
OCR GCSE IN LEISURE AND TOURISM (DOUBLE AWARD) (1495)

PORTFOLIO ADMINISTRATION PACK

This Administration Pack is designed to accompany the OCR GCSE in Leisure and Tourism (Double Award) specification for teaching from September 2002.

Guidance on the assessment of coursework will be found in Sections 2, 7 and 8 of the specification.

Current versions of forms within this pack will be sent out automatically by OCR to the Examinations Officer in the Centre upon receipt of provisional entries. These will also be available from the OCR website (www.ocr.org.uk). Centres need to check that the forms they are using are current.

Centres are permitted to copy materials from this booklet for their own internal use.

OCR will conduct all administration of these GCSEs through the Examinations Officer at the Centre. Teachers are strongly advised to liaise with their Examinations Officer to ensure that they are aware of key dates in the administrative cycle.

CONTENTS

Compulsory Recording Materials

- Unit Recording Sheet for Unit 2.
- Unit Recording Sheet for Unit 3.

Optional Recording Materials

- Portfolio Summary Form for Unit 2.
- Portfolio Summary Form for Unit 3.

All forms may be photocopied and used as required. Additional copies may be downloaded from the OCR website (www.ocr.org.uk).

COMPULSORY RECORDING MATERIALS

Unit Recording Sheets: One of these forms must be completed (for *each* portfolio unit) for *each* candidate and must be attached to the candidate's work.

SUPERVISION AND AUTHENTICATION OF PORTFOLIOS

OCR expects teachers to supervise and guide candidates who are producing portfolios. The degree of teacher guidance in candidates' work will vary according to the kind of work being undertaken. However, it should be remembered that candidates are required to reach their own judgements and conclusions.

When supervising candidates, teachers are expected to:

- offer candidates advice about how best to approach their tasks;
- exercise continuing supervision of work in order to monitor progress and to prevent plagiarism;
- ensure that the work is completed in accordance with the specification requirements and can be assessed in accordance with the specified marking criteria and procedures.

Work on portfolios may be undertaken outside the Centre and in the course of normal curriculum time. As with all internally assessed work, the teacher must be satisfied that the work submitted for assessment is the candidate's own work. This does not prevent groups of candidates working together in the initial stages, but it is important to ensure that the individual work of a candidate is clearly identified separately from that of any group in which they work.

Throughout the course, the teacher should encourage the candidate to focus on achieving the criteria listed in the *Assessment Evidence Grids*. Teachers may set internal deadlines for candidates submitting work to them. Teachers may comment on a candidate's unit portfolio and return it for redrafting without limit until the deadline for the submission of marks to OCR. Internal Assessors must record details of any assistance given and this must be taken into account when assessing candidates' work. Once the mark for the unit portfolio has been submitted to OCR, no further work may take place.

INTERNAL STANDARDISATION

It is important that all internal assessors, working in the same subject area, work to common standards. Centres are required to ensure that internal standardisation of marks across assessors and teaching groups takes place using an appropriate procedure.

This can be done in a number of ways. In the first year, reference material and OCR training meetings will provide a basis for Centres' own standardisation. In subsequent years, this, or Centres' own archive material, may be used. Centres are advised to hold a preliminary meeting of staff involved to compare standards through cross-marking a small sample of work. After most marking has been completed, a further meeting at which work is exchanged and discussed will enable final adjustments to be made.

SUBMISSION OF MARKS TO OCR

The involvement of OCR begins on receipt of entries for a portfolio unit from a Centre's Examinations Officer. Entries for units to be included in any assessment session must be made by the published entry date from OCR. Late entries attract a substantial penalty fee.

By an agreed internal deadline the teacher submits the marks for the unit to the Examinations Officer. Marks will need to be available by the portfolio mark submission dates published by OCR and internal deadlines will need to reflect this. OCR will supply Centres with *MS1 Internal Assessment Mark Sheets* to record the marks and instructions for completion. It is essential that Centres send the top copy of these completed forms to OCR, the second copy to the Moderator and keep the third copy for their own records.

MODERATION

Moderator address labels will be sent to Centres shortly before the portfolio mark submission date. The Centre should send marks to the Moderator by the mark submission deadline and keep the work secure. The Moderator, once (s)he has received the marks from the Centre, will contact the Centre to request a sample of work. Centres should respond promptly to any requests for work from the Moderator. A report on the outcome of the moderation will be sent to Centres at the time results are issued.

GENERAL PORTFOLIO REGULATIONS AND PROCEDURES

General portfolio regulations and procedures including those concerning lost or incomplete portfolios are given in the OCR Handbook for Centres.

Candidates must observe the following when producing portfolios:

- Any copied material must be suitably acknowledged.
- Quotations must be clearly marked and a reference provided wherever possible.
- Work submitted for moderation must be marked with the:
 - Centre number;
 - Centre name;
 - candidate number;
 - candidate name;
 - specification code and title;
 - unit code.
- Centres must complete the appropriate Unit Recording Sheet in full and attach it to each piece of work sent for moderation.

