



**General Certificate of Secondary Education
June 2011**

Leisure and Tourism

48403

(Specification 4840)

Unit 3: The business of leisure and tourism

Mark Scheme

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Question	Expected response	Marks	AOs
1(a)	<p>1 mark for basic definition (with the idea of being in charge of other employees), one mark for development of that idea.</p> <p>Possible response <i>Supervisory means that Tom is the line manager of some kitchen staff (1), he gives them work to do (1), he is responsible for them and for the quality of their work (1).</i></p>	2	AO1
1(b)	<p>1 mark per correct element linking to his background/experience</p> <p>Possible response <i>Although Tom does not cook any longer, he can understand the experience and problems of the staff he supervises (1) because he has done that job himself before (1). Besides, if one staff is ill, Tom can replace them in the kitchen (1). He also knows the food and recipes so he can advise guests, as he said in the interview (1).</i></p>	4	AO2
1(c)	<p>1 mark for basic definition (idea of working with customers), 1 mark for development of that idea.</p> <p>Possible response <i>Tom is in direct contact with cruise passengers (1), his work has a direct impact on their experience and enjoyment (1).</i></p>	2	AO1
Total of question 1		8	

Question	Expected response	Marks	AOs
2	The answer is point marked. Award 1 mark for each possible advantage or disadvantage, up to a maximum of 3 for each. (For 4 marks, candidates must have suggested both advantages and disadvantages, possibly with a 3 + 1 combination).	4	AO2 AO3
	Total of question 2	4	

Question	Expected response	Marks	AOs
3(a)	<p>4 marks maximum for each job holder (4+4); the marks are not transferable (i.e. a candidate could not score 5 for one description of one job, no matter how precise).</p> <p>1 mark for each element of answer.</p> <p><i>As Head Receptionist, Mrs Coton is responsible for the smooth running of the reception area (1), she organises the rota for all the receptionists (1). She also deals with complaints from guests (1).</i></p> <p>NOTE Candidates were asked for two customer service jobs at different levels of seniority in a leisure and tourism organisation.</p> <ul style="list-style-type: none"> - If the chosen organisation is not from the leisure and tourism industry, the maximum mark candidates could score here is 4 marks. - If the two jobs are at the same level of seniority, the maximum mark candidates could score here is 4 marks. 	4 + 4	AO1
3(b)	<p>The answer is level marked.</p> <p>Level 1 – Basic A level 1 answer is descriptive; it lists skills and personal qualities yet without contrasting the two jobs/postholders. At the top of level 1, the answer is precise in the context of the candidate's chosen organisation.</p> <p>Level 2 – Clear A level 2 answer clearly contrasts the skills and qualities of the two job holders. At the top of level 2, the answer refers to the fact that one person is in a position of seniority (which has direct consequences for the skills and personal qualities required, e.g. about experience or training).</p>	<p>1 – 3</p> <p>4 – 6</p>	AO1
Total of question 3		14	

Question	Expected response	Marks	AOs
4(a)	<p>1 mark per correct answer, which can include:</p> <ul style="list-style-type: none"> - advantage for Saga to update offers or prices rapidly - advantage for Saga to get booking and payment online straightaway - advantage for Saga to create a database of customers <p><u>NOTE</u> The advantage must be <i>for the organisation</i>, so comments such as “people can book from the comfort of their own home” cannot be credited.</p>	2	AO2
4(b)	<p>1 mark per correct answer</p> <ul style="list-style-type: none"> - Leaflets/flyers/brochures (allow only 1 mark for those i.e. not 1 mark for leaflet and 1 mark for flyer) - Posters and other advertisements - TV and radio commercials - Merchandise and souvenirs 	2	AO1
4(c)	<p>The answer is level marked.</p> <p>Level 1 – Basic A level 1 answer is a list of advantages (for example: “TV commercials can use beautiful images to show the inside of the cruise ship”) and disadvantages (for example: “TV commercials are very expensive and cannot give much detail because they are short”). At the top of level 1, the answer is applied to leisure and tourism (i.e. it is not just about the promotional materials themselves but the candidate has endeavoured to apply their knowledge to the leisure and tourism industry).</p> <p>In terms of QWC, a level 1 answer displays basic expression; meaning may be unclear.</p> <p>Level 2 – Clear A level 2 answer is written as an evaluation: advantages and disadvantages are not only identified, but their importance is assessed (for example, the candidate may assess that using radio adverts is not a good promotional strategy because the disadvantages outweigh the advantages). A clear conclusion is necessary to reach the top of level 2.</p> <p>In terms of QWC, a level 2 answer is well expressed. Meaning is clear. For top marks, written expression is fluent and conveys meaning very well.</p>	<p>1 – 4</p> <p>5 – 8</p>	AO1 AO3

