



**General Certificate of Secondary Education
2018**

Leisure and Tourism

Unit 1: Introduction to Leisure and Tourism

[GLT11]

MONDAY 21 MAY, AFTERNOON

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to candidates' responses. The mark schemes should be read in conjunction with these general marking instructions.

Assessment Objectives

Below are the assessment objectives for GCSE Leisure and Tourism.

Candidates must show they are able to:

- recall, select and communicate their knowledge and understanding of a range of contexts (AO1);
- apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks (AO2); and
- analyse and evaluate information, sources, and evidence, make reasoned judgements and present conclusions (AO3).

Quality of candidate's responses

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 16-year-old GCSE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Types of mark schemes

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication. Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement. The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Marking calculations

In marking answers involving calculations, examiners should apply the 'own figure rule' so that candidates are not penalised more than once for a computational error.

Quality of written communication

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication. For conciseness, quality of written communication is distinguished within level of response as follows:

Level 1: Quality of written communication is limited.

Level 2: Quality of written communication is satisfactory.

Level 3: Quality of written communication is of a high standard.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Limited): The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Satisfactory): The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 (High standard): The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

1 (a) Identify **two** ways that we can classify leisure pursuits and give **one** example of each.

- Active [1] – e.g. Playing football [1] or any other suitable answer
 - Passive [1] – e.g. reading a book [1] or any other suitable answer
- Classification must be given; example must be correct for the stated classification.

[4]

(b) Identify **two** reasons why people use Leisure and Tourism Facilities. Give an example of each.

Any **two** from:

- Entertainment – Going to the theatre
- Recreational purposes – Special interest, bird watching, etc.
- Health reasons – to get fit, lose weight, etc.
- Entertainment – to watch a film or to enjoy a theatrical production, etc.
- Relaxation – going to a spa to chill out
- Socialising and eating out – meeting with friends for a meal, coffee, etc.
- For expertise of service or product – to receive coaching to improve a skill, e.g. golf, etc.

For each reason (2 × [1])

For each appropriate example (2 × [1])

[4]

(c) A holiday is one reason for tourism visits. Study **Fig. 1** which lists different types of holiday. Complete **Table 1** by matching each tourism example with the correct holiday type.

