example of a Level 1 answer. Grouping key tasks into functional areas may save money.	

Question Number	Answer	Max Mark
	Level 2: (4–6 marks) *Candidate applies knowledge of grouping key tasks into functional areas. This may be shown by giving examples from an organisation studied.* The following is an example of a Level 2 answer. ABC Hotel Ltd has grouped key tasks which must be done regularly – e.g. stock must be bought, bills must be paid, customers must be served and customer enquiries must be answered. In a small firm all these jobs may be done by one or two people, so the tasks are grouped together. This response would be considered to be a Level 2 response. **Level 3: (7–8 marks)** *Candidate analyses reasons why grouping tasks into functional areas enable leisure and tourism organisations to operate more effectively.* *Candidates at this level will exemplify the indicative content by offering analytical comment.* The following is an example of a Level 3 answer. ABC Hotel Ltd has grouped key tasks that must be done regularly – e.g. stock must be bought, bills must be paid, customers must be served and customer enquiries must be answered. In a small firm all these jobs may be done by one or two people, so the tasks are grouped together saving the organisation time and money because they don't have to recruit extra staff. This response would be considered to be a Level 3 response. **Level 4: (9-10 marks)** *Candidate assesses the extent to which grouping tasks into functional areas enables leisure and tourism organisations to operate more effectively.* *Candidates at this level will exemplify the indicative content by offering evaluative comment.* The following is an example of a Level 4 answer. ABC Hotel Ltd has grouped key tasks, that must be done regularly – e.g. stock must be bought, bills must be paid, customers must be served and customer enquiries must be answered. In a small firm all these jobs may be done by one or two people. On the one hand grouping tasks together saves an organisation such as this time and money because they don't have to recruit extra staff. However, on the other hand not all staff will be good at all jobs and so some jobs might not get done as well as they would by a specialist. Grouping key tasks such as administration can include tasks that range from monitoring budgets to interviewing new staff for their departments.	

Question Number	Answer	Max Mark
	These tasks require a range of different skill sets and if particular aspects of the role are not performed to the required level this can be disastrous for an organisation's image and reputation. A lost order, badly typed letter, important message that is not passed on or a wrong date scheduled for a meeting can cause problems and may lose customers. I think therefore that before a leisure and tourism organisation makes a decision to change their 'working practices' they need to reflect on the skills and competencies of their workforce to ensure that such a change will not have a harmful long term effect on the business. It may be that additional training needs will be generated as a result of grouping functional areas together and as long as the leisure and tourism organisation has the budget to support these training initiatives then the effect could be extremely positive. This response would be considered to be a Level 4 response.	**[10]**
	Paper Total	**[80]**

Assessment Objectives Grid

Question	AO1	AO2	AO3	Total
1(a)(i)	4			4
1(a)(ii)	2	2		4
1(a)(iii)	2	2		4
1(b)(i)	2	2		4
1(b)(ii)	2	2		4
2(a)		2		2
2(b)	4			4
2(c)		4		4
2(d)	3	3	4	10
3(a)(i)	2			2
3(a)(ii)	2	2		4
3(b)(i)	1			1
3(b)(ii)		3		3
3(c)*	3	3	4	10
4(a)	4			4
4(b)	2	2		4
4(c)(i)	2			2
4(c)(ii)	3	3	4	10
Target	**36**	**32**	**12**	**NA**
Actual	**38**	**30**	**12**	**80**

* = This question includes the assessment of quality of written communication.