

# **Leisure and Tourism**

General Certificate of Secondary Education **B181**

Understanding the Leisure and Tourism Industries

## **Mark Scheme for June 2010**

---

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of pupils of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, OCR Nationals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support which keep pace with the changing needs of today's society.

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by Examiners. It does not indicate the details of the discussions which took place at an Examiners' meeting before marking commenced.

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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2010

Any enquiries about publications should be addressed to:

OCR Publications  
PO Box 5050  
Annesley  
NOTTINGHAM  
NG15 0DL

Telephone: 0870 770 6622  
Facsimile: 01223 552610  
E-mail: [publications@ocr.org.uk](mailto:publications@ocr.org.uk)

**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.

Question	Expected answer	Mark	Rationale
1 (a) (i)	<p><b>Identify <u>FOUR</u> winter sports that can be enjoyed indoors.</b></p> <p>One mark for each correct identification</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• Skiing (✓)</li> <li>• Snowboarding</li> <li>• Ice skating (✓)</li> <li>• Curling (✓)</li> <li>• Ice climbing (✓)</li> <li>• Sledging (✓)</li> <li>• Tobogganing (✓)</li> <li>• Ice Hockey (✓)</li> <li>• Snow tubing (✓)</li> </ul>	<b>[4]</b>	<p>Compulsory annotation: ✓ or x</p> <p>Allow others where valid.</p>
(ii)	<p><b>Describe a typical indoor winter sports facility.</b></p> <p>One mark for each factual point made.</p> <p><b>Up to two marks for each description.</b></p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• Indoor ski slope</li> <li>• Curling rink</li> <li>• Ice rink</li> <li>• Real snow</li> <li>• Kept at a low temperature</li> <li>• Seating / viewing for spectators</li> <li>• Café / restaurant</li> <li>• Vending machines</li> <li>• Bar area</li> <li>• Shops selling clothing / equipment</li> <li>• Very large buildings</li> </ul>	<b>[4]</b>	<p>The answer should be descriptive.</p> <p>Must not be a list repeating activities for 1(a)(i)</p>

Question	Expected answer	Mark	Rationale
	<ul style="list-style-type: none"> <li>• DJ station</li> <li>• Changing facilities</li> <li>• Lockers to store valuables</li> <li>• Equipment hire facility</li> <li>• Separate areas for different activities i.e. skiing, sledging, etc</li> <li>• Training / lessons</li> <li>• Toilets / baby changing</li> </ul> <p>Xscape in Milton Keynes is a huge building (✓) that has a ski slope (✓). The slope has real snow on it (✓) and is kept at a very cold temperature (✓).</p> <p><i>Alternative</i> An indoor winter sports facility could be an ice rink. They have a rink for skating (✓) and seating for spectators (✓). They have a skate hire room (✓) and sometimes a DJ station (✓) where music is played.</p>		
(iii)	<p><b>Identify <u>TWO</u> potential health and safety hazards that might exist within an indoor winter sports facility.</b></p> <p>One mark for each valid hazard identified.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• Slippery snow / ice surfaces</li> <li>• Skiers/skaters/Snowboarders - collisions</li> <li>• Upward lifts (moving parts)</li> <li>• Incorrect clothing for the environment</li> <li>• Incorrect use of equipment</li> <li>• People carrying equipment</li> <li>• Falling off a ski lift</li> <li>• Skates going over fingers</li> <li>• Faulty equipment</li> </ul> <p>Accept other valid answers.</p>	<b>[2]</b>	<p>Compulsory annotation: ✓ or x</p> <p>Do not allow replicated answers</p> <p>Do not allow consequences of hazards</p>

