

Examiners' Report

Summer 2010

GCSE

GCSE Travel & Tourism (6992) Resort Operations

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Materials available

Support materials for assessors including a marking portfolio guide are now available on the Edexcel website.

This report will summarise the key issues and then comment on the assessment evidence requirements, the accuracy of the marking and the administration.

1. Key Issues

Task a). There were still a few candidates that described rather than explained the links between the resort and UK office.

Task b). Whilst evidence was clearer as to how effectively the problem situation was dealt with in a few cases evidence as to why the problem was complex was not always clear. In a few samples it was unclear as to whether the selling situation was dealt with as the evidence appeared to be simply the promotion within the welcome meeting.

Task c). There was an improvement with this task however still the majority of candidates are mainly providing evidence of research through a bibliography rather than referenced across all tasks. Candidates did often show evidence of a range of research however referencing still predominantly focused on websites and was not consistent across all tasks.

Task d). This task was much improved. Now many candidates are starting to evaluate the significance of induction, training and product knowledge rather than describe each. Still a few candidates evaluated the recruitment and selection process which is not a requirement of the task and legislation in general terms rather than within the significance in relation to induction, training and product knowledge.

2. Assessment Evidence

This report will comment on the assessment evidence requirements, the accuracy of the marking and the administration.

The tasks for the unit are set within the specification. There are no requirements for how evidence of completing these tasks is presented except that in task b) candidates are required to organise and present a welcome meeting, sell an additional service including completion of appropriate documentation and effectively handle a problem situation for a customer whose needs and circumstances are given. There are four tasks for the unit as shown on page 73 of the specification. Each task targets one of the Assessment Objectives (AOs) for the qualification. These AOs are given on page 155 of the specification.

The tasks are already pre set by Edexcel.

Task a)

A description of how tour operators organise resort operations to prepare and deal with customers in resort and an explanation of situations that require the resort office to liaise with their UK office.

For task a) there is no specific scenario. Marks are awarded for how well the candidate describes and explains the resort operation. A good example of this task is when candidates consider the operation rather than simply the role of the resort representative. When candidates did not achieve many marks for this task it was often due to descriptive answers only i.e. the candidate described the situations when the resort office has to deal with the UK office rather than explain them.

The evidence expected for this task would therefore be a description to show knowledge of how tour operators organise resort operations. Evidence for the description should focus on the operation of the resort office rather than just the types of resort representatives employed.

Candidates are also expected to include an explanation of situations that require the resort office to liaise with their UK office. This should be an explanation showing understanding of the topic. This aspect of the task is an explanation rather than a description. Marks in the higher mark bands should not be awarded when only descriptions are given. Examples accepted could be any situation where the resort office liaises with the UK office. For example an emergency in the resort such as a hurricane, a death in resort, building work updates, rooming lists, cancelled flights due to volcanic ash etc.

There was an improvement in the descriptions of how the resort operates. Many did give some detail. Most candidates this series did consider the operation of the overseas resort rather than simply the duties of the different overseas representatives.

In terms of the explanation the evidence varied. The level of detail in the explanations varied but it was good to see more explanatory evidence. There were a few good detailed explanations of the situations that require the resort office to liaise with their UK office. Although there were more candidates explaining for this part of the task, still a few candidates described rather than explained how the overseas office liaises with the UK office. There were a few centres that really focused on the requirements of the task and evidence throughout was in line with the requirements of the specification. Overall examples used were appropriate and covered a range of situations where the resort office would need to liaise with the UK office. In summary the weakness was the lack of explanatory skills rather than the knowledge content.

Task b)

Organising and presenting a welcome meeting, selling an additional service including completion of appropriate documentation and effective handling of a problem situation for a customer whose needs and circumstances are given.

For task b) the scenarios varied between centres. Frequently the candidate selected the destination for the welcome meeting as the destinations. Most tended to be

European destinations. For the selling situation most sold reps excursions. The types of excursions varied and were usually based on the candidates destination selected for the welcome meeting. The problem situations varied. Marks are awarded for how well the candidate deal with each practical situation.

Evidence expected would be in three parts: One that demonstrates organising and presenting of a welcome meeting. The type of evidence to support the task could include an individual observation record linking to the assessment criteria, copies of welcome meeting invites, room plans, a map used to show customers where excursions are located, excursion leaflets, welcome meeting notes etc. Please note that notice boards and detailed information booklets are not required. Self-evaluations are also not required.

