



**General Certificate of Secondary Education  
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**Leisure and Tourism**

**48403**

**(Specification 4840)**

**Unit 3: The Business of Leisure and Tourism**

***Mark Scheme***

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Question	Expected response	Marks	AOs
1(a)	<p>One mark for basic definition (idea of working with customers), one extra mark for development of that idea, or for an appropriate example other than receptionist.</p> <p><b>Possible response</b> <i>Andrea and Jenny are in direct contact with hotel guests; the same can be said of a holiday rep.</i></p>	2	AO1
1(b)	<p>Marked as 2x2</p> <p>One mark for identification of a correct personal quality, one extra mark for explanation (in the context of a customer-facing job).</p> <p><b>Examples of response</b></p> <ul style="list-style-type: none"> <li>• <i>They may need to be patient so they maintain their calm even with angry customers</i></li> <li>• <i>At Hotel Mons they need to be very polite and formal because the business customers expect that.</i></li> </ul> <p><b>NOTE</b> The answers do not need to refer to Hotel Mons; this is a question about personal qualities, not skills, so answers about IT skills or linguistic skills cannot be credited.</p>	4	AO1
1(c)	<p>The answer is level marked.</p> <p><b>Level 1 – Basic</b> A level 1 answer remains descriptive: the candidate lists the customer-facing jobs of their chosen organisation, yet without commenting on the range. Detailed answers score higher within level 1, as they show good knowledge of the organisation.</p> <p><b>Level 2 – Clear</b> A level 2 answer evaluates the range: is it a narrow range or a wide range? And why? Even a very large hotel may have a narrow range, whilst a multiplex leisure centre may have a wide range. Within level 2, detailed answers score higher.</p>	<p>1 – 3</p> <p>4 – 6</p>	AO3
<b>Total of question 1</b>		<b>12</b>	

Question	Expected response	Marks	AOs
2(a)	<p>One mark for each basic point.</p> <p><b>Possible response</b>  <i>Andrea is Jenny's supervisor.            In the hierarchy Andrea is higher than Jenny.</i></p>	2	AO2
2(b)	<p>One mark for basic definition (executing tasks, following orders), one extra mark for development of that idea.</p> <p><b>Possible response</b>  <i>They are the ones who carry out task. Jobs at an operational level do not have any managerial or supervisory responsibility.</i></p>	2	AO1
2(c)	<p>Three marks maximum for each job (2x3); the marks are not transferable (i.e. a candidate could not score 4 for one description of one job, no matter how precise).</p> <p>One mark for each element of answer.</p> <p><b>Possible response</b>  <i>Mr Mark is the lifeguard so he ensures that all swimmers are safe, he can help in case of problems, for example with first aid, he also teaches children to swim.</i></p> <p><b>NOTE</b>            If one of the job is not at operational level, no mark for that job.</p>	6	AO1
<b>Total of question 2</b>		<b>10</b>	

Question	Expected response	Marks	AOs
<p><b>3(a)</b></p>	<p>The answer is level marked.</p> <p><b>Level 1 – Basic</b> A level 1 answer remains descriptive or just theoretical. The candidate may refer to business tourists and the location of the hotel in a business district, or to marketing and market segmentation in general.</p> <p><b>Level 2 – Clear</b> A level 2 answer comments on the importance of having identified a target market: a level 2 answer is about marketing. Using the example of Hotel Mons, the candidate shows they understand why targeting customers is essential in leisure and tourism organisations.</p>	<p><b>1 – 3</b></p> <p><b>4 – 6</b></p>	<p><b>AO2</b></p>
<p><b>3(b)</b></p>	<p>The answer is level marked.</p> <p><b>Level 1 – Basic</b> A level 1 answer comments on the techniques listed in Figure 3 (advertising in business publications etc), mainly repeating them or rephrasing them.</p> <p><b>Level 2 – Clear</b> A level 2 answer refers to the likely effectiveness of the techniques, explaining them with business tourists in mind: the discounts at week-ends could incite business people to stay longer and do some sightseeing, the idea of advertising in business publications (as opposed to generic ones) seems appropriate too.</p> <p><u>NOTE</u> References to the website are not relevant (and cannot be credit) as it is not a promotional technique but a form of promotional material.</p>	<p><b>1 – 3</b></p> <p><b>4 – 6</b></p>	<p><b>AO2</b> <b>AO3</b></p>

<b>3(c)</b>	One mark for a correct answer.  For the promotional technique accept: <ul style="list-style-type: none"><li>• sales pitching (telephoning potential customers)</li><li>• placement of promotional material/product placement</li><li>• sponsorship, PR, business presentation</li><li>• direct marketing</li><li>• use of social networking.</li></ul> For the promotional material accept: <ul style="list-style-type: none"><li>• leaflet, brochure, flyer</li><li>• poster, billboard, banner</li><li>• TV adverts and radio commercials</li><li>• merchandise.</li></ul> Do not reward answers taken from Figure 3.	<b>2</b>	<b>AO1</b>
	<b>Total of question 3</b>	<b>14</b>	

Question	Expected response	Marks	AOs
4	<p>The answer is level marked.</p> <p><b>Level 1 – Basic</b> A level 1 answer describes some of the sales activities of the two organisations (e.g. special discounts, special offers, membership schemes, vouchers, loyalty cards etc – it will depend a lot on the organisations: a local concert hall and a national tour operator do not sell in the same way).</p> <p>In terms of QWC, a level 1 answer displays basic expression; meaning may be unclear.</p> <p><b>Level 2 – Clear</b> A level 2 answer is a comparison: rather than just listing and describing sales activities of one organisation, then the other, it comments on similarities and/or differences. Depending upon the organisations, the candidate may conclude that sales activities are always the same or are different.</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><u>NOTE</u> The question is about sales, not promotion, so references to advertising are not directly relevant and cannot be credited.</p>	<p>1 – 4</p> <p>5 – 8</p>	<p>AO1 AO3</p>
	<b>Total for question 4</b>	<b>8</b>	

Question	Expected response	Marks	AOs
5(a)	One mark for each correct element of answer.  <b>Possible response</b> <i>Cleaners have very detailed instructions about what to do and what not to do, so they will not hurt themselves when they clean the bathrooms.</i>	3	AO2
5(b)(i)	One mark for basic answer, one mark for development (description).  <b>Possible response</b> <i>COSHH (Control Of Substances Hazardous to Health) is about the fact that some chemicals are dangerous; some ingredients in cleaning products can cause skin allergies and asthma.</i>	2	AO1
5(b)(ii)	The answer is level marked.  <b>Level 1 – Basic</b> A level 1 answer is descriptive; it provides some information (for example about a restaurant dealing with COSHH by having some measures and procedures in place) but there is no clear comparison between the two organisations (the approach is rather “this is how A deals with it, this is how B deals with it”). At the top of level 1, the answer shows good knowledge about both organisations.  <b>Level 2 – Clear</b> A level 2 answer clearly compares how the two organisations deal with the health and safety issue (this could be very similarly or very differently). At the top of level 2, the answer is detailed.	1 – 3  4 – 6	AO1
5(b)(iii)	One mark for each element of the answer.  <b>Possible responses</b> <i>Dealing with this issue is important for both staff and customers. They must avoid problems and bad publicity as this could negatively affect the business.</i>	3	AO1
5(c)	One mark for each correct element of answer.  <b>Possible response</b> <i>COSHH is relevant for any hotel, big or small, because the cleaners will need to handle chemicals and detergents.</i>	2	AO2
<b>Total of question 5</b>		<b>16</b>	