

Leisure and Tourism

General Certificate of Secondary Education

Unit **B183**: Working in the Leisure and Tourism Industries

Mark Scheme for June 2013

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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.

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Annotations

Annotation	Meaning
QWC+	Additional QWC credit given
	Unclear
	Benefit of doubt
	Ignore
	Cross
	Level 1
	Level 2
	Level 3
	Level 4
	Not answered question
	Repeat
	Tick
	Alternative BOD
	Vague

Question			Answer	Marks	Guidance
1	(a)	(i)	Indicative content: <ul style="list-style-type: none"> • seasonal work • temporary work • part-time • may be unsociable hours, including evening and weekend hours • may have to remain in standing or sitting position for extended periods of time • dealing with high customer volume/very busy. 	2	Award one mark for each correct identification up to a maximum of two identifications.
		(ii)	Indicative content: Likely to be paid by the hour; likely to receive national minimum wage.	2	Award up to two marks for the description.
		(iii)	Indicative content: <ul style="list-style-type: none"> • issuing tickets (1) – point of sales or pre-booked tickets issued to customers (1) • handling cash and giving change (1) – accepting payments and calculating how much change is due (1) • dealing with credit and debit card payments (1) – handling card declines or incorrect PIN numbers (1) • answering customer queries (1) face to face or telephone enquiries (1) regarding price of tickets (1) time of performance (1) film classifications (1) screen numbers etc (1). • serve food and drinks (1) ticket sellers often work in the food and beverage outlets at the cinema (1). 	6	Award one mark for each correct identification up to a maximum of three identifications, plus a further one mark for each of three explanations.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>To deal with any injuries and accidents (L1).</p> <p>To assess the nature of the injury and/or medical emergency to see if treatment is needed (L2).</p> <p>It is essential for large organisations with lots of visitors, such as a cinema, to have at least one appointed first aider on duty at all times. The appointed first aider is on call if anyone is injured or has a medical emergency. The first aider takes responsibility for checking the contents of the first aid box and for replacing any missing items. They will have undertaken a certified first aid course and are responsible for arranging training for others. The appointed first aider will make the decision to call an ambulance or for the help of other professionals. The appointed first aider must maintain records of any first aid administered in order to be able to pass on details to doctors, etc (L3).</p>	6	<ul style="list-style-type: none"> appointed first aider is person in charge of first aid during shift appointed first aider responsible for the first aid box appointed first aider undergoes relevant training and gains appropriate certification and also arranges for training of others appointed first aider takes responsibility for calling ambulance responsible for maintaining first aid records. 	<p>AO1 – Identification – 2 marks AO2 – Application – 2 marks AO3 – Analysis and evaluation – 2 marks</p> <p>Level 3 (5–6 marks) Candidates at this level will analyse/evaluate the role of the appointed first aider for 5 marks and evaluate the role for 6 marks.</p> <p>Level 2 (3–4 marks) Candidates at this level will describe the role of the appointed first aider.</p> <p>Level 1 (1–2 marks) Candidates at this level will identify aspects of the role of the appointed first aider probably in list format.</p>

Question			Answer	Marks	Guidance
2	(a)	(i)	Indicative content: <ul style="list-style-type: none"> • becoming familiar with different types of aircraft and the facilities they offer • learning how to use all the safety equipment • learning about emergency procedures. 	3	Award one mark for each correct identification up to a maximum of three identification. NB identification must be from Fig.1.
		(ii)	Indicative content: <ul style="list-style-type: none"> • friendly • good with people • tactful • assertive • able to deal with difficult situations • polite but firm • excellent communicator • calm and reassuring • able to work quickly and efficiently • enjoy being part of a team • smart and well-groomed • physically fit • punctual. 	3	Award one mark for each identification up to a maximum of three identifications.

Question	Answer	Marks	Guidance
(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • 4+ GCSE's – including maths and English – (shows general level of intelligence and commitment) (1) • customer service experience – (majority of duties will be in a customer service role and may bring cabin crew into regular contact with customers with specific needs) (1) • weight/height criteria – (enhances the professional image of cabin crew if they are neither under nor overweight) (1) • medical examination – (to ensure all cabin crew are in good health) (1) • ability to swim – (in emergency situation, may do emergency landing on water) (1). 	6	Award one mark for each correct identification up to a maximum of three identifications, plus a further one mark for each of three appropriate explanations. NB identifications must be from Fig. 1.
(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • customs and excise requirement – (for company accounting purposes) (1) • to reconcile cash/credit/debit card amounts received against items of stock sold. (to keep stock inventory) (1) • to keep a record of how much profit is being generated (to know how well Duty Free Sales are doing) (1) • to calculate how much commission has been earned by individual cabin crew (1) • to know how much each member of cabin crew should be paid in commission on the sales made (1). 	4	Award one mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.

Question			Answer	Marks	Guidance
3	(a)	(i)	<p>Indicative content:</p> <ul style="list-style-type: none"> • identify the hazards – walk around the area (1) and look out for anything that could be dangerous (1) • decide who might be harmed and how (1) – consider employees, clients, a passerby etc (1) and how they may be injured (1) eg danger of slipping, being tripped by the skis, etc (1) • evaluate the risks and decide on precautions (1) – try and overcome the risk (1), if possible or consider the best way to protect people against harm (1). 	6	<p>Award one mark for each correct identification up to a maximum of three identifications, plus a further one mark for each of three descriptions. NB no context required.</p>
	(b)		<p>Indicative content:</p> <ul style="list-style-type: none"> • legal requirement – to protect organisation if any accidents do happen (1) proves that organisation has taken every reasonable precaution (1) • safeguards staff – provides peace of mind (1) • safeguards clients – good customer image (1). 	4	<p>Award one mark for each correct identification up to a maximum two identifications, plus a further one mark for each of two explanations.</p>
	(c)	(i)	<p>Indicative content:</p> <ul style="list-style-type: none"> • put in intermediate group • limited to intermediate slopes • informed instructor, but did not intervene • repeated skills previously practised. 	2	<p>Award one mark for each correct identification up to a maximum of two identifications.</p>