The second evidence could include an individual observation record linking to the assessment criteria of how well the candidate dealt with the selling situation, copy of the excursion booking form, excursion leaflet, car hire booking form etc. There must be a pen portrait that identifies a customer, their needs and circumstances, so that candidates can meet the customers' needs for the *one* selling situation. The candidate should sell a situation to the customer based on the requirements highlighted in the pen portrait. It is useful if the pen portrait is included so that the moderator can see how the candidate met the needs of the pen portrait. Observation records should give sufficient detail to explain how the candidate met/did not meet the needs in the pen portrait. If the selling situation is completed at the end of the welcome meeting then the evidence must relate to the one to one selling situation. Promotion of excursions or car hire within the welcome meeting is not sufficient evidence for this part of the task.

The last evidence could include an individual observation record detailing the complexity of the problem situation and documenting the performance of the candidate dealing with the problem in relation to the assessment criteria. Evidence should also include a complaint form or similar documentation if the problem is to be dealt with effectively. Assessor feedback must make it clear why the problem is complex if awarding higher mark bands.

For all the three parts scripts should not be encouraged, as candidates marks will be restricted. Submitting one individual observation record covering all aspects of the task may also restrict marks unless evidence clearly shows that all three tasks were carried out and feedback relates to the performance in each of the three situations.

Many candidates did show traits of the higher mark bands for their welcome meeting in terms of structure and welcome meeting knowledge i.e. welcome meeting content and presentation of information. The use of materials such as maps, excursion leaflets etc were commonly used by candidates and there was more evidence to support the use which was helpful. Furthermore there was improved evidence relating to how effectively candidates engaged the audience. Assessors should make reference to this in the feedback given especially if awarding higher mark bands. General comments just stating this was met e.g. 'interacted with the group well' or 'effectively used materials' is not sufficient to award higher marks within mark band two or three. Feedback must detail why the assessor made the judgements e.g. how were the materials to be used effectively etc?

There was an improvement in candidates meeting customer needs (given in the pen portrait). Still like the previous series, it was not clear in some samples whether the candidate had individually dealt with a customer or whether the excursions had been promoted to all customers when the selling situation was combined with the welcome meeting. The promotion of the excursions possibly will be included at the welcome meeting however if the selling situation is used in conjunction with the welcome meeting there should be evidence of face-to-face selling with a customer at end of the welcome meeting. The candidate should use the information presented in the pen portrait. There should be assessor's feedback to detail what needs were met and how the needs were met.

In many centres the candidate's involvement in dealing with a problem still tended to appear to be straightforward in some samples e.g. overbooking and a solution of a new hotel. The complexity e.g. a new resort, irate customer etc was often unclear. More centres provided evidence of how effectively the problem was resolved but there was limited evidence to determine how the problem was complex. If a situation appears straightforward but the handling of the problem makes it complex e.g. having to deal with the emotions of the customer etc then the assessor must document this to show how and what made the situation complex.

Task c)

Research undertaken to complete all tasks.

There should be evidence of research undertaken for all tasks although opportunities to reference will mainly be in tasks a) and d).

Evidence expected for this task is a bibliography or terms of reference indicating the sources used in research for all tasks. For higher marks awarded at least some sources would be referenced in the evidence submitted. At the higher marks this should be used in the body of the text not just a reference at the end of a statement. It is not expected that candidate use the Harvard referencing system precisely although some similar format would be expected. There should also be evidence that the candidate has obtained sources independently. This could be a statement from the candidate or the assessor indicating how the sources were obtained to confirm the independence.

Most candidates submitted a bibliography. In some samples this was per task in others this was one bibliography covering all tasks. Some assessors provided a statement on feedback sheets explaining how the research was undertaken independently and some samples included a statement from the candidate. In some samples a statement against each source was given i.e. when the source was used and for what purpose. In many samples there was a range of sources evident however there was limited referencing in the body of the text. Much of the referencing was limited to websites rather than a range of sources which appeared in the bibliography. The references were often limited and often references were only in one task.

It should be noted that the use of examples is credited in tasks a) and d). It is the sources used to find these examples that form the evidence for this task.