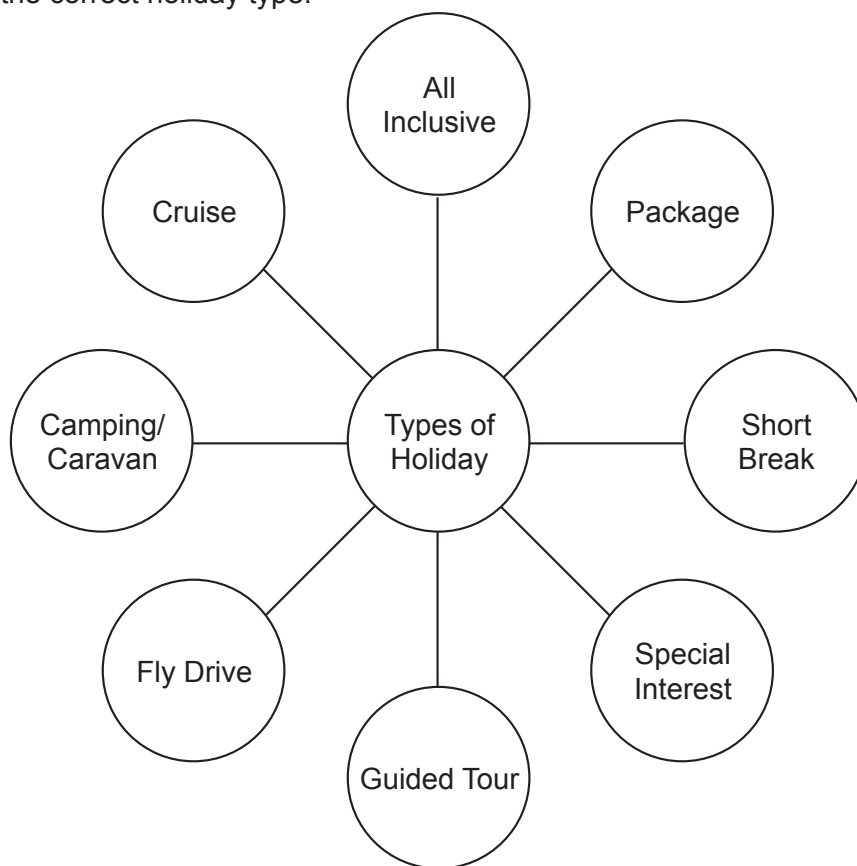


Fig. 1

Tourism Example	Holiday Type
A weekend trip to Paris	Short Break
A walking holiday in the Mourne Mountains	Special Interest
A sightseeing trip led by an appointed person	Guided Tour
A holiday where the traveller provides their own accommodation	Camping/Caravan
A holiday arranged by a travel company that includes the cost of the hotel and transport	Package

Table 1

[1] mark for each correct answer.
(5 × [1])

[5]

AVAILABLE
MARKS

(d) Study **Table 2** and answer the following question.

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UK Inbound Visitors and Purpose of Visit		
Purpose	Visits	% of total
Holiday	13.86 million	38.37%
Visiting friends or relatives	10.45 million	28.94%

Table 2

Visiting friends or relatives is now the second largest source of visitors to the UK. Explain **two** disadvantages of this type of visitor to the Leisure and Tourism Industry.

Possible answers include:

- VFR may be a disadvantage to the accommodation sector as visitors will be staying with family and friends rather than using guest accommodation such as B&Bs, guest houses or hotels. This means that the guest accommodation will not benefit from the increased occupancy that might be expected with an increase in the number of visitors to an area.
- VFR may be a disadvantage to the catering sector as visitors are likely to eat most of their meals in the home of their host. This means that cafés and restaurants may not experience the increase in covers/ bookings that would be expected with an increase in the number of visitors to an area.

Any other acceptable response.

Award [0] for a response not worthy of credit.

Award [1] for a basic statement of an appropriate disadvantage, e.g. they will not stay in local guest houses or hotels.

Award [2] for a limited explanation of an appropriate disadvantage, e.g. people who are visiting friends and relatives are likely to stay with their friends and relatives rather than using local hotels and guest houses.

Award [3] for a detailed explanation of an appropriate disadvantage, e.g. people who are visiting friends and relatives are likely to stay with their friends or relatives rather than booking accommodation in local guest houses or hotels. This means that guest houses and hotels do not benefit from the increased occupancy that would be expected with visitors coming to an area.
(2 × [3]) [6]

- (e) Other than holidays and visiting friends and relatives, list **three** other purposes of tourism visits.

Any **three** from:

- Business
- Sightseeing
- Visiting an Attraction
- Spectating or participating at a sports event (accept sport)
- Education

(3 × [1])

[3]

- (f) Identify and explain **two** main differences between a package holiday and an independent holiday.

Possible answers include:

- Package holidays are often booked through a travel agent or tour operator and involve at least two elements booked together such as travel and accommodation. The travel agent will check all details to ensure that no errors are made. The person booking the holiday usually has protection through either ABTA or ATOL, or both.
- Independent holidays are often booked using the internet. The individual elements of an independent holiday, such as transport, accommodation and transfers, are booked separately. The person making the booking may not have protection through either ABTA or ATOL. The person making the booking will be responsible for ensuring that all information is correct and may be liable for any mistakes made.

Any other acceptable response.

Award [0] for a response not worthy of credit.

Award [1] for the identification of an appropriate difference between a package holiday and an independent holiday, e.g. a package holiday is booked through a travel agent; an independent holiday is booked using the internet.