Question		Answer	Marks	Guidance
	(ii)	Indicative content: <ul style="list-style-type: none"> • booking reference, • instructor was called Sam • details of the resort • holiday was for previous week. 	2	Award one mark for each correct identification up to a maximum of two identification.
	(iii)	Indicative content: <ul style="list-style-type: none"> • customer satisfaction (1) – by welcoming customer complaint, makes the organisation seem accessible to everyone (1) • enhances image of the organisation (1) • allows organisation unofficial access to market research (1) – easy to find out about needs and wants (1). 	4	Award one mark for each point of explanation up to a maximum of four points, but allow development.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(iv)*	<p>Layout Date in appropriate format either DD/MM/YY or DD month name and year format Salutation completed correctly – Dear Mr Urfal Closure completed correctly – Yours sincerely.</p> <p>Content First paragraph – contextualised apology offered for poor customer experience. Second paragraph – reason given for merging the two groups, eg. staff shortages or insufficient number of clients. Third paragraph – explanation of next course of action – eg offer of discount vouchers next visit.</p>	6	<p>This question assesses QWC.</p> <ul style="list-style-type: none"> • appropriate apology offered for poor customer experience • explanation of action taken, eg. reason why two groups were merged • explanation of next course of action eg if Mr Urfal will consider using the operator again – discount vouchers, etc. 	<p>AO1 – Knowledge and understanding – 3 marks AO2 – Application – 3 marks</p> <p>Level 2 (4–6 marks) At this level, candidates will demonstrate the ability to present relevant information in a logical sequence. Appropriate industry terminology will be used.</p> <p>Sentences will be coherent and the response will address most aspects of the question. There will be few, if any, errors of spelling, punctuation and grammar and the letter will follow standard conventions for its layout.</p> <p>Level 1 (1–3 marks) At this level, candidates will communicate at least one point using some appropriate industry terminology.</p> <p>Sentences may have limited coherence and structure and may have poor relevance to the main focus of the question. Errors of spelling, punctuation and grammar may be noticeable and the letter may not follow all standard conventions for its layout.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
4	(a)	<p>I would choose Profile 2 because she has worked in the Tourist Information Centre which is good (L1).</p> <p>I would choose Profile 2 because she has worked in the tourist information centre which is good as she will know all about the popular visitor attractions (L2).</p> <p>Although both applicants would be good as guides, I would choose Profile 1 because he is younger and has a good understanding of the new developments in Liverpool. The fact that he was an Ambassador for the Capital of Culture will mean that he has excellent knowledge of all of the tourist attractions and is very proud of his city's cultural heritage (L3).</p>	6	<p>Profile 1 – local knowledge – has lived in the area for a long time; also will have gained local knowledge through position in Liverpool City Council; has good knowledge of waterfront developments so will about the entertainment scene; must have superb knowledge of area to have been chosen as Ambassador to Capital of Culture. Weak language ability.</p> <p>Profile 2 – Does not currently live in city but was brought up there and lives nearby. Fluent language ability; has strong TIC background so used to offering advice to tourists; strong interest in cultural activities and member of history society – will provide useful contexts for work as a guide.</p>	<p>AO1 – Identification – 2 marks AO2 – Application – 2 marks AO3 – Analysis and evaluation – 2 marks</p> <p>Level 3 (5–6 marks) Candidates at this level will analyse the suitability of each profile against the advertisement for 5 marks and evaluate the suitability of each profile against the advertisement for 6 marks.</p> <p>Level 2 (3–4 marks) Candidates at this level will explain aspects of each profile in connection with the advertisement.</p> <p>Level 1 (1–2 marks) Candidates at this level will identify aspects of each profile.</p>

Question		Answer	Marks	Guidance
	(b) (i) (ii)	<p>Indicative content:</p> <ul style="list-style-type: none"> disabled access may be restricted but a member of the organisation will come to help: by stairs wet floor; located wherever there is a risk of slipping evacuation point – eg. place where everyone should gather; in a car park. 	6	<p>i) Award one mark for each correct identification up to a maximum of three identifications.</p> <p>ii) Award one mark for each appropriate identification up to a maximum of three identifications.</p>
	(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> Beckmann (1) Carola (1) 22 May 2013 (1) at 15.00 (1) riverside walkway (1) outside Echo Arena (1) knocked down (1) by a cyclist (1) pain in the ribs (1) and shock (1) yes (1), first aid given (1) by tour guide (1) sent to hospital by ambulance (1) Bodo Beckmann (1) and Ursula Beckmann (1). 	12	Award one mark for each correct identification up to a maximum of 12 identifications.

APPENDIX 1

Assessment Objective Grid

Question	AO1	AO2	AO3	Total
1 (a) (i)	2	-	-	2
1 (a) (ii)	2	-	-	2
1 (a) (iii)	3	3	-	6
1 (b)	-	2	4	6
2 (a) (i)	3	-	-	3
2 (a) (ii)	3	-	-	3
2 (b)	3	3	-	6
2 (c)	4	-	-	4
3 (a)	6	-	-	6
3 (b)	2	2	-	4
3 (c) (i)	-	2	-	2
3 (c) (ii)	-	2	-	2
3 (c) (iii)	4	-	-	4
3 (c) (iv)	-	2	4	6
4 (a)	-	2	4	6
4 (b)	3	3	-	6
4 (c)	-	12	-	12
Actual Total	35	33	12	80
Target	36	32	12	80

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