

Moderators' Report/
Principal Moderator Feedback

June 2011

GCE Leisure Studies (6968)
Paper 01
The Leisure Customer

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Unit 3 6968: The Leisure Customer

General Comments

Comments relate to the marking from the June 2011 series. This report comments on the assessment evidence requirements, the accuracy of the marking and administration.

The tasks for the unit are set within the specification.

- AO1 (a) an understanding of how the leisure industry views the customer
- AO4 (b) an evaluation of customer service, in the leisure industry, through acting as a 'mystery customer'
- AO3 (c) an investigation into marketing activities used within the leisure industry
- AO2 (d) the provision of customer service, dealing with a range of customers in different situations.

Each task is linked to a specific assessment objective, which details the knowledge, skills and understanding that learners are required to demonstrate.

- AO1: Knowledge, skills and understanding
- AO2: Application of knowledge, skills and understanding
- AO3: Research and analysis
- AO4: Evaluation

Marks should be awarded within three mark bands, according to assessment objective criteria, level of independence and depth and breadth of understanding.

Progression across the mark bands will be achieved as learners are able to address the more demanding requirements of each assessment focus.

Key Issues

The key issues related to the assessment of this unit generally remain consistent with previous series, although it is noted that this series saw an **improving trend** in candidates' ability to appropriately apply their learning to the leisure industry. Candidates were selecting a good range of organisations from across the leisure sector when illustrating underpinning knowledge related to the care of customers.

The quality of evidence to support candidates' practical skills was also robust in the vast majority of centres, with detailed observation records provided to illustrate the skills and expertise demonstrated when dealing with a variety of customers in a variety of different ways.

Assessment Objectives

AO1: The leisure customer.

This task addresses AO1 - demonstrate knowledge, skills and understanding of the specified content of leisure studies in a range of vocationally-related contexts.

Marks awarded were generally appropriate for this objective; with candidates applying knowledge and understanding of customer care policies and procedures to a range of appropriate leisure organisations.

Candidates should be reminded that when including examples of relevant policies, these should show evidence of interpretation and an understanding of how this affects the customer experience. Simply including a large amount of downloaded information is not always helpful. Candidates' scoring marks in the highest mark band were often able to use stimulus materials to provide a comprehensive explanation of how the leisure industry views a range of customers.

AO4: Operational aspects related to the leisure customer.

This task addresses AO4 – evaluate evidence, draw conclusions and make recommendations for improvement in a range of vocationally-related contexts.

All candidates carried out at least one mystery visit at an appropriate leisure organisation and had considered a range of customer service factors, for example: cleanliness; staffing; health and safety; range of facilities. The vast majority of candidates were also able to provide descriptions of the products and services offered by the chosen leisure organisation and a range of examples of the information available to customers. This was an improvement on the previous series.

Centres are reminded that multiple mystery visits are not required to meet this assessment objective, which focuses on candidates' ability to **evaluate** evidence, draw **conclusions** and make **recommendations** for improvement.

AO3: Marketing activities and the leisure customer.

This task addresses AO3 – use appropriate research methods to obtain information from a range of sources to analyse leisure industry vocationally-related issues.

This objective was generally assessed in line with national standards in the majority of cases. Fewer candidates were producing largely theoretical responses in this series, with the majority demonstrating evidence of appropriate application to a range of contrasting marketing activities. As in previous series,

the highest marks were awarded to candidates who were able to link chosen activities to detailed information regarding the specific products and services these activities are designed to promote.

Candidates should be reminded that this assessment objective is focused on their appropriate use of **research** methods to obtain information to **analyse** the marketing activities used by the sector. Marketing activities can be considered in a broad sense, not just in relation to promotional techniques and materials.

A02: Dealing with leisure customers.

This task addresses AO2 – apply knowledge, skills and understanding of the specified content of leisure studies in a range of industry vocationally-related issues.

Evidence for this objective was largely appropriate in the majority of cases, with most Centres providing detailed observation records to support the assessment judgement made.

A reminder is given to a very small minority of centres that witness testimony evidence from employers, which is NOT authenticated by the assessor, is generally considered an unreliable piece of evidence to confirm the candidate's ability to delivery customer service against the specification requirements. A witness statement does not confer an assessment decision. The assessor must:

- consider all the information in the witness statement
- note the relevant professional skills of the witness to make a judgement of performance
- review supporting evidence when making an assessment decision
- review the statement with the learner to enable a greater degree of confidence in the evidence
- be convinced that the evidence presented by the witness statement is valid, sufficient and authentic

This assessment objective focuses on the candidate's ability to **apply** their knowledge, skills and understanding of customer service in the leisure industry. The inclusion of role play scripts alone does not demonstrate candidate's **application** of skills and should be avoided. Some centres included audio-visual evidence of candidates' skills and expertise in the provision of customer service, supported by observation records that provided a clear assessment judgement against the mark band descriptors. This was seen as robust evidence.

Administration

OPTEMS forms and Candidate Mark Record Sheets were completed correctly in the vast majority of cases. Samples received were also accurate, with Centres submitting the highest and lowest scoring candidate evidence. All Centres submitted Candidate Authentication Records.

This is a JCGQ requirement and copies of all the forms required are available on the Edexcel website.

Annotation on coursework was found to be consistent. Annotation is most helpful to the internal and external moderation process.

A range of example scenarios and documentation templates are available in the Teacher's Guide available to all centres at Edexcel Online www.edexcel.com.

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