Question	Expected answer	Mark	Rationale
1 (b)	<p><b>Describe the duties and responsibilities of an indoor winter sports instructor.</b></p> <p>Award <b>one</b> mark for each valid factual point made in continuous prose.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• Teach activity technique</li> <li>• Preparing, teaching and evaluating sessions, Private or group</li> <li>• Communication and customer care</li> <li>• Class management and safety</li> <li>• Promoting winter sports</li> </ul> <p>Exemplar response</p> <p>An indoor winter sports instructor might be a ski instructor. S/he will have to teach lessons (✓) to either groups or individuals (✓). This may include video analysis evaluation (✓). S/he will have to be responsible for first aid if needed (✓) and will be responsible for the safety of the students (✓). S/he will also have to promote winter sports activities (✓).</p>	<b>[4]</b>	<p>Compulsory annotation: ✓ or x</p> <p>The answer may be a series of simple sentences.</p>
(c)	<p><b>Explain how such costs affect people's decision to take part in activities at an indoor winter sports facility.</b></p> <p>Level of response scheme. Marks are to be awarded where the skill level is shown in the relevant context.</p> <p>Indicative content:</p> <p>Cost is relatively high therefore:</p> <ul style="list-style-type: none"> <li>• Can be too expensive for family groups</li> <li>• Family tickets can work out cheaper depending on numbers</li> <li>• May only use facilities on special occasions such as birthdays</li> <li>• Where chosen it is likely to be for a special treat.</li> <li>•</li> </ul>	<b>[6]</b>	<p>Compulsory annotation: L1 or L2</p> <p><b>Must not allow any costs not directly related to participation. For example answers should be related to admission prices &amp; cost of activities.</b></p>

Question	Expected answer	Mark	Rationale
(c)	<ul style="list-style-type: none"> <li>• Unlikely to be a weekly activity unless a membership is available – this reduces the cost per session.</li> <li>• If you want lessons they are cheaper if you go as a group.</li> <li>• Cost of hiring or buying all the equipment such as skis, boots and poles.</li> <li>• Cost of specialist clothing</li> <li>• If you go as a night out it is cheaper than other activities such as the theatre.</li> <li>• May take own food if costs are high inside facility</li> </ul> <p>The emphasis is on offering reasons using specialist knowledge. At the higher level the reasons given will be expanded and exemplified.</p> <p>Exemplar answer not in context:- If the activities are expensive and so if you don't have much money you will not go very often (L1- 1). For example to spend 2 hours there you could get a full day activity somewhere else for the same price. (L1 – 2)</p> <p>Exemplar in context:- It is expensive entry at most indoor winter sports facilities (L1 – 1) but if you also want a lesson as well this will cost you more (L2 - 4). Taking a family could be so expensive (L1 - 2) you can only go for a special treat (L2-5). When this cost is compared to going out to eat or to a theatre it does not cost that much and so people might do this instead as their weekly activity (L2 - 6).</p>		Candidates who apply knowledge & understanding of costs but do not relate these aspects to the context of an indoor winter sports facility cannot access level 2.

Question	Expected answer	Mark	Rationale
2 (a) (i)	<p><b>Identify two visitor groups which are targeted in the marketing leaflet shown in Fig. 1.</b></p> <ul style="list-style-type: none"> <li>• Families</li> <li>• School/education groups</li> </ul>	<b>[2]</b>	Compulsory annotation: ✓ or x
(ii)	<p><b>What is meant by the term ‘recreational purposes’?</b></p> <p>The candidate should illustrate the meaning of recreational purpose through application of learned knowledge. Example may be used.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• Activity engaged in for relaxation (✓)</li> <li>• The creation of a condition of being amused (✓)</li> <li>• Sometimes its use implies that the activities have positive value in terms of mental and physical therapy (✓)</li> <li>• Also it can be a fun learning activity (✓)</li> <li>• Activities are not confined to sport and physical recreation (✓)</li> <li>• Recreation is a social service (✓)</li> </ul> <p>Exemplar response</p> <p>The term means that the activity is beneficial by way of being fun, (✓) stimulating(✓), refreshing(✓), or relaxing(✓) in some form, either physical, mental, or the combination of the two. (✓)</p>	<b>[2]</b>	Compulsory annotation: ✓ or x