OPTIONAL RECORDING MATERIALS

Portfolio Summary Forms: For *each* unit, these record the marks for each of the strands of criteria and total marks for each candidate entered by the Centre. It is not necessary to put the candidates into rank or alphabetical order. When the Centre is notified of the address of the Moderator, this form should be forwarded. Centres should keep a copy of the completed form.

PORTFOLIO ENQUIRIES

In the Autumn and Spring terms OCR will hold training meetings on portfolio assessment led by senior GCSE Moderators. Details of these are in the OCR INSET booklets which are sent to Centres in the Summer term or they may be obtained from the Training and Customer Support Division on 01223 552950. They are also published on the OCR website (www.ocr.org.uk).

OCR also operates a network of Portfolio Consultants. Centres can obtain advice on assessment of portfolios from an OCR Portfolio Consultant. These are both subject specialists and Senior Moderators. Details of these may be obtained from the OCR Subject Officer.

GCSE IN LEISURE AND TOURISM (DOUBLE AWARD)

Unit Recording Sheet for Unit 2: Marketing in Leisure and Tourism



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

Specification Code	1495	Unit Code	4876		Session	Jan / June	Year	2	0	0	
Centre Name						Centre Number					
Candidate Name						Candidate Number					

Evidence: An investigation into the marketing activities of one organisation from the leisure and tourism industry and an item of promotional material related to the chosen organisation's product or service and aimed at a particular target market. Note: strand d requires a second L&T organisation to be investigated for comparison.

Please note: This form may be updated on an annual basis. The current version of this form will be sent out automatically by OCR to the Examinations Officer in the Centre upon receipt of provisional entries. You may also refer to OCR website (www.ocr.org.uk) for current version.

Authentication by the Teacher

I declare that to the best of my knowledge, the work submitted is that of the candidate concerned. I have attached details of any assistance given beyond that which is acceptable under the scheme of assessment.

Signature: _____ Date: _____

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 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.
- 4 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.
- 5 Sign and date the Authentication statement.

Please see over

Criteria			Teacher Comment	Location	Mark
<p>a1 Identify the products and/or services with pricing structures for the chosen organisation.</p> <p style="text-align: right;">0 1 2</p>	<p>a2 Provide a detailed description of the products and/or services and pricing structures for the chosen organisation.</p> <p style="text-align: right;">3 4</p>	<p>a3 Analyse the products and/or services provided by the organisation in relation to the pricing structures.</p> <p style="text-align: right;">5 6</p>			
<p>b1 Identify at a basic level how the products and/or services are made available.</p> <p style="text-align: right;">0 1 2</p>	<p>b2 Describe fully how the organisation makes its products and/or services available.</p> <p style="text-align: right;">3 4 5</p>	<p>b3 In addition to a full description, recommend one alternative approach which the organisation could make to improve availability of its products/services.</p> <p style="text-align: right;">6 7</p>			
<p>c1 Identify at a basic level the market research activities undertaken by the organisation to meet the needs of different customers.</p> <p style="text-align: right;">0 1 2 3</p>	<p>c2 Provide a detailed description of the market research activities undertaken by the organisation to identify market segments.</p> <p style="text-align: right;">4 5</p>	<p>c3 Evaluate the market research activities undertaken by the organisation in terms of cost effectiveness.</p> <p style="text-align: right;">6 7</p>			
<p>d1 Comment briefly on the promotional materials/marketing mix of both organisations.</p> <p style="text-align: right;">0 1 2 3 4</p>	<p>d2 Suggest other relevant promotional techniques and materials both organisations could use to promote themselves and their products/services.</p> <p style="text-align: right;">5 6</p>	<p>d3 Compare the promotional techniques and materials used by one organisation with those used by the other leisure and tourism organisation.</p> <p style="text-align: right;">7 8</p>			
<p>e1 Produce a basic SWOT analysis for the chosen organisation.</p> <p style="text-align: right;">0 1 2 3 4</p>	<p>e2 Produce a detailed SWOT analysis for the chosen organisation.</p> <p style="text-align: right;">5 6 7</p>	<p>e3 Analyse the SWOT technique for the chosen organisation identifying areas the organisation needs to consider for future development.</p> <p style="text-align: right;">8 9</p>			
<p>f1 Produce a piece of promotional material that includes the basic information for an identified target audience.</p> <p style="text-align: right;">0 1 2 3 4 5 6 7</p>	<p>f2 Produce an item of promotional material that shows imagination and is appropriate for a stated target audience.</p> <p style="text-align: right;">8 9 10</p>	<p>f3 Demonstrate ability to plan and produce their promotional materials, stating aims, objectives, target audience and evaluate the finished product.</p> <p style="text-align: right;">11 12 13</p>			
Total/50					

GCSE IN LEISURE AND TOURISM (DOUBLE AWARD)

Unit Recording Sheet for Unit 3: Customer Service in Leisure and Tourism



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

Specification Code	1495	Unit Code	4877		Session	Jan / June	Year	2	0	0	
Centre Name						Centre Number					
Candidate Name						Candidate Number					

Evidence: A review of the customer service provided by one selected leisure and tourism organisation and a record of your involvement in a variety of customer service situations.