	<p>Possible response for 7 marks</p> <p><i>Television commercials present many advantages for tourism organisations, especially the fact that images of exotic destinations and happy holiday-makers carry a strong message. Some television channels specialise in travel programmes and adverts follow the AIDA model; viewers are given a phone number and can call to book. An important disadvantage is the fact that these adverts are expensive to produce and to broadcast; they may give people ideas about destinations, but many people will not book a holiday straightaway after seeing the advert.</i></p>		
	Total of question 4	12	

Question	Expected response	Marks	AOs
5(a)	<p>1 mark per correct element of answer</p> <p>There is no expectation of numbers (candidates could score 4 marks by suggesting 4 brief reasons, or by developing 1 or 2 reasons).</p> <p>Possible reasons include:</p> <ul style="list-style-type: none"> - People over 50 may have more time if they are retired (1), they may be able to go on a cruise outside school holidays (1) so Saga does not have problems of seasonality (1) - People over 50 may have more disposable income than other age groups (1) - People over 50 may prefer to be with other passengers of the same group (1) without noisy children or teenagers (1), they also prefer activities such as sightseeing and dining (1) - If Saga has that brand image, people over 50 will know its niche market (1) 	4	AO2
5(b)	<p>The answer is level marked.</p> <p>Level 1 – Basic A level 1 answer consists of statements about market segmentation. Candidates are likely to describe target markets/segments of organisations they have studied. At the top of level 1, the answer shows understanding of market segmentation.</p> <p>In terms of QWC, a level 1 answer displays basic expression; meaning may be unclear.</p> <p>Level 2 – Clear A level 2 answer is written as a discussion: candidates present different sides of the argument. Market segmentation is a sophisticated concept that goes against the intuitive notion of offering something to everybody and appealing to all types of customer. A level 2 answer discusses the need for market segmentation and the rationale behind it.</p> <p>In terms of QWC, a level 2 answer is well expressed. Meaning is clear. For top marks, written expression is fluent and conveys meaning very well.</p>	<p>1 – 3</p> <p>4 – 6</p>	AO2 AO3
	Total of question 5	10	

Question	Expected response	Marks	AOs
6	<p>1 mark per correct element of answer. Candidate may list several points or may just develop one; all these approaches are acceptable.</p> <p>Possible response <i>On a cruise ship, if one passenger has a virus, they could contaminate many other people, like with food poisoning (1). They may have some doctors or medical facilities on board (1), but if someone has an accident, they cannot easily go to hospital (1). They cannot clean and sanitise all the facilities with people on board (1)</i></p> <p><u>NOTE</u> Although the stimulus points at outbreak of sickness, candidates may write about other health and safety issues; this is acceptable: at sea, the deck can get wet and slippery (1) and people could fall and hurt themselves (1); in bad weather there are more chances of trips and falls (1).</p>	4	AO2 AO3
	Total of question 6	4	

Question	Expected response	Marks	AOs
7(a)	<p>1 mark for basic description, 1 mark for development</p> <p>Possible response <i>COSHH (Control Of Substances Hazardous to Health) is about the fact that some chemicals are dangerous (1); even some foods and ingredients in cleaning products can cause skin allergies and asthma (1).</i></p>	2	AO1
7(b)	<p>If the candidate just lifts material from the stimulus (item 4): 0 mark</p> <p>The answer is level marked.</p> <p>Level 1 – Basic A level 1 answer is descriptive; it provides some information (for example about a restaurant dealing with COSHH by having some measures and procedures in place) but there is no clear comparison between the two organisations (the approach is rather “this is how A deals with it, this is how B deals with it”). At the top of level 1, the answer shows good knowledge about both organisations.</p> <p>Level 2 – Clear A level 2 answer clearly compares how the two organisations deal with the health and safety issue (this could be very similarly or very differently). At the top of level 2, the answer is detailed.</p>	<p>1 – 3</p> <p>4 – 6</p>	AO1
Total of question 7		8	