Award [2] for a limited explanation of an appropriate difference between a package holiday and an independent holiday, e.g. a package holiday involves booking two elements of a holiday together using a travel agent or tour operator. An independent holiday is booked using the internet to source and book the individual elements of the holiday separately.

Award [3] for a detailed explanation of an appropriate difference between a package holiday and an independent holiday, e.g. a package holiday involves booking two elements of a holiday together using a travel agent or tour operator. The booking will usually be protected for example by ABTA. An independent holiday is booked using the internet to source and book the individual elements of the holiday separately. Independent holidays are usually not protected by ABTA.

(2 × [3])

[6]

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2 Study the insert about TITANICa that has been provided.

(a) Identify the Leisure and Tourism **component** that best fits TITANICa.

- Arts and Entertainment (TITANICa is an exhibition at the Ulster Folk and Transport Museum) [1]

(b) From the information in the leaflet, identify the other main **component** of the leisure and tourism industry that has links with TITANICa.

- Transportation (transport, forms of travel) [1]

(c) TITANICa complies with disability legislation. How does it attempt to demonstrate this in the leaflet?

- Carries a disability symbol on the reverse side of the flyer. [1]

(d) Describe **three** ways that TITANICa might provide support for visitors with disabilities.

Any **three** from:

- Providing wider doorways – to allow easier access for wheelchairs
- Providing disabled car parking space – larger spaces between each vehicle to allow wheelchair access
- Providing ramps or lifts – to allow access for wheelchair users
- Toilet accommodation specially designed for wheelchair users – may include panic switches, hand rails and low level light switches
- Provide large signage or braille notices – necessary for partially sighted or blind visitors

Any other acceptable response.

Award [1] for an appropriate way that TITANICa might provide support for visitors with disabilities,
e.g. provide ramps or lifts

Award [2] for a sound description of an appropriate way that TITANICa might provide support for visitors with disabilities,
e.g. TITANICa could provide ramps or lifts to enable wheelchair users to access all levels.

(3 × [2]) [6]

(e) TITANICa does not accept visitors on Mondays. Explain **two** health and safety reasons why this may be necessary. Justify your answer.

TITANICa is an exhibition held in the Ulster Folk and Transport Museum. The museum itself is closed on Mondays. Possible health and safety reasons for this include:

- The museum extends over 170 acres which will require maintenance, this is safer to do when there are no visitors.
- There may not be enough staff to open every day.
- The exhibition needs to be checked regularly to ensure there are no safety issues for visitors.

Award [1] for a basic explanation why TITANICa does not accept visitors on Mondays,
e.g. there may not be enough staff to open on Mondays.

Award [2] for a limited explanation why TITANICa does not accept visitors on Mondays,
e.g. there may not be enough staff employed at the museum to ensure the safety of visitors to the exhibition every day.

Award [3] for a detailed explanation why TITANICa does not accept visitors on Mondays,
e.g. there may not be enough staff employed at the museum to ensure the safety of visitors to the exhibition every day; the museum is required by law to ensure the safety of all visitors to the exhibition and would not be allowed to open if there were not enough staff to ensure a safe environment.

(2 × [3]) [6]

- (f) Leisure and Tourism organisations are managed and operate in different ways in order to meet their own needs and the needs of their customers. Identify the sector TITANICa operates in, and describe **three** main features of the sector.

Award [1] for correctly identifying that TITANICa operates in the Public Sector.

Features of the Public Sector include:

- Public organisations are generally funded by local or central government
 - funding is provided as a block grant to allow sufficient finance for the organisation to deliver a range of public services
- The organisation is usually established to meet the needs of a wide range of customers
 - typically provide leisure and tourism services for young and old alike some of which may be generally unavailable in the wider community without public support
- Public sector organisations are not initially motivated by profit margins
 - however they are increasingly expected to meet the financial needs of their government sponsors by seeking to break even

Any other acceptable response.