Please note: This form may be updated on an annual basis. The current version of this form will be sent out automatically by OCR to the Examination Officer in the Centre upon receipt of provisional entries. You may also refer to OCR website (www.ocr.org.uk) for current version.

Authentication by the Teacher

I declare that to the best of my knowledge, the work submitted is that of the candidate concerned. I have attached details of any assistance given beyond that which is acceptable under the scheme of assessment.

Signature: _____ Date: _____

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 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.
- 4 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.
- 5 Sign and date the Authentication statement.

Criteria			Teacher Comment	Location	Mark
<p>a1 Describe at a basic level what is meant by customer service.</p> <p style="text-align: right;">0 1 2 3</p>	<p>a2 Explain why customer service is important to their chosen organisation with examples.</p> <p style="text-align: right;">4 5</p>	<p>a3 Produce a thorough and knowledgeable analysis of customer service in their chosen organisation.</p> <p style="text-align: right;">6 7</p>			
<p>b1 Describe at a basic level how the organisation meets the needs of a variety of customers and deals with complaints.</p> <p style="text-align: right;">0 1 2 3 4</p>	<p>b2 Describe with examples how the organisation meets the needs of its internal and external customers and explain the complaints procedure.</p> <p style="text-align: right;">5 6</p>	<p>b3 Evaluate the way the organisation meets the needs of all its customers and analyse its complaint procedures.</p> <p style="text-align: right;">7 8 9</p>			
<p>c1 Describe at a basic level the benefits of effective customer service to the organisation.</p> <p style="text-align: right;">0 1 2 3 4</p>	<p>c2 Explain fully the benefits of effective customer service procedures to the organisation.</p> <p style="text-align: right;">5 6 7</p>	<p>c3 Recommend improvements in customer service procedures to increase the benefits to the organisation.</p> <p style="text-align: right;">8 9</p>			
<p>d1 Describe two examples of customer service records used by their chosen organisation.</p> <p style="text-align: right;">0 1 2 3</p>	<p>d2 Explain with examples how customer service records are used to develop customer service in the organisation.</p> <p style="text-align: right;">4 5 6</p>	<p>d3 Suggest alternative ways the organisation could use its existing records to improve customer service provision in the organisation.</p> <p style="text-align: right;">7 8</p>			
<p>e1 Communicate clearly with a variety of customers, listening carefully and responding appropriately.</p> <p style="text-align: right;">0 1 2 3 4 5</p>	<p>e2 Deal confidently with a variety of customers, demonstrating good presentation and communication skills.</p> <p style="text-align: right;">6 7</p>	<p>e3 Communicate successfully and confidently with customers, listening carefully and providing a full and effective response.</p> <p style="text-align: right;">8 9</p>			
<p>f1 Describe simply how they have handled a customer complaint.</p> <p style="text-align: right;">0 1 2 3</p>	<p>f2 Effectively handle a customer complaint, following the procedures of the organisation.</p> <p style="text-align: right;">4 5 6</p>	<p>f3 Evaluate their own performance in the customer service situations undertaken, including the handling of complaints made by customers.</p> <p style="text-align: right;">7 8</p>			
Total/50					

Guidance on Completion of this Form

Marking and Internal Standardisation

- 1 Teachers must be thoroughly familiar with the appropriate sections of the specification and with the general portfolio regulations.
- 2 This form should only be used for recording portfolio marks for Unit 2 of 1495. A print out from a suitable software package is an acceptable alternative to this form if the same information is given.
- 3 Complete the information at the head of the form.
- 4 The candidate number and the teaching group/set should be shown.
- 5 Carry out internal standardisation to ensure that the total marks awarded to the candidates reflect a single valid and reliable order of merit for the unit.
- 6 Enter the marks for each of the strands in the appropriate spaces, together with the total mark out of 50.
- 7 Ensure that all mark transcriptions and additions are independently checked.
- 8 You are advised to keep a copy of this form for reference.

Guidance on Completion of this Form

Marking and Internal Standardisation

- 1 Teachers must be thoroughly familiar with the appropriate sections of the specification and with the general portfolio regulations.
- 2 This form should only be used for recording portfolio marks for Unit 3 of 1495. A print out from a suitable software package is an acceptable alternative to this form if the same information is given.
- 3 Complete the information at the head of the form.
- 4 The candidate number and the teaching group/set should be shown.
- 5 Carry out internal standardisation to ensure that the total marks awarded to the candidates reflect a single valid and reliable order of merit for the unit.
- 6 Enter the marks for each of the strands in the appropriate spaces, together with the total mark out of 50.
- 7 Ensure that all mark transcriptions and additions are independently checked.
- 8 You are advised to keep a copy of this form for reference.