In some samples only examples were given which are credited in tasks a) and d) and therefore evidence in this case is more characteristic of mark band one as evidence is simply a bibliography.

Task d)

An evaluation of the significance of induction, training and product knowledge of overseas representatives delivering high quality customer service.

For task d) there is no specific scenario. Marks are awarded for how well the candidate evaluates the significance of induction, training and product knowledge in relation to delivering high quality customer service. When candidates did not achieve many marks for this task it was often due to descriptive answers or theoretical responses or limited links to delivering high quality customer service.

Evidence for this task is expected to address the significance and be an evaluation. Much of the evidence submitted for moderation was much improved as evidence was in many samples evaluative rather than descriptive as it had been in the previous June series. Overall however the conclusions were limited in detail and reasoning and very few candidates substantiated their conclusions. There were some examples used however in some cases the evidence related to task a) rather than task d) e.g. candidates described the activities undertaken by reps rather than evaluate the importance of product knowledge to delivering high quality customer service when escorting excursions/ welcome meetings / hotel visits etc.

3. Marking

Marking in some centres was more in line with the national standard however there were still some centres that were generous specifically in task c). Candidate evidence should be assessed against the assessment criteria in the specification. For each task there are three marks bands. Assessors should first determine the mark band statement that 'best fits' the evidence submitted. A note should be taken of command verbs and discriminators for each statement. For example, where task d) requires an evaluation then if work is descriptive then mark band one applies, mark band two could only be considered appropriate if candidates show some evaluation with some reasoned conclusions. 'Best fit' would need to be considered where there are descriptions and some evaluation to determine if mark band one or two is best fit. Strengths and weaknesses in evidence can then be taken into account when awarding marks from within the mark band. Taking the example above, there are clearly weaknesses if mark band two is considered best fit and low marks from the mark band should be applied. If mark band one was considered best fit then higher marks can be awarded to credit the conclusions that are made. At mark band three there must be an explanation. At mark band two if there is no explanation however the rest of the evidence is best fit then the lower end of the mark band could be considered depending on the level of description of the overseas operation.

Task a)

Marking of this task was in some samples generous. Most work submitted was considered best fit either at mark band one or mark band two. The key weakness was usually related to the judgement of the explanation of situations that require the resort office to liaise with their UK office. When marking was generous this was due to marks awarded mid or above mark band two midpoint when the candidate's evidence was overall descriptive with limited explanation. High mark band two or mark band three must have evidence of an explanation rather than descriptive evidence as to how the resort office liaises with the UK office.

Task b)

Marking of this task was in most cases appropriate however there were a few samples where marking was felt to be marginally generous. In a few samples awarded mark band two or three it was not clear if candidates dealt individually with customers for the selling situation or whether they had simply just promoted the excursion in the welcome meeting. For the selling situation documentation should be submitted. In some samples the problem dealt with appeared straightforward and details as to how effectively candidates dealt with the problem was limited or missing. Where high marks were awarded at the top of mark band two and in some cases at mark band three it was difficult to agree with the judgements where the evidence of the differentiating traits of the mark bands was missing such as the problem appeared straight forward.

Task c)

Marking of this task was generous. Mark band two requires candidates to use different sources for their research. This should be from different types of sources eg guides, textbooks, websites etc. Candidates this series did show a range of sources used in a bibliography but the referencing tended to be mainly focused on websites. In some samples, evidence of research equated to a number of examples with no referencing of the sources used to find the examples given. Examples are credited in tasks a) and d). In many cases the evidence was more characteristic of mark band one i.e. mainly through a bibliography rather than referenced in the body of the text. In some samples the referencing was not balanced across all tasks i.e. task a) was referenced yet there was limited or no referencing in task b and d) however the assessor had awarded marks at mark band three.

Candidates are required for mark band two and three to have researched independently. Evidence of independent research was still in some centres a basic assessor statement. See comments above regarding type of evidence required. For mark band two and three evidence should include the appropriate selection of resources and show some synthesis.

Task d)

More marking was in line with the requirements set in the specification however, marking of this task was sometimes marginally generous when awarding the top of a mark band or when awarding the higher mark bands. This was because either the evidence lacked detail in the evaluation or because conclusions were subjective.

