

**General Certificate of Secondary Education**

**B184CA**

**Leisure and Tourism**

Unit B184: Meeting customer needs in the  
leisure and tourism industries

**Specimen Controlled Assessment Material**

## INSTRUCTIONS TO TEACHERS

- Please refer to Section 5 of the Leisure and tourism specification for instructions on completing controlled assessment tasks.
- Each task can be contextualised appropriately to suit facilities available in the area local to your centre.

This document consists of **4** printed pages and **4** blank pages

## Choosing an appropriate context

You will be acting in the role of a travel consultant.

You will need to choose **one** customer brief from a given list. For the purpose of this specimen controlled assessment material the **two** examples of the types of customer brief that will be available are:

### Customer brief 1

A family group - mother, father, grandma and grandad, two young children (under 10). They live in Birmingham.

- Adults would like to relax. Children are energetic and need activities to keep them occupied.
- 1-2 weeks' holiday.
- Important that family spends some time together on holiday.
- The family is on a limited budget.

### Customer brief 2

Married couple. High levels of income. No children. They live in Newcastle.

- Enjoy sightseeing and cultural activities.
- 1-2 weeks' holiday.
- They went without a holiday last year so that they could have enough money to have a really good holiday and spend some money seeing places of interest.

## Tasks

### Task 1 [6 hours allocated for completion of this task – 6 marks]

- You must choose a customer brief from the list provided (not assessed).
- You must create an action plan showing evidence of your planning skills and how you are going to set about carrying out the investigations required to complete Tasks 3-8. You may need to make changes to your action plan as your investigation progresses (AO2).

### Task 2 [22 hours allocated for completion of this task]

- You must carry out the research to enable you to complete Tasks 3-8 (not assessed).
- You must compile a bibliography throughout the research phase. This must be available for internal assessment and external moderation. Where there is evidence of external material used within the work this must be sourced and/or annotated with comment (not assessed).

### Task 3 [1 hour allocated for completion of this task – 6 marks]

- You must identify and describe the needs of your chosen customer brief (AO1).

**Task 4 [4 hours allocated for completion of this task – 10 marks]**

- You must identify and describe the methods of transport available for your chosen customer brief that would take them to and back from your chosen international destination (not a country) outside the UK and move around your chosen destination (AO1).
- You must propose a plan of the journey with suitable method(s) of transport to and from the destination for your customer brief (AO2).

**Task 5 [6 hours for completion of this task – 18 marks]**

- You must apply your skills, knowledge and understanding of the leisure and tourism industries to choose appropriate organisations, facilities, experiences, services and products to meet your customer brief for your chosen international destination (AO1/AO2).
- You must use a suitable format to prepare and present your proposal to your customers (AO2).

**Note:** Given the assessment requirements of Task 8 you cannot use the Algarve or Dubai as the basis for your proposal which you present to customers. Your proposal which you present in Task 5 should be far more detailed and comprehensive than the outline alternative holiday package given in Task 8.

**Task 6 [1 hour allocated for completion of this task – 6 marks]**

- You must assess the value of the sources of information which you have used (AO3).

**Task 7 [1 hour allocated for completion of this task]**

**Tasks 7 and 8 carry a combined 14 mark tariff.**

- For your international destination you must assess how the proposal you have made (in Task 5) meets the needs of your customer brief (AO3)\*.

**Task 8 [4 hours allocated for completion of this task]**

**Tasks 7 and 8 carry a combined 14 mark tariff.**

Whilst researching a suitable holiday package for your chosen customer brief you discover a web-site advertising the following last minute deals.

Family Group	1 week half board with a family room and a double room in a large 3* hotel/beach resort on the Algarve in Portugal. There is a children's club at the hotel. There is one restaurant (Italian) and a bar but no evening entertainment. The hotel is not too far from a local town with regular bus links every day.
Married couple	2 weeks B&B in a double room in a 5* hotel in Dubai. The hotel is on Jumeirah Beach near to the city and shopping malls. There is a jeep safari to go dune bashing and also a tour to see other Emirates such as Abu Dhabi. A spectacular tour can be arranged such as a helicopter ride or a hot air balloon for that unforgettable experience.

- You must assess whether the proposal you have made (in Task 5) better meets the needs of your chosen customer brief than the last minute deal given above (AO3)\*.
- \* = Includes assessment of quality of written communication.

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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**

**General Certificate of Secondary Education**

**LEISURE AND TOURISM**

Unit B184: Meeting customer needs in the leisure and tourism industries

**Specimen Controlled Assessment Mark Scheme**

The maximum mark for this unit is **60**

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This document consists of **7** printed pages and **1** blank page

## Unit B184 Meeting customer needs in the leisure and tourism industries

<b>TASK 1</b>				
<b>Assessment objective</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>TOTAL</b>
<b>AO2</b>	The action plan includes the appropriate basic information but is limited in scope. No clear indication of how the action plan will help the candidate to set about carrying out the investigations required to complete Tasks 3-8.	The action plan is sound and helps the candidate to set about carrying out the investigations required to complete Tasks 3-8.	The action plan is comprehensive and fit for purpose and is clearly targeted to allow the candidate to set about carrying out the investigations required to complete Tasks 3-8. High levels of application with clear evidence that changes have been made to action plan as the investigation has progressed with clear reasoning given.	<b>6</b>
	<b>1-2 marks</b>	<b>3-4 marks</b>	<b>5-6 marks</b>	

0 marks = no evidence submitted or work submitted does not address assessment objective.

