

GCSE

LEISURE AND TOURISM

48403 The Business of Leisure and Tourism

Mark scheme

4840

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Version 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)	<p>One mark ✓ per correct element of answer</p> <p>Possible responses: <i>It is customer-fronting because they work directly with passengers ✓</i> <i>This is similar to the job of a waiter who serves customers in a restaurant ✓ or part of their role is to answer any questions from passengers and serve food and drink.</i></p>	2	AO1 AO2
1(b)(i)	<p>One mark ✓ per correct element of answer</p> <p>Possible response: <i>At Loykido, the two main duties of Jason are to run step classes ✓ and also to help people at the gym ✓ if they have questions about some of the machines ✓</i></p>	4	AO1
1(b)(ii)	<p>No mark for just answering “yes” or “no”: the marks are for the justification.</p> <p>One mark ✓ per correct element of answer</p> <p>Possible responses: <i>Yes, Jason must look after the health and safety of people at the gym ✓ because they could hurt themselves pulling a muscle if they don't use the machines correctly ✓</i></p>	2	AO2
Total for question 1		8 marks	

Question	Expected response	Marks	AOs
2(a)	<p>One mark per correct element of answer</p> <p>Possible responses: <i>Supervisory means that some positions would be like line managers ✓ for example the Senior Flight Attendant is the boss of all the flight attendants like Stevie ✓</i></p>	2	AO1
2(b)	<p>The answer is level marked.</p> <p>Level 1</p> <p>A level 1 answer lists jobs at different levels of seniority and may comment on their relationships. The answer is descriptive, not explanatory. At the top of level 1, the description is precise in the context of an organisation (as opposed to generic i.e. with comments that could apply to any organisation).</p> <p>Level 2</p> <p>A level 2 answer is explicitly explanatory: it explains why the chosen organisation has a range of staff at different levels of seniority (which could be with reference to the number of staff in total or job allocations, depending upon the organisation). At the top of level 2, the description is detailed in the context of an organisation.</p> <p>Possible response (Level 2):</p> <p><i>I have studied our local McDonald's restaurant. It has staff at different levels of seniority: operational crew (who get the orders or prepare the food), supervisors (who manage the teams) and two senior managers (who oversee the supervisors and the whole restaurant). This is necessary because there are so many staff (over 50), especially part-time, that clear lines of command authority are necessary. That way, everybody knows who they report to. The two senior managers report to the owner and are not involved with the operations; they only work in the office.</i></p>	<p>6</p> <p>1-3</p> <p>4-6</p>	A01

Question	Expected response	Marks	AOs
2(c)	<p>One mark ✓ per correct element of answer</p> <p>Possible responses:</p> <p><i>Such charts are useful because they show the hierarchy in an organisation ✓ and they give clear indication of who reports to whom ✓</i></p> <p><i>They are also useful for salary and career progression (1) as people higher up are more senior, more experienced and higher paid ✓</i></p> <p><i>They show how many people report to the same manager ✓</i></p>	4	AO2
	Total for question 2	12 marks	

Question	Expected response	Marks	AOs
3(a)	<p>One mark ✓ per correct element of answer (1 mark for a basic suggestion, another mark for development)</p> <p>Possible responses: <i>They must have GCSE Maths because the job includes selling stuff on-board and calculating prices ✓ and the flight attendant must have some basic arithmetic skills ✓</i> <i>They must be at least 5ft 3in tall because for their job they may need to reach overhead safety equipment ✓ and if they are too short they could not do so ✓</i></p>	4	AO2
3(b)	<p>One mark ✓ per correct element of answer (1 mark for a basic suggestion, another mark for development)</p> <p>If the answer is not applied to flight attendants, the maximum mark here is 1 (for example: generic answer about organisational skills or time management)</p> <p>Possible response: <i>They may need to be friendly and very reassuring with some passengers ✓ as some people are afraid of flying and the cabin crew needs to calm them down ✓</i></p>	2	AO2
3(c)	<p>One mark ✓ per correct element of answer (1 mark for a basic suggestion, another mark for development)</p> <p>If the answer is not applied to flight attendants or an airline, the maximum mark here is 1 (for example: generic answer about customer service)</p> <p>Possible responses: <i>It may cover health and safety in aircraft ✓ for example about evacuation procedures in case of emergency landing ✓</i></p>	2	AO2
Total for question 3		8 marks	