4. Administration

Centres met the deadline for submission of portfolios for moderation. OPTEMS forms were generally completed correctly.

Samples submitted were correct. Centres submitted asterisked samples. Where candidates were withdrawn alternatives were sent. Where highest and lowest marks were not asterisked these were also sent.

Centres did submit Candidate Authentication Records. This is a JCGO requirement. Exams Officers have copies of generic forms that can be used but these are also available on the Edexcel website.

Most centres submitted task feedback sheets as provided on the Edexcel website.

Annotation on coursework was in some centres limited. Please note that this is now a JCGO requirement. Annotation should highlight where key evidence could be found e.g. specifically where descriptions, explanations, referencing of research, evaluation etc could be found, this is helpful to the moderation process.

In task a) annotation could be used to highlight clearly where candidates show detail of the resort operation description and show where candidates had explained, rather than described.

In task b) individual observation forms should be completed for each situation and should refer to the assessment criteria.

In task c) annotation could highlight where the candidate had referenced sources and specifically where candidates had researched independently.

For task d) the assessor could highlight where the candidate had evaluated and drawn conclusions. When higher mark bands were awarded assessors could have highlighted examples and where conclusions were substantiated.

5. General Comments

Edexcel does not require candidates to submit their portfolios in a file. It is sufficient for candidates to provide all work tied with a treasury tag, providing it can be easily identified. In addition to the Candidate Authentication, there should ideally be a front cover stating name of candidate, centre and candidate number. Evidence for each task would be clearly separated, ideally by a task feedback sheet.

Only evidence used to determine the mark awarded need be submitted in a portfolio. That evidence should be for tasks a), b), c) and d). Class notes and activities should not be sent in their portfolios.

This unit allows the opportunity for oral communication in presenting work. If this format is used, candidates portfolios should include a witness testimony, assessment checklist or observation statement. This should describe candidate's performance,

and highlight how this leads to the mark awarded. It should be signed and dated by an assessor. Any supporting evidence such as visual aids, notes, documentation etc should also be included. Video evidence, audiotapes and computer discs and CDs are not required as forms of evidence. Where centres and/or candidates have used these forms of technology, a witness testimony, assessment checklist and/or observation record is required (see above) and it is this that should be sent to the moderator. Printed versions of documents can be sent in support.

Travel and Tourism

Unit 1 The Travel and Tourism Industry

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	90	62	55	48	41	35
Uniform boundary mark	100	80	70	60	50	40

Unit 2 The Travel and Tourism Customer

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	60	46	40	34	29	24
Uniform boundary mark	100	80	70	60	50	40

Unit 3 Destination Europe

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	60	46	40	34	29	24
Uniform boundary mark	100	80	70	60	50	40

Unit 4 Destination Britain

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	60	45	39	33	28	23
Uniform boundary mark	100	80	70	60	50	40

Unit 5 Travelling Safely

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	90	64	56	48	41	34
Uniform boundary mark	100	80	70	60	50	40

Unit 6 Resort Operations

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	60	46	40	35	30	25
Uniform boundary mark	100	80	70	60	50	40

Unit 7 Responsible Tourism

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	90	60	52	45	38	31
Uniform boundary mark	100	80	70	60	50	40

Unit 8 Current Issues in Travel and Tourism

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	60	48	42	36	30	24
Uniform boundary mark	100	80	70	60	50	40

Unit 9 Working in Travel and Tourism

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	60	48	42	36	30	25
Uniform boundary mark	100	80	70	60	50	40

Unit 10 Promotion and Sales in Travel and Tourism

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	90	63	55	48	41	34
Uniform boundary mark	100	80	70	60	50	40

Unit 11 Special Interest Holidays

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	60	48	42	36	30	24
Uniform boundary mark	100	80	70	60	50	40

Unit 12 Travel Organisations

Grade	Max. Mark	A	B	C	D	E
Raw boundary mark	60	46	40	34	29	24
Uniform boundary mark	100	80	70	60	50	40

Notes

Maximum Mark (Raw): the mark corresponding to the sum total of the marks shown on the mark scheme.

Boundary mark: the minimum mark required by a candidate to qualify for a given grade.

Grade boundaries may vary from year to year and from subject to subject, depending on the demands of the question paper.

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