

Moderator's Report/
Principal Moderator Feedback

Summer 2015

GCE Leisure Studies (6968)
Paper 01 The Leisure Customer

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General Comments

This is an AS unit which is internally assessed and samples submitted for external moderation.

Candidates are required to produce a portfolio of work to cover the four outcomes:

- 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.

AO1: The leisure customer

Marks awarded were generally within the most appropriate mark band for this outcome. The large majority of candidates were choosing appropriate leisure organisations and had researched a range of contrasting organisations. Most were able to apply their knowledge and understanding of customer care policies and procedures.

AO4: Operational aspects related to the leisure customer

Candidates carried out at least one mystery visit at an appropriate leisure organisation and had considered a range of customer service factors. The vast majority were also able to provide descriptions of the products and services provided by the chosen leisure organisation and a range of examples of the information available to customers.

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.

A03: Marketing activities and the leisure customer

The majority of candidates had included a range of leisure examples to support their explanations of marketing. A few candidates were producing mainly theoretical responses and they should be reminded that this assessment objective is focused on their ability to analyse specific marketing activities used by the sector, including the products and services these activities relate to, rather than descriptions of generic marketing and promotional techniques.

A02: Dealing with leisure customers

This assessment outcome focuses on the candidate's ability to apply their knowledge, skills and understanding of customer service in the leisure industry. Evidence for this outcome was largely appropriate in the majority of cases, with most centres providing detailed observation records to support the assessment judgements made.

A few candidates had presented evidence from work placements or part-time jobs. This evidence should include observation/witness statements from both their work supervisor and the assessor. Care should be taken to ensure that candidates are developing and demonstrating their skills with leisure customers and non-leisure scenarios should be avoided.

Summary

All four learning outcomes had been addressed by candidates and a significant proportion achieved marks in the higher mark bands, where evidence was detailed and well-applied to the leisure industry. Many candidates were demonstrating higher-level skills of analysis and evaluation.

Assessment was consistently accurate in the majority of cases, however a small minority of centres were too generous in their assessment where evidence was less detailed and/or was not well applied to the leisure industry, with mainly generic information and few relevant examples.

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