

# **Leisure and Tourism**

General Certificate of Secondary Education

Unit **B181**: Understanding 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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
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## Annotations

Annotation	Meaning
	Unclear
	Benefit of doubt
	Cross
	Ignore
	Level 1
	Level 2
	Level 3
	Level 4
	Not answered question
	Repetition
	Tick
	Vague

Question		Answer	Marks	Guidance
1	(a)	Indicative content: <ul style="list-style-type: none"> <li>• swimming pool</li> <li>• fitness room</li> <li>• gym</li> <li>• badminton court</li> <li>• five a side football court</li> <li>• table tennis table</li> <li>• martial arts room</li> <li>• tanning room</li> <li>• children's party area</li> <li>• café</li> <li>• creche</li> <li>• vending machines</li> <li>• changing rooms</li> <li>• lockers</li> <li>• shop</li> <li>• tennis courts</li> </ul>	4	One mark for each correct facility named up to a maximum of four such identifications, 1x4 facilities.  Do <b>not</b> accept activities, must be a facility other than car park and toilets/disabled toilets, disabled access is a provision rather than facility.  Allow other accurate answers <b>only</b> where these are a facility.
	(b)	Indicative content:  Tenpin bowling: <ul style="list-style-type: none"> <li>• bowling lanes</li> <li>• shoe hire</li> <li>• bar</li> <li>• cafe</li> <li>• amusement machines</li> <li>• toilets</li> <li>• reception area</li> </ul>	4	One mark for each factual point made, plus a further one mark for developmental description.  2 facilities +2 descriptions.  The answer must be descriptive.  Do not accept changing rooms.

Question	Answer	Marks	Guidance
(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> <li>• turn the pub into a children's themed area</li> <li>• provide a warm welcome for families</li> <li>• provide child friendly food</li> <li>• offer lollipops to children</li> <li>• colouring books</li> <li>• toys for children to play with</li> <li>• family rooms</li> <li>• play areas inside and outside</li> <li>• high chairs</li> <li>• baby changing rooms</li> <li>• parent and child car parking</li> </ul> <p>An answer scoring maximum marks might offer that a pub can offer toys for children to play including. eg, a small soft play area full of soft animals. A pub also provides child friendly food, such as fish fingers and chips which appeal to children.</p>	4	Award one mark for each point made up to a maximum of two marks, and one further mark for each development point made up to a maximum of two marks.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)	<p>Indicative content:</p> <p>Eating out is covered in the specification under both pubs and restaurants in 3.1.1. Candidates must be able to discuss the range of products, services and facilities which are provided and, in 3.1.2, the reasons why people use leisure and tourism facilities. This may be generated from either section of the specification.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• wide range of options available due to the huge range of facility types and the range of services provided within them</li> <li>• restaurants target customers through marketing such as TV and press. The rise in popularity of TV chefs has opened the restaurant culture to the mass market. Regular TV advertisements for fast food chains has encouraged greater take up</li> <li>• improved quality of food through pubs as they move from wet sales only to food sales; also where carvery type options have been added with higher quality at lower prices and child friendly environments</li> <li>• unique experience in themed restaurants such as the Planet Hollywood experience where special occasions are well catered for</li> <li>• healthy food restaurants including the rise in vegetarian and vegan but also organic restaurants</li> <li>• smoking ban has encouraged more families to participate and made eating a more enjoyable experience for many</li> </ul>	8	<p>Candidates receive credit for the development of conclusions drawn at any point in the answer. The conclusions at the top end of the mark scheme should generate from the reasons discussed and the conclusions are likely to form a large section of the answer. The development of only one reasoning point will not enable the candidate to reach Level 3.</p> <p>The level can be judged using the AO guidance given and conclusion type statements should be looked for throughout the work.</p>	<p>AO1 Knowledge and understanding accounts for 2 marks</p> <p>AO2 Application counts for 2 marks</p> <p>AO3 Analysis, evaluation, making judgements and presenting conclusions counts for 4 marks</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<ul style="list-style-type: none"> <li>fast food culture has meant a rise in fast food restaurants and also fish and chip restaurants which appeal to a wider market</li> <li>ties with other attractions and facilities such as theme parks and cinema</li> <li>busy people lack time for food preparation especially in the areas dominated by business people such as the city of London</li> </ul>			

Question			Answer	Marks	Guidance
2	(a)		Indicative content: <ul style="list-style-type: none"> <li>fishing</li> <li>walking</li> <li>hiking</li> <li>eating out</li> <li>having a drink</li> <li>relax in the spa</li> <li>look at the scenery</li> </ul>	4	Brookfield has access to a wide range of leisure facilities, and so most answers can be considered, even if they fall outside of the indicative content list.  Allow activity implied – i.e. bar or spa.
	(b)		Indicative content: <ul style="list-style-type: none"> <li>changing beds</li> <li>cleaning</li> <li>replenishing welcome baskets</li> <li>replenishing bathroom products</li> <li>washing linen</li> <li>ironing linen</li> </ul>	4	Award one mark for the duty given, plus a further one mark for development of the duty.  2 points x 2 descriptions.

