

Moderators' Report/
Principal Moderator Feedback

January 2013

GCE Leisure Studies (6968)
Paper 01 The Leisure Customer

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General Comments

Comments relate to the marking from the January 2013 series. 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 number of entries for this series was very small and as such, comments relate to overall issues that have remained consistent with previous series. The entries that were received can be evaluated as typical and as such, generalisations reflect performance seen across the assessment year.

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 appropriate for this objective; with candidates applying knowledge and understanding of customer care policies and procedures to a range of appropriate leisure organisations.

Candidates should always 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. Simply including a large amount of downloaded information is not always helpful.

A04: 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 a 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. 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.

It is useful to note 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.

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 assessed appropriately and in line with national standards. Candidates were able to link the chosen marketing activities to detailed information regarding the specific products and services these activities are designed to promote.

Candidates should always 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, but also to marketing research for example.

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 presented to support marks awarded for this objective was appropriate, including individual observation records to support the assessment judgement made.

Centres are always reminded that a witness statement alone 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.

Administration

OPTEMS forms and Candidate Mark Record Sheets were completed correctly. Centres submitted Candidate Authentication Records. This is a JCGQ requirement and copies of all the forms required are available on the Edexcel website.

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