Question	Expected answer	Mark	Rationale
(b) (i)	<p><b>Identify <u>TWO</u> potential hazards to visitors which may exist at a facility such as Zooland.</b></p> <p>One mark for each correct identification of a hazard in context up to a maximum of two identifications.</p> <p>Indicative content</p> <ul style="list-style-type: none"> <li>• Dangerous animals</li> <li>• Disease from animals</li> <li>• Trips and slips</li> <li>• Use of play equipment</li> <li>• Vehicles moving in Zoo area</li> <li>• Animals biting customers</li> <li>• Escaping animals</li> </ul> <p>Accept other valid answers</p>	<b>[2]</b>	
(ii)	<p><b>Outline <u>TWO</u> ways in which the HASAW Act helps ensure that Zooland manages potential hazards so that customers are not exposed to risks while visiting the zoo.</b></p> <p>A general description is required covering the main points of hazard management. All the detail is not required.</p> <p>Indicative content</p> <ul style="list-style-type: none"> <li>• Risk assessment</li> <li>• Effective notices</li> <li>• Staff training</li> <li>• Manage harmful substances</li> <li>• Effective fencing/caging</li> <li>• Hand washing facilities</li> </ul> <p>Exemplar response</p> <p>Zooland can put up clearly visible signs for customers (✓). These could concern areas where dangerous animals are housed (✓) or where a cleanliness hazard requires warning (✓).</p>	<b>[6]</b>	<p>Answers must relate directly to the content of the HASAW Act and not to general H&amp;S issues.</p> <p>Answers must also relate to the management of hazards such as warning signs &amp; NOT the consequences of hazards e.g. if signs are ignored.</p>

Question	Expected answer	Mark	Rationale
2 (c)	<p><b>Discuss how the recruitment and selection process is used to ensure suitable people are employed by organisations such as Zooland.</b></p> <p>Credit candidate where facts, details or particulars are given about the processes and NOT the skills required.</p> <p>Recruitment and selection processes will be different for each organisation. The answer should be describing elements of a typical process.</p> <p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• Assess the need for the job and ensure there is adequate funding for it</li> <li>• Review the job description to ensure that it meets the present and future requirements</li> <li>• Review the person specification to ensure it meets the requirements of the job description</li> <li>• Design the selection process</li> <li>• Draft the advertisement and select the advertising media</li> <li>• Short list using the person specification only</li> <li>• Interview and test short-listed candidates</li> <li>• Validate references, qualifications and security clearances</li> <li>• Make appointment</li> </ul> <p><b>Level 1: (1 -2 marks)</b> Candidate describes one or two parts of a process. For example placing an advert and holding interviews.</p> <p><b>Level2: (3 – 6 marks)</b> Candidate will explain at least one part of a process. The answer will be more factually accurate. At L2 the candidate will probably not have identified the whole of the process.</p>	[8]	

Question	Expected answer	Mark	Rationale
	<p><b>Level 3 (7 – 8 marks)</b> Candidate will have analysed an entire procedure from realising the need for a person through to appointing a successful candidate. There will be evidence of evaluation in the answer.</p> <p><b>Exemplar answer</b></p> <p>Recruitment starts when a position becomes available. The first step is to assess the need for the job (L1 – 1) and ensure it can be funded (L1 – 1), next the job description and person specification can be reviewed (L1 – 2) to ensure they meet the organisations needs (L2 – 3). The next step is to design a recruitment process with time frames attached and then create a job advertisement and select suitable advertising media so that they reach suitable candidates (L2 – 5) ie in a magazine such as 'Zoo Weekly'. Once applications are received a short list of applicants can be made and interviews arranged.(L2 – 6) After interviews have taken place if a suitable candidate is found an appointment can be made. (L3 -7) However, additional training can be organised to fill any gaps in skill, or the post can be re-advertised. Finally the candidates are informed of the decision.(L3 – 8)</p>		

Question	Expected answer	Mark	Rationale
3 (a) (i)	<p><b>In which country would you find each of the following?</b></p> <p>One mark for each correct answer.</p> <p>Coliseum = Italy</p> <p>Victoria falls = Zambia</p>	<b>[2]</b>	<p>Compulsory annotation: ✓ or x</p> <p>Do not accept:</p> <p>Rome</p> <p>South Africa</p>
(ii)	<p><b>Identify, with an example, the reason why tourists visit each of the following destinations.</b></p> <p>One mark for the reason ie walking and one mark for exemplification ie mountains or Snowdonia</p> <p>New York - to go shopping (✓) at Macy's(✓) in New York.</p> <p>Snowdonia - to go walking(✓) in the mountains(✓).</p>	<b>[4]</b>	<p>Compulsory annotation: ✓ or x</p> <p>Accept responses such as business or leisure if they are supported by example ie shopping in Bloomingdale's. Do not accept business or leisure without example as this is too generic</p>