Question		Answer	Marks	Guidance
	(c)	Indicative content: <ul style="list-style-type: none"> <li>• epos</li> <li>• paper based record</li> <li>• PC self developed spreadsheet such as Excel</li> <li>• off the shelf software package</li> </ul>	4	Award one mark for each valid point made up to a maximum of two, and a further one mark for the development of each point made.
	(d)	Indicative content: <p><b>Positive:</b></p> <ul style="list-style-type: none"> <li>• brings money to the local area</li> <li>• creates employment opportunity for locals</li> <li>• can support local crafts and industry</li> <li>• allows people to appreciate beautiful surroundings</li> <li>• can mean development of a large range of facilities to do activities such as boating, walking, climbing</li> <li>• socialisation with locals</li> </ul> <p><b>Negative:</b></p> <ul style="list-style-type: none"> <li>• requires the erection of buildings for accommodation</li> <li>• can bring more traffic to the area, cars cause traffic jams at popular times and create air pollution.</li> <li>• can mean that there are not enough parking spaces for cars so they have to park in the road and on grass and cause a nuisance.</li> <li>• can disturb local peace</li> <li>• popular walking areas suffer from erosion.</li> <li>• Conservationists are annoyed at damage to environment.</li> <li>• habitats destroyed for land to build car parks/hotels on</li> </ul>	8	Award one mark for each valid point made maximum four and a further one mark for each of four developmental points made. <p>4 points made +4 development points = 8 marks</p> <p>Candidates may choose issues based on any of social, political, economic, or environmental.</p>



Question			Answer	Marks	Guidance
3	(a)	(i)	Cairo – Egypt Hanoi – Vietnam	2	One mark for each correct response. Only these answers can be correct.
		(ii)	Kuramathi – beaches and sea to take a honeymoon Edinburgh – to visit a festival such as the Edinburgh festival	4	One mark for each correct identification of a reason, plus a further one mark for each correct example.
	(b)		<p>Indicative content:</p> <p><b>Walk the Inca Trail to Machu Picchu.</b> This is Peru`s most popular trekking route and possibly one of the most spectacular walks in the Americas. Each year, some 25,000 hikers from all over the world walk the 43 km (27 miles) stone-paved trail, built by the Incas to get to the citadel of Machu Picchu, deep in the Cuzco cloud forest.</p> <p><b>Natural locations</b> with a variety of eco-systems and a high degree of biodiversity in world terms, it is one the few countries in the world which can offer the traveller sun and beaches, snow sports, and adventure in the tropical jungle at any time of year.</p> <p><b>Historical structures</b> which show the signs of civilization from paleolithic times through various stages of Andean cultures until they reached their prime in the grand buildings of the Incas.</p> <p><b>Folklore</b> with expressions of dance, music, gastronomy and crafts which are unique to each one of the regions.</p> <p><b>Remarkable human</b> achievements such as the temples and fortresses built at high altitudes (Chavin, Kuelap, Machu Picchu), the mysterious Nasca Lines, and colonial churches.</p> <p><b>Events</b> in which visitors can participate, such as the case of many popular festivals – Corpus Christi in Cusco or the Virgen de la Candelaria in Puno – which are held throughout the year.</p>	4	Award one mark for the correct identification of each of a reason a further one mark for development/explanation of each reason.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)*	<p>Indicative content:</p> <p>Attractions for families include:</p> <p><b>Butterfly Park and Insect Kingdom</b> – one of Asia’s largest collections of insects with 3,000 different species. An outdoor conservatory houses 1,500 live butterflies and there is a live pupae enclosure to watch young butterflies emerge.</p> <p><b>Fort Siloso Tours</b> – the new Fort Siloso experience takes visitors from Singapore’s earliest days through the events of World War II. The tour includes a shuttle ride on a fort tram, a series of films and exhibits as well as a</p> <p>look at the fort’s structures and tunnels to experience what life was like for soldiers serving on Sentosa in the 19<sup>th</sup> and 20<sup>th</sup> century.</p> <p><b>Images of Singapore</b> – this one–stop venue showcases Singapore’s history, culture and values. The attraction interweaves legend, fact and folklore through four sections: The Four Winds of Singapore – a multimedia theatre show; Singapore Adventure – environmental effects, multimedia elements and presentations bringing the Singapore story to life; Singapore Celebrates – the colourful displays here showcase Singapore’s special occasions, festivals and holidays across the diverse cultures of the Chinese, Malay, Indian and Peranakans; and Celebration City – a stage of live performances showcasing the spirit of Singapore.</p> <p><b>Nature Walk – Dragon Trail</b> – This trail starts near the cable car plaza and meanders through a secondary rainforest, giving visitors a close look at Sentosa’s flora and fauna. Distance 1.5km. Free admission.</p>	10	<p>An answer in Level 3 is likely to cover both positive and negative points and be well structured. At Level 2 the candidate is expected to have studied the destination and so should be able to give specific appeal points from the specification. The more generic answers are unlikely to show application and so will probably fall into Level 1. Marks for QWC are built in to the mark scheme.</p>	<p>AO1 Knowledge and understanding accounts for 2 marks AO2 Application accounts for 4 marks AO3 Analysis, evaluation, making judgements and presenting conclusions accounts for 4 marks</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p><b>Sentosa 4D Magix</b> – This state of the art theatre offers visitors a whole new generation of movie magic. Feel the wind blowing in your face, or water gushing around you – sitting in individually controlled motion seats you will be fully immersed in the action.</p> <p><b>Cineblast – Extreme Log Ride</b> – Prepare for the ride of your life! High definition wide screen projection together with a state of the art six axis motion system, you will be transported into another world! This virtual extreme log ride takes you through the Himalamazon where you will encounter crocodiles, deep caves, white water rapids with danger awaiting you at every turn.</p> <p><b>Sentosa Luge and Skyride</b> – Part go–cart, part toboggan, this luge is a gravity ride which is safe for all ages. Go as fast or as slow as you wish down the 650 metre track and return by chairlift hanging 60 feet above the ground.</p> <p><b>Sijori Wondergolf</b> – This is Singapore’s only outdoor miniature golf park with three 18 hole courses. Two of these courses have been designed to international tournament standards.</p> <p><b>Sky Tower</b> – This iconic landmark serves as the island’s vantage point, revolving 360 degrees and 131 metres above the surrounding natural greenery.</p> <p>The air–conditioned glass fronted cabin holds 72 visitors at any one time and the ride lasts just seven minutes.</p> <p><b>Songs of the Sea</b> – This mesmerising night show with a live cast, pyrotechnics, waterjets, lasers and captivating music is one of a kind.</p>			