**TASK 2 IS NOT ASSESSED AND DOES NOT CARRY ANY MARK TARIFF**

<b>TASK 3</b>				
<b>Assessment objective</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>TOTAL</b>
<b>AO1</b>	Customer needs are identified although evidence brief and underdeveloped.	Customer needs are accurately identified and described.	Customer needs have been identified and described in detail. Evidence is both realistic and appropriate.	<b>6</b>
	<b>1-2 marks</b>	<b>3-4 marks</b>	<b>5-6 marks</b>	

0 marks = no evidence submitted or work submitted does not address assessment objective.

<b>TASK 4</b>				
<b>Assessment objective</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>TOTAL</b>
<b>AO1</b>	Methods of travel are identified to and from the destination as well as within the destination. Evidence brief and underdeveloped.  <b>1-2 marks</b>	Methods of travel to and from destination as well as within the destination are accurately identified and described giving a range of options.  <b>3-4 marks</b>		<b>4</b>
<b>AO2</b>	There is an attempt to produce a plan of the journey to and from the destination which gives basic information. Some aspects of the plan might not be realistic.  <b>1-3 marks</b>	There is a clear proposal of a plan of the journey to and from the destination. The plan is both realistic and appropriate to customer brief.  <b>4-6 marks</b>		<b>6</b>

0 marks = no evidence submitted or work submitted does not address assessment objective.

<b>TASK 5</b>				
<b>Assessment objective</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>TOTAL</b>
<b>AO1</b>	Some organisations, facilities, experiences, services and products identified. Evidence brief and underdeveloped.  <b>1-2 marks</b>	A range of suitable organisations, facilities, experiences, services and products identified and described.  <b>3-4 marks</b>	A comprehensive range of organisations, facilities, experiences, services and products identified and described. Evidence is both realistic and appropriate.  <b>5-6 marks</b>	<b>6</b>
<b>AO2</b>	There is generality in the proposal, which does not clearly apply to the needs of the chosen customer brief. The proposal may be incomplete and/or the format inappropriate.  <b>1-4 marks</b>	A range of suitable organisations, facilities, experiences, services and products have been applied to the main needs of the chosen customer brief. The proposal and format are fit for purpose.  <b>5-8 marks</b>	A comprehensive range of organisations, facilities, experiences, services and products have been clearly applied to the needs of the chosen customer brief. The proposal and format are engaging and particularly suited to the customer brief.  <b>9-12 marks</b>	<b>12</b>

0 marks = no evidence submitted or work submitted does not address assessment objective.

<b>TASK 6</b>				
<b>Assessment objective</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>TOTAL</b>
<b>AO3</b>	Little attempt made to consider the value of the sources used. Judgements if any are weak and superficial.	There is a sound assessment of the value of the sources used. There is some analysis within the work. Judgements when made are sound and coherent.	There is a full assessment of the value of the sources used. Strong evidence of analytical and evaluative skills.	<b>6</b>
	<b>1-2 marks</b>	<b>3-4 marks</b>	<b>5-6 marks</b>	

0 marks = no evidence submitted or work submitted does not address assessment objective.

<b>TASKS 7 and 8</b>				
<b>Assessment objective</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>TOTAL</b>
<b>AO3*</b>	<p>Some limited analysis with no real justification of how the choice made meets the needs of the customer brief. Limited attempt to assess whether choice of international destination better meets the needs of customer brief than alternative last minute deal. Quality of written communication demonstrates limited clarity and coherence with basic use of correct terminology. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p style="text-align: right;"><b>1-4 marks</b></p>	<p>A sound attempt to justify how the choice made meets the needs of the customer brief. Analysis clear and judgements assessing whether choice of international destination better meets the needs of customer brief than alternative last minute deal sound and coherent. Quality of written communication demonstrates clarity and coherence with appropriate use of correct terminology. There may be occasional errors of grammar, punctuation and spelling but these are not intrusive.</p> <p style="text-align: right;"><b>5-9 marks</b></p>	<p>A comprehensive justification of how the choice made meets the needs of the customer brief. Strong evidence of analytical and evaluative skills with judgements often going back to original research in assessing whether choice of international destination better meets the needs of customer brief than alternative last minute deal. Quality of written communication demonstrates clarity, coherence and fluency with effective and confident use of appropriate and correct terminology. There are few, if any, errors of grammar, punctuation and spelling.</p> <p style="text-align: right;"><b>10-14 marks</b></p>	<b>14</b>

0 marks = no evidence submitted or work submitted does not address assessment objective.

\* = This assessment objective includes assessment of quality of written communication.