OCR
Oxford Cambridge and RSA

GCSE

Leisure and Tourism

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

General Certificate of Secondary Education

Mark Scheme for June 2017

These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

Annotation	Meaning of annotation
QWC+	Additional QWC credit given
?	Unclear
BOD	Benefit of doubt
I	Ignore
✗	Cross
L1	Level 1
L2	Level 2
L3	Level 3
L4	Level 4
NAQ	Not answered question
REP	Repeat
✓	Tick
✓?	Alternative BOD
VG	Vague

Question			Answer/Indicative content	Mark	Guidance
1	a	i	• A working pattern whereby groups of workers rotate through set periods throughout the day as the job role takes place around the clock (1) • Unsocial hours include regular shifts where the standard working week includes evenings, early mornings, weekends, bank holidays and nights. (1)	2	Award one mark for each correct description, up to a maximum of two marks

Question			Answer/Indicative content	Mark	Guidance
1	a	ii	• Level of experience (1) • Number of languages spoken (1) • Many airlines also offer overnight payments for nights spent away from home (1)	2	Award one mark for a correct identification of each of two influences on rates of pay.

Question			Answer/Indicative content	Mark	Guidance
1	b		Customer service skills • Greeting the passenger as they come on board (1) to make passengers feel welcome (1) • Help passengers to find their seats (1) for ease of boarding (1) Team working skills • Supporting other cabin crew in delivering refreshments in the cabin (1) work together to ensure all passengers are served quickly and efficiently (1) • Safety demonstrations on smaller aircraft (1) work together to ensure the same safety messages are delivered to passengers at the same time (1)	6	Award one mark for each valid example and a second mark for each explanation of each of the three skills.

Question			Answer/Indicative content	Mark	Guidance
			Selling skills • Offering duty free items to passengers (1) walking through the cabin with sample goods for passengers to see (1) • Taking payment from passengers for duty free goods (1) understanding different exchange rates to be able to take appropriate payment from passengers in more than one currency (1)		
1	c		• More specific (1) allows the training to focus on specific items that are relevant to the airline and the employee (1) • Customised training (1) can target real needs of individuals and the types of aircraft used by the airline (1) • Convenience (1) fit around the working schedule of the staff and at a location they come to everyday (1) • Allows cabin crew to develop team working ethos (1) with other staff they may work with in the future (1)	6	Award one mark for each identified reason, up to a maximum of three reasons and a second mark for explanation. Allow for development.

Question			Answer/Indicative content	Mark	Guidance
2	a	i	• Temporary means this is not a permanent post • A fixed term contract terminates on a specified date or at the end of a particular project or a specific task. Here maybe for a particular festival. Fixed term employees could be employed for seasonal work, and are often casual employees taken on to cover a busy period	2	Award one mark for each part of the definition

Question			Answer/Indicative content	Mark	Guidance
2	a	ii	• Busy ticket office (1) indoors, working on the phone, on the computer or face to face (1) • Other locations may be necessary (1) might work outdoors once the festival begins (1) working at the gate to collect or sell more tickets	2	Award one mark for the identification of each of two aspects and a second mark for a description

Question			Answer/Indicative content	Mark	Guidance
2	b		• Ability to perform basic calculations (1) to calculate the costs per booking, reconcile daily sales record etc (1) • Money handling (1) ability to give correct change (1) • Problem solving skills are often associated with mathematical ability (1) useful in busy sales environment (1)	4	Award one mark for each of two identified reasons and up to two further marks for the development of each reason.

Question			Answer/Indicative content	Mark	Guidance
2	c		Reservations system • To check availability of tickets (1) using GDS will allow access to real time sales information (1) accurate records of reservations can be made (1) Sales Record • Each sale can be recorded (1) with details of number of tickets sold, ticket type, total value of sale (1) can be used to issue a receipt for the purchase to the customer (1) Accept any reasonable answer	6	Award one mark for the identification of how each business system might be used and a further two marks for development and/or explanation of each.

Question			Answer/Indicative Content	Marks	Guidance	
					Content	**Levels of response**
3	a	*	Conference organiser required You will be an excellent communicator and work well in a team as well as independently. You must be flexible and willing to work evenings and weekends as well as on public holidays. You will also be well-organised and able to work under pressure. You will have at least 4 years' experience of working in the conference and events industry, dealing with problems as well as working with clients and leading a team of staff. You will also have a good GCSE background, especially in Maths and English, although no formal qualifications are required. Duties will include taking telephone bookings and answering emails, liaising with clients and preparing the venue for the event. (L3)	9 Levels	This question will be assessing QWC. See instructions at front of mark scheme. e.g. **Experience** • Ideally 4 years minimum previous experience in conference and events, preferably with some experience in conference management **Essential personal qualities** • excellent written and spoken communication skills • work well in a team • flexible • ability to work long/anti-social hours • enthusiastic • well organised • good attention to detail **Brief description of duties** • Manage all	AO1 – Knowledge and understanding – 3 marks AO2 – Application – 3 marks AO3 – Analysis and evaluation – 3 marks **Level 3 (7 – 9 marks)** At this level, candidates will demonstrate the ability to present relevant material in a well-planned and logical sequence. Appropriate industry terminology will be used confidently and accurately. Sentences will be relevant and will address all aspects of the question. There will be few, if any errors of spelling, punctuation and grammar. The job advertisement will follow standard conventions. **Level 2 (4 – 6 marks)** Candidates will demonstrate the ability to present relevant material in a logical sequence. Appropriate industry terminology will be used. Sentences will be coherent for the most part and will address most aspects of the question. There may be occasional errors of spelling, punctuation and grammar. However, the job advertisement should follow standard conventions. **Level 1 (1 - 3 marks)**

