

Moderators' Report/
Principal Moderator Feedback

January 2012

GCE leisure studies (6968)
Paper 01

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Unit 3: The Leisure Customer

General Comments

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, with the majority of assessment in line with expectations. Some centres had marked evidence too leniently or too severely. It was noted that this series saw a small minority of centres demonstrating an inconsistent approach to marking, with both a leniency and severity in the awarding of marks across different assessment outcomes.

The quality of evidence to support candidates' practical skills was generally appropriate, 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. Centres are again reminded of the importance of authenticated witness statements where supporting evidence is in the form of employer confirmation of customer service skills.

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.

In line with previous advice, 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. Including large amounts of downloaded information without evidence of interpretation, does not always demonstrate knowledge and understanding.

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.

Care should be taken when visits to an appropriate organisation are arranged as a directed, organised class visit. This is not a 'mystery visit' but an educational trip and may restrict the opportunities for candidates to realistically evaluate the customer service provision appropriately.

Centres are also 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 expectations in the majority of cases. Again, it was pleasing to note that fewer candidates were producing largely theoretical responses, 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, for example marketing research activities.

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.

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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