Question	Expected response	Marks	AOs
4(a)	<p>Note: There is “preferred choice” i.e. both radio or television may be argued.</p> <p>The answer is level marked.</p> <p>Level 1</p> <p>A level 1 answer is a list of advantages and/or disadvantages of advertising on radio and/or television. At the top of level 1, the answer covers both radio and television, but it remains partial, with key ideas missing (e.g. about intended audience or cost/price).</p> <p>In terms of QWC, written expression is basic or meaning is unclear.</p> <p>Level 2</p> <p>A level 2 answer has the form of a discussion: the candidate does go beyond just listing advantages and disadvantages, and starts comparing and contrasting the two options (radio and television).</p> <p>In terms of QWC, written expression will be clear in conveying meaning.</p> <p>Level 3</p> <p>A level 3 answer is a discussion that ends with a clear and explicit conclusion (about radio or television being better for Spanish Airways).</p> <p>In terms of QWC, written expression is fluent and conveys meaning well.</p>	<p>10</p> <p>1-4</p> <p>5-8</p> <p>9-10</p>	<p>2 AO1 8 AO3</p>

	<p><i>Alton Towers has an official website which provides a lot of valuable information, for example practical details such as location and price. It also includes special offers and discounts if you book online on certain dates, so Alton Towers uses it very well, as it makes people visit the website often, to see if there are new deals. From the website, you can also join their Facebook page, which is good as many people want more than just a website.</i></p>		
	Total for question 4	20 marks	

Question	Expected response	Marks	AOs
5(a)	<p>One mark ✓ per correct element of answer</p> <p>Possible responses: <i>A market segment is a small part of the overall market ✓ that an organisation targets</i> <i>It can be defined using criteria such as age, gender or social class ✓</i></p>	2	AO1
5(b)	<p>The answer is level marked.</p> <p>Level 1</p> <p>A level 1 answer is descriptive: it lists the needs of one type of one target market (for example female swimmers users who may want women-only classes or women-only hours) but there is no clear analysis (no link to what the organisation does or has in place to meet those needs). At the top of level 1, the description is precise in the context of an organisation (as opposed to generic i.e. with comments that could apply to any organisation).</p> <p>Level 2</p> <p>A level 2 answer is explicitly analytical: it links the customers' needs to operational practice (i.e. what the target market wants and what the organisation does to satisfy it). At the top of level 2, the description is detailed in the context of an organisation.</p> <p>Possible response (Level 2):</p> <p><i>The Hotel du Roy is a business hotel in Brussels. During the working weeks, it targets business tourists (and leisure tourists on Saturdays and Sundays). Business tourists are in Brussels for serious and important meetings; they need early breakfast, a range of business newspapers, many international TV channels and Wi-Fi in their rooms. The Hotel du Roy provides all this, although some customers sometimes complain when they find out that they have to pay extra for Wi-Fi (as for some other hotels it is directly included)</i></p>	<p>6</p> <p>1-3</p> <p>4-6</p>	<p>2 AO1</p> <p>4 AO3</p>

Question	Expected response	Marks	AOs
5(c)	<p>One mark ✓ to identify a market segment clearly Up to three marks ✓✓✓ for the justification</p> <p>Possible responses: <i>Loykido Leisure Centre could also target pregnant women and young mums ✓ as other gyms are doing elsewhere, their competitors ✓ because it is becoming popular to have special classes with special programmes of exercise ✓ and they could also socialise at the Loykido café afterwards ✓</i></p>	4	2 AO1 2 AO2
	Total for question 5	12 marks	