Award [1] for a basic description relating to public sector organisations, e.g. they are funded by the council

Award [2] for a sound description relating to public sector organisations, e.g. they are funded by local government which provides a block grant to enable the organisation to provide a range of public services.

(3 × [2]) [7]

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- 3 (a) Facility Management and Point of Sale are two areas of employment in Leisure and Tourism.

Complete **Table 3** by identifying **three** other areas of employment opportunity and give an example of each.

Note: example of employment opportunity must be correct for the stated area of employment.

Any **three** from:

- Administration – e.g. Customer Services assistant
- Information services – e.g. tour guide
- Instructors – e.g. outdoor instructor
- Entertainers – e.g. children's representative

Any other acceptable response.

(3 × [2])

[6]

- (b) State and explain **three** personal qualities required by staff who are employed at an **operational** level in a Leisure and Tourism facility.

Staff employed at an operational level will mostly be in contact with customers and there is a range of personal qualities that staff should be able to demonstrate in order to be effective in the work place.

Any **three** from the following:

- **Effective Communication**
Staff at operational level are regularly in contact with customers and must be able to communicate either to inform, explain or direct customers in regard to products and services or to deal with complaints or offer advice. Good communication underpins sound customer service. Staff should be effective in both oral and in written communication
- **Teamwork**
Operational staff should be able to work well on their own but should also be able to work well with others. Often tasks cannot be completed by a single individual and being able to cooperate with others will increase the effectiveness of the organisation and bring repeat business. Staff should be able to value the work of colleagues and contribute to a positive work environment
- **Enthusiasm**
Operational staff should be able to present a positive approach to their work and to the customer. Enthusiasm is demonstrated by having an excitement for or special interest in the job. Enthusiasm to do a job to the best of your ability will enhance the quality of the work and the customer experience
- **Commitment**
Staff should have a genuine commitment to the job and to the customer. Being able to do the best to keep customers happy. Will encourage repeat business
- **Other qualities** – honest/trustworthy, patient, confident, friendly, independent, polite

Any other acceptable response.

Award [1] for an appropriate personal quality required by staff who are employed at operational level in a leisure and tourism facility, e.g. staff must be honest/trustworthy.

Award [2] for a sound explanation of an appropriate personal quality required by staff who are employed at operational level in a leisure and tourism facility, e.g. staff must be honest/trustworthy as they may be handling money.

(3 × [2])

[6]

(c) Describe **two** vocational qualifications required by a pool Life Guard before being employed at a leisure centre.

- National Pool Lifeguard Qualification (accept NPLQ) [1] proves someone is competent to safeguard swimmers in a swimming pool [1].
 - First Aid/First Aid at Work [1] gives someone the skills to deal with the range of first aid emergencies that a lifeguard might have to deal with [1].
- (2 × [2]) [4]

(d) Explain **two** reasons why some Leisure and Tourism organisations operate a three-tier organisational structure.

- Allows the organisation to distinguish levels of responsibility – for each individual or job
- Ensures individuals can be held accountable – for the work and actions that they have undertaken.

Any other acceptable response.

Award [1] for a basic explanation why some leisure and tourism organisations operate a three-tier organisational structure, e.g. each person knows where they fit in to the organisation.

Award [2] for a sound explanation why some leisure and tourism organisations operate a three-tier organisational structure, e.g. by having a three-tier structure the organisation can operate efficiently with operatives, supervisors and managers. (2 × [2]) [4]

(e) Discuss **two** benefits to an employee of a three-tier organisational structure.

- Ensures that employees are clear about what their job roles are – and their responsibilities are – and what is expected of them – from their line manager
- It ensures that they are able to identify who in the organisation should deal with more difficult situations – and ensures that they not incorrectly held as responsible for failures – if someone senior in the organisation fails to deliver a correct level of service
- Sets out a career pathway – for ambitious employees – who may be seeking promotion to a higher level in the organisation

Any other acceptable response.

Note: the response must address benefits to the **employee**.

Award [0] for a response not worthy of credit.