Question	Answer/Indicative content	Mark	Guidance
	- aspects of administration and running of events in the UK - Manage the event onsite - Liaising with all speakers prior to the event - Creating an accurate pre-event budget - Delivering the highest possible standard of event for best value for money		At this level, candidates will communicate at least one point using some appropriate industry terminology. 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. The job advertisement may not follow standard conventions. **Zero Marks (0 marks)** There is nothing worthy of credit within the candidate's response to this task.

					Content	Levels of Response
3	b		Both applicants are suitable candidates for the position as conference organiser, with both applicants having relevant experience and appropriate skills. Applicant 2 has the more relevant qualification but at a lower level than Applicant 1's qualification in a related subject. Applicant 1 seems to have more leadership experience than Applicant 2, but Applicant 2 seems to have better customer skills. Overall I would say Applicant 2 is more suitable for the job, because they planned events previously.	6 Levels	• applicant 1 has industry experience and higher level qualification but in related subject • applicant 2 has worked in the industry longer and has relevant qualification but at a lower level • applicant 2 has more relevant skills • applicant 1 has additional training	AO1 – Identification – 2 marks AO2 – Application – 2 marks AO3 – Analysis and evaluation – 2 marks. **Level 3 (5 – 6 marks)** Candidates at this level will **analyse/evaluate** at least one justification as to why the chosen applicant is suitable as conference organiser **Level 2 (3 – 4 marks)** Candidates at this level will **explain** at least one justification as to why the chosen applicant is suitable as a conference organiser. **Level 1 (1 – 2 marks)** Candidates at this level will **identify** at least one justification as to why the chosen applicant is suitable as a conference organiser. **Zero marks (0)** There is nothing credit-worthy in the answer,

Question			Answer/Indicative content	Mark	Guidance
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3	c		- Arrival time: 08.30 (1) - Departure time: 18.00 (1) - Number of attendees: 10 (1) - Nature of Event: Customer Service Training Day (1) - Lunch: Buffet (1) Time required: 13.00 (1) Dietary requirements: Vegan options (1) - Projector (1) - Audio: PA system, speakers (1)	9	Award one mark for each correct entry on the booking form, up to a maximum of 9 marks.

Question			Answer/Indicative Content	Marks	Guidance
4	a		Register the guest • Complete a registration card (1) giving the guest's personal details (1) including address, nationality, contact details (1) Confirm guest's payment method • Check whether guest intends to settle account by cash or by credit/debit card (1) ask to swipe card, if appropriate in case of express checkout (1) confirm if payment for the room was taken at time of booking (1) Room allocation • Check with booking requirements and confirm verbally with the guest the type of room booked (1) check the guest log to see which rooms are available (1) select room matching customer requirements (1)	6	Award up to two marks for each described stage of the check-in process

Question			Answer/Indicative Content	Marks	Guidance
4	b	i	• So staff know how to handle a complaint (1) and use a standard approach with every customer (1) to achieve customer satisfaction (1)	6	Award one mark for each of two identified reasons and up to two further marks for explanation and development

Question			Answer/Indicative Content	Marks	Guidance
			• To prove to customers that their views and opinions are important (1) and that the hotel wants to improve areas where there is weakness (1) to retain customers (1) • So customers know what to expect after their complaint has been lodged (1) how long it might take to receive a response (1) and what to do f they are still not happy (1)		

Question			Answer/Indicative content	Mark	Guidance
4	b	ii	• Apologise to the guest for the inconvenience this has caused (1) • Offer to check the booking to see if a special request was made (1) • Explain that only rooms at the front of the hotel overlook the sea (1) • Check the room allocation schedule (1) • If a sea view room, meeting all other guest requirements is available, invite the guest to swap rooms for the guest (1) • If a sea view room is not available, offer the guest a complimentary meal in the restaurant during their stay(1) • Check that the customer is satisfied with the outcome you have agreed with him. (1) • Apologise again for the misunderstanding. (1) Accept any reasonable answer	6	Award one mark for the identification of each of six different actions that the receptionist might take. Allow for appropriate development of ideas.

Question			Answer/Indicative Content	Marks	Guidance
4	c		• Raise the alarm (1) Ring the fire alarm, or use a public address system to inform guests and staff of the situation (1) • Alert the Front of House or Duty Manager (1) so that they can implement the emergency evacuation plan (1) • Help marshal guests away from the reception area to the evacuation area (1) Ensure that guests leave calmly and quickly (1) • Print off the guest register to take for checking against the guests who are gathered at the evacuation point (1) to account for all hotel guests (1)	6	Award 0ne mark for each of three identified actions and a second mark for description or developmant .

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