Question	Expected answer	Mark	Rationale
(b)	<p><b>Explain <u>TWO</u> reasons why a couple may choose to travel to Spain by car for a holiday.</b></p> <p>Answer must offer reasons and make these reasons clear and comprehensible for max marks.</p> <p>Possible reasons:</p> <ul style="list-style-type: none"> <li>• Convenience – time for outbound and inbound journeys</li> <li>• Duration of stay – maybe a long stay where a car is required.</li> <li>• Due to ownership of property at destination</li> <li>• Cheaper during peak season</li> <li>• To allow touring en-route</li> <li>• Scared of flying</li> <li>• May wish to visit places while en-route</li> <li>• No luggage limits</li> </ul> <p><b>Possible responses</b></p> <p>Convenience is one reason as if you have your own car you can go when you please (✓) on the tunnel and you can take whatever luggage you want (✓) you can also stop when you want. (✓)</p> <p>Duration – if the couple are going for a long time a car might be necessary for their daily routine (✓) and it would be too expensive to hire one. (✓)</p>	<b>[4]</b>	Compulsory annotation: ✓ or x

Question	Expected answer	Mark	Rationale
(c)	<p><b>Evaluate the appeal of a holiday in Majorca to a family with young children.</b></p> <p>Level of response mark scheme</p> <p><b>This question will be assessing QWC – see instructions at front of mark scheme.</b></p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• Easily accessible</li> <li>• Many packages</li> <li>• Cheap flights</li> <li>• Reliable sun and heat</li> <li>• Good range of hotels</li> <li>• English widely spoken</li> <li>• Many kids clubs</li> <li>• Range of activities for all the family</li> <li>• fantastic marina in Palma</li> <li>• mountain ranges towering over the "orange valley" of Soller</li> <li>• beaches such as at Alcudia</li> <li>• unlimited chic nightlife</li> <li>• Magaluf - nightlife</li> <li>• extensive shopping</li> <li>• stunning architecture</li> <li>• stylish restaurants</li> </ul> <p><b>Level 1 (1-2 marks)</b> Candidates will identify factors that contribute to the appeal but will not apply them and/or will make no attempt to develop the ideas.</p> <p><b>Level 2 (3-6 marks)</b> Candidate will apply acquired knowledge and understanding of Majorca to develop &amp; expand factors that contribute to the appeal.</p>	<b>[10]</b>	Compulsory annotation L1, L2, L3

Question	Expected answer	Mark	Rationale
	<p><b>Level 3 (7-10 marks)</b> Candidate analyses/makes reasoned judgements about the appeal making reasoned judgements.</p> <p><b>Exemplar response</b> The place will appeal because it is hot (L1-1) and has lots of beaches (L1 – 2) there are also lots of clubs. Majorca is located close to Spain (L2 – 3) and has short flights of only 2.5 hrs (L2 – 4). This is great for young kids as they don't get bored (L3 – 7). The weather in Majorca is good and there are lots of long sandy beaches for the whole family to enjoy (L2 – 5), with the main ones being well looked after and having lifeguards around ie the beach at Alcudia (L2- 6). Many UK tour operators offer packages to Majorca with a range of accommodation to suit all budgets. Many hotels have kids clubs and child friendly activities so the whole family can enjoy their stay(L3 – 8). Although Spanish, English is widely spoken which can suit people who don't speak any Spanish (L3 – 9) also English food is widely available this may be appealing for families as children can be choosy about what they eat (L3 – 10).</p>		

Question	Expected answer	Mark	Rationale
4 (a) (i)	<p><b>What is meant by each of the following accommodation types?</b></p> <p>One mark for each description – the description should give some basic particulars of each.</p> <p>Holiday village – often chalet (✓) or apartment (✓) type accommodation complete with bedrooms, kitchen and seating area. (✓) Likely to have TV and radio for entertainment (✓).</p> <p>Mobile home – a permanently parked home similar to a large caravan(✓) can be moved on a large lorry (✓) likely to have bedrooms, kitchen and seating area(✓) may also have TV and radio for entertainment(✓).</p>	[2]	Compulsory annotation: ✓ or x 2 x 1 mark
4 (a) (ii)	<p><b>Which type of accommodation has....?</b></p> <p>One mark for each correct answer.</p> <p>Highest total spend – hotel/guest house Lowest spend per night – non-paying guest with relative or friend</p>	[2]	Compulsory annotation: ✓ or x 2 x 1 mark