Level 1 ([1]–[2])

Up to two benefits are identified; alternatively, there might be a basic discussion of one benefit, e.g. the employee knows who to contact if they need help.

Level 2 ([3]–[4])

A limited discussion of two benefits; alternatively, one benefit might be discussed in detail, e.g. the employee knows who to contact if they need help, for example if they need to escalate a problem such as a complaint.

Level 3 ([5]–[6])

A detailed discussion of two benefits to the employee, e.g. the employee knows who to contact if they need help, for example if they are faced with a challenging situation such as a serious complaint which is beyond their remit to handle and which needs to be escalated to a more senior member of staff such as a supervisor or manager. [6]

- 4 (a) Describe **two** ways that retirement patterns are influencing the growth and type of activity being undertaken in sport and physical recreation.

Any **two** from the following:

Retirement patterns

- Although the age that a person qualifies for the state pension has increased, a large number of workers, particularly those in the public sector have been able to retire earlier. This has been achieved with an occupational pension. They may already be actively participating in sport but retirement means they may have more time to participate in sport and physical recreation.
- High levels of disposable income and increased free time has seen retired people participate at new or higher levels in sport and recreation. Older people are participating in skiing holidays, cycle activity, fishing, golf and other leisure pursuits
- Generally, people are living longer and this longevity may see pensioners change their recreational activity to less strenuous sports such as bowling, fishing, etc.

Note: the response must relate to **the growth and type of activity undertaken in Sport and Physical Recreation.**

Any other acceptable response.

Award [0] for a response not worthy of credit.

Level 1 ([1]–[2])

A basic description of up to two ways that retirement patterns are influencing the growth and type of activity undertaken in Sport and Physical Recreation, e.g. people are living longer and taking part in sport and recreation.

Level 2 ([3]–[4])

A limited description of two ways that retirement patterns are influencing the growth and type of activity undertaken in Sport and Physical Recreation. Alternatively, one way may be described in detail with another less so, e.g. people are living longer and are generally healthy. This means that increasing numbers of retirees are continuing to participate in sport and recreation. This in turn has led to a growth in sport and recreation.

Level 3 ([5]–[6])

A detailed description of two ways that retirement patterns are influencing the growth and type of activity undertaken in Sport and Physical Recreation, e.g. people are living longer and are generally in good health. This means that increasing numbers of retirees are continuing to take part in sport and recreational activities that they enjoyed before they retired. They may also take up new activities. Activities such as swimming, golf and cycling are popular with retirees. As people grow older they may change their activity; activities such as bowls are popular with retired people. Thus this aspect of retirement has influenced the growth and type of activity. [6]

- (b) Analyse **three** main reasons why Leisure and Tourism provision has changed in the past ten years.

Any **three** from:

- Increased visitor numbers – since the end of civil unrest large numbers of tourists have been keen to visit and stay for longer periods in Northern Ireland. This includes large increases in the number of domestic and inbound visitors. More domestic travel has been evident as UK residents have been keen to travel to destinations that are now

deemed to be safe to visit. Greater numbers of inbound visitors have also been recorded from Republic of Ireland as well as from Europe and USA.

- Spending by visitors – with the increase in visitor numbers, spending levels have also increased. With increasing spend, the visitor destinations are now keen to provide a wider range of products and services that encourages even greater spend. An example of encouraging visitor spend is simple souvenir trade that is prevalent at airports and harbours and aboard passenger ferries, etc. This has also been replicated at tourism hot spots such as the Giant's Causeway and elsewhere.
- Accommodation stock – the change in the amount and the quality of accommodation stock in recent years has been considerable with many new premier hotels being constructed since the 1990s. This accommodation stock has been increased in urban centres such as Belfast and also in more rural settings throughout N Ireland. This kind of increase has also been reflected in other forms of accommodation ranging from B&Bs, Self-Catering, Hostel, and Guest House.
- Employment – all of the above has required a significant increase in jobs in the industry with Leisure and Tourism now being one of the major employment industries in N Ireland. The rise in the number of job opportunities has also impacted upon the training needs in areas such as customer service and marketing.
- Accept technology and transport

Any other acceptable response.