Question			Answer	Marks	Guidance	
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			<p><b>The Flying Trapeze</b> – This offers both audience participation and fantastic entertainment. Minimum age four: Minimum number of participants three.</p> <p><b>Underwater World and Dolphin Lagoon</b> – Underwater World allows you to discover a whole new world of marine creatures in their natural habitat. More than 2,500 different species are on display with hands–on experiences at the Touch Pool, swimming with sharks or feeding time. Open 09.00 to 21.00. Tour duration 1 hour. The Dolphin Lagoon gives you the chance to meet Indo–Pacific Humpback dolphins, training, feeding or ‘performing’.</p> <p><b>Resorts World Sentosa</b> – Includes six different hotels, Universal Studios, Marine Life Park, a casino, spa, shopping, fine dining and a kid’s club – perfect for an all–inclusive family holiday package.</p>			

Question			Answer	Marks	Guidance
4	(a)	(i)	<ul style="list-style-type: none"> <li>• Holiday, Pleasure/leisure</li> <li>• VFR</li> </ul>	2	One mark for each of two correct responses.
	(b)	(i)	<p>Business travel Travel for a purpose and to a destination determined by a business, and where all costs are met by that business.</p>	2	Up to two marks. One mark for each point made.
		(ii)	VFR travel is a form of travel involving a visit whereby either (or both) the purpose of the trip or the type of accommodation involves “visiting friends and/or relatives”	2	Accept exemplification of the abbreviation. Visiting Friends and Relatives.

Question	Answer	Marks	Guidance
(c)	<p>Indicative content:</p> <p>Any type of accommodation chosen is likely to offer some or all of the following as these are business type requirements:</p> <ul style="list-style-type: none"> <li>• accommodation which offers attention to detail and the focus on personal service</li> <li>• accommodation located in fashionable and convenient locations for business travellers</li> <li>• luggage storage – things like leaving your luggage over a weekend if you plan on returning the following week</li> <li>• laundry service – such as getting a shirt laundered at short notice.</li> <li>• internet access – many accommodation providers offer extras such as free local calls and Internet access,</li> <li>• flexibility – late check-ins, flexible meal times and menus are all sought.</li> <li>• payment – most business accommodation will accept all major credit cards and business accounts</li> <li>• special rates – good mid-week and return visit rates,</li> <li>• parking – onsite free parking may be required by business people</li> <li>• transport – to and from airports and train stations</li> <li>• meeting rooms and conference venues on site</li> <li>• business/conference inclusive packages</li> <li>• business centre within hotel – secretarial services</li> <li>• leisure facilities to relax when not working</li> </ul>	6	<p>Award one mark for each accommodation type given, up to a maximum of two exemplifications plus up to two further marks for each of two explanations.</p> <p>3x2 = 3 points with accompanying explanations. 2x3 = 2 identifications with detailed explanations.</p>

Question		Answer	Marks	Guidance
	(d)	<p>Indicative content:</p> <ul style="list-style-type: none"> <li>the majority of visitors come to the UK for holiday, pleasure/leisure</li> <li>holiday visitors spent the most money</li> <li>the number of business visitors has fallen in 2009 as has the amount of their spend</li> <li>the number of visits to friends and relatives has increased but the amount they spent decreased</li> </ul>	8	<p>At Level 3 the candidate will have analysed the table and shown good evidence of reasoning/evaluation in the answer</p> <p>At Level 2 candidates will apply their knowledge of trends in the industry rather than a more generic approach.</p> <p>At Level 1 candidates will identify the highs and lows of the figures given but there will not be any evidence of learned knowledge being applied.</p>

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