Question	Expected answer	Mark	Rationale
4 (a) (iii)	<p><b>Explain two reasons why this trend occurs.</b></p> <p>One mark for reason given with a further mark for each supporting illustration (max 3 per reason). No marks awarded for identifying the trend.</p> <p>The candidate must make the reason comprehensible using application of learned knowledge.</p> <p>Indicative content</p> <ul style="list-style-type: none"> <li>• Niche market appealing to few people</li> <li>• Only popular for the warm summer months</li> <li>• Involves hard work not seen as relaxing by some people</li> <li>• Little marketing put into camping</li> <li>• Not all camping is recorded</li> <li>• Cheaper than other types of accommodation.</li> <li>• Work patterns</li> </ul> <p>Exemplar response</p> <p>Due to the UK weather (✓) people will only want to camp when it is warm in the summer (✓). The winter tends to be wetter (✓) and so tents get damp (✓)also pitching a tent and then having to walk to toilet/shower blocks is less pleasant in the winter.(✓)</p> <p>Camping is also much cheaper (✓) than other types of holiday accommodation (✓) and so more affordable to families.(✓)  Many campsites provide entertainment targeted at children and families (✓) during the summer school holiday (✓) period but not during the rest of the year.</p>	[6]	Compulsory annotation: ✓ or x 3 x 2 or 2 x 3 marks

Question	Expected answer	Mark	Rationale
4 (b)	<p><b>Analyse the data in Fig. 2 and draw conclusions about the average spend per night for the different types of accommodation.</b></p> <p>The question requires analysis so the candidate should be awarded for examining the table to examine its essential features</p> <p>Indicative content</p> <p>The majority of tourism nights are spent staying with family or friends            People spend the most per night when they are staying in a hotel or B&amp;B            More tourist nights are spent in hotels than any other 'paid for' accommodation            Serviced accommodation (mainly hotels) is much more important in terms of spending than other forms of accommodation.</p> <p>Levels of response mark scheme</p> <p><b>Level 1: (1-3 marks)</b>            Candidate identifies the highs and lows of the figures given without reasoning in the analysis.</p> <p><b>Level 2: (4-7 marks)</b>            Candidate breaks down the table into sections such as spend and nights. The answer considers each separately and at the higher end of the mark band some reasoning is given.</p> <p><b>Level 3: (8-10 marks)</b>            Where a candidate has analysed the table and shown good evidence of reasoning / evaluation in answer.</p> <p>Exemplar response:</p> <p>The result shows us that most tourism nights are spent in friends or relatives homes (L1-1). The total spend is much higher for hotels than any other type</p>	[10]	

Question	Expected answer	Mark	Rationale
	<p>of accommodation (L1-2). The highest spend per night is for hotels (L1 – 3).</p> <p>The reason for people spending more when they are staying in a hotel is because it costs more to stay in a hotel (L2 – 4) and if you buy food or drinks the cost is even higher (L2 - 5). Staying at friends &amp; relatives is cheap because they offer their facilities for free (L2 – 6) and you may only need to buy extras like food and drink (L2 – 7).</p> <p>The data tells us that the tourism industry relies heavily on short trips to serviced accommodation. These may be business tourism trips (L3 - 8) that produced high rates of average spend per night as they are often paid for by companies (L3 – 9). The lowest average spend per night links directly with the number of facilities on offer which will be found mainly in non-serviced accommodation (L3 -10).</p>		

**OCR (Oxford Cambridge and RSA Examinations)**  
**1 Hills Road**  
**Cambridge**  
**CB1 2EU**

**OCR Customer Contact Centre**

**14 – 19 Qualifications (General)**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

**[www.ocr.org.uk](http://www.ocr.org.uk)**

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

**Oxford Cambridge and RSA Examinations**  
is a Company Limited by Guarantee  
Registered in England  
Registered Office; 1 Hills Road, Cambridge, CB1 2EU  
Registered Company Number: 3484466  
OCR is an exempt Charity



**OCR (Oxford Cambridge and RSA Examinations)**  
Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553