Level 1 ([1]–[3])

A basic analysis of up to three ways that leisure and tourism provision has changed in the past ten years. Alternatively, a detailed analysis of one reason would be at this level,

e.g. there are more visitors so more hotels than ten years ago.

Level 2 ([4]–[6])

A limited analysis of up to three ways that leisure and tourism provision has changed in the past ten years. Alternatively, one way may be analysed in detail with another less so,

e.g. there are more visitors so more hotels than ten years ago. There has been an increase in the number of tourists coming to Northern Ireland from both UK and elsewhere such as Europe. The visitors need somewhere to stay.

Level 3 ([7]–[9])

A detailed analysis of three ways that leisure provision has changed in the past ten years,

e.g. there are more hotels and therefore more hotel beds compared to ten years ago. This is because there has been an increase in the domestic tourist market. More people from Northern Ireland and Great Britain are taking short breaks in Northern Ireland. There has also been an increase in the number of inbound tourists coming to visit Northern Ireland from Europe and North America. This increase in the number of visitors has increased the demand for accommodation which has been met by the opening of new hotels, particularly in Belfast. [9]

(c) Analyse the importance to a Leisure and Tourism organisation of ensuring that child protection checks are undertaken on staff who regularly work with children.

- All organisations that work with children have a responsibility to ensure that they have arrangements for child protection checks in place. The organisation should reflect the importance of safeguarding and promoting the welfare of children.
- It is important for organisations to display to their customers that they are fully compliant with the need to ensure the safety of any customer under the age of 18 years.
- This duty of care will help to build confidence in the customer that the organisation is a safe place for their children to visit.
- The check will protect the organisation if they are considering any appointments where staff will be working regularly with children.
- It will allow the organisation the right not to employ an individual if he or she can be deemed to be someone who may be a risk to children.
- The organisation may be more easily defended in any litigation taken against it if it has maintained robust policies and procedures in relation to employing those who work with children.

Any other acceptable response.

Award [0] for a response not worthy of credit.

Note: the response must relate to a leisure and tourism organisation.

Level 1 ([1]–[3])

A basic analysis of the importance to a leisure and tourism organisation of ensuring that child protection checks are undertaken on staff who regularly work with children,

e.g. all leisure and tourism organisations that require staff to work with children must ensure that child protection checks have been completed for all staff.

The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation, and grammar may be such that the intended meaning is not clear.

Level 2 ([4]–[6])

A limited analysis of at least two reasons why child protection checks are important to a leisure and tourism organisation that requires staff to work regularly with children,

e.g. safeguarding children is extremely important and it is now a legal requirement for any organisation, including leisure and tourism organisations, that requires staff to work regularly with children to ensure that appropriate child protection checks have been carried out for staff. The child protection checks give the organisation confidence that they have met the law and children are safe when on their premises or taking part in activity programmes.

The candidate uses an appropriate form and style of writing. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([7]–[9])

A detailed analysis why child protection checks are important to a leisure and tourism organisation that requires staff to work regularly with children, e.g. safeguarding children is extremely important and it is now a legal requirement for any organisation, including leisure and tourism organisations, that requires staff to work regularly with children to ensure that appropriate child protection checks have been carried out for staff. The child protection checks give the organisation confidence that they have met the law and children are safe, for example when taking part in activity programmes run by the organisation. Therefore, if something does go wrong the organisation has met its legal obligations and cannot be sued for failing to meet legal requirements. The child protection checks also allow the organisation to promote its products and services as safe for children. This will give customers confidence using the organisation’s products and services which will lead to an increase in bookings and therefore increased profitability.

The candidate successfully selects and uses an appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

[9]

Total

**AVAILABLE
MARKS**

24

100