OCR RECOGNISING ACHIEVEMENT

Please read the instructions printed at the end of this form. **One** of these sheets, suitably completed, should be attached to the assessed work of **each** candidate.

| Unit Title | 6 Organising travel | | Unit Code | G725 | Session | Jan / June | Year | 2 | 0 | | |

| Centre Name | | | | Centre Number | | | | |

| Candidate Name | | | | Candidate Number | | | | |

Evidence: You need to investigate organising travel and produce travel itineraries for specific customer groups.

Criteria			Teacher Comment		Page No.
AO1.1: The description of **two** different types of travel organisers, the products and services they provide, how they operate and their role in the chain of distribution is brief and shows little understanding; there are omissions and detail may be lacking;	**AO1.2:** the description of **two** types of travel organisers with a comparison of the products and services they provide, as well as their operation and role in the chain of distribution, shows knowledge and understanding; there are some omissions;	**AO1.3:** you provide a description of **two** types of travel organisers which shows comprehensive knowledge and understanding; you contrast their products and services, the way in which they operate and their role in the chain of distribution.		**Mark**	
[0 1 2 3 4 5]	[6 7 8 9 10]	[11 12 13 14 15]			
AO2.1: The explanation of the importance of the use of technology for each travel organiser and attempt at a description of how this affects the popularity within the industry is brief and contains some inaccuracies and omissions, with little application of knowledge and understanding; your use of terminology is not always accurate and written communication lacks detail in accuracy and content;	**AO2.2:** you provide a clear description of the way in which technology has affected the popularity of each travel organiser within the industry, showing application of knowledge and understanding; you present materials suitably with appropriate use of some terminology and your understanding is conveyed through use of appropriate language;	**AO2.3:** you provide a detailed description of the effects of technology on both travel providers and forecast how technological advances may affect the organisations' share of the industry in the future, with possible suggestions for improvement, which demonstrates thorough knowledge and understanding; you present your work logically showing use of appropriate terminology and your meaning is clear and accurately conveyed.		**Mark**	
[0 1 2 3 4 5]	[6 7 8 9]	[10 11 12 13]			

Criteria			Teacher Comment	Page No.
AO3.1: You undertake research into the marketing techniques used by the **two** travel organisations, with an attempt at analysis of the effectiveness of the techniques; there are some inaccuracies or omissions in your evidence which relate to lack of understanding of techniques;	**AO3.2:** you provide evidence of research, from a variety of sources, on various types of marketing techniques used by the **two** organisations, and most of the findings are used to produce an analysis on the effectiveness of the techniques;	**AO3.3:** you undertake research from a broad range of sources when investigating the marketing techniques used by the **two** organisations, and use this to support and inform an analysis of the effectiveness of the techniques.		
		Mark		
[0 1 2 3 4]	[5 6 7 8]	[9 10 11 12]		
AO4.1: You prepare and present **two** costed itineraries, suitable for **two** different customer types, which may lack complexity in arrangements; the presentation of the itineraries may not be in an industry-acceptable format and contains inaccuracies and incorrect or unrealistic calculations, with little attempt at explanation of how the itineraries meet the needs of the customers;	**AO4.2:** you produce **two** fully-costed, complex itineraries for **two** different customer types, presented in an acceptable industry format and containing the majority of the relevant details; you include an explanation of how each itinerary meets the needs of the customers;	**AO4.3:** you produce thoroughly prepared and fully-costed, complex itineraries, suitable for **two** different customer types, which are presented in an acceptable industry format and contain all relevant details; your analysis of how each itinerary meets the needs of the customers is well substantiated, with alternatives shown to have been considered.		
		Mark		
[0 1 2 3 4]	[5 6 7]	[8 9 10]		
		Total/50		

| If this work is a re-sit, please tick | | Session and Year of previous submission | Jan / June | **2** | **0** | | | Please tick to indicate this work has been standardised internally | |

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).
A completed Centre Authentication form CCS160 **must** accompany the MS1 when it is sent to the moderator.

Guidance on Completion of this Form

1   **One** sheet should be used for each candidate.
2   Please ensure that the appropriate boxes at the top of the form are completed.
3   Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
4   Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
5   Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.