

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	5 Tourist attractions	Unit Code	G724	Session		Year	
Centre Name						Centre Number	
Candidate Name						Candidate Number	

Evidence: You need to investigate **two** contrasting UK visitor attractions, **one** from the private sector and **one** from the public or voluntary sectors and demonstrate the factors contributing to their success by comparing and contrasting their features.

Criteria			Teacher Comment	Page No.
<p>AO1.1: You produce a description of how each of the two attractions operate, covering ownership, funding and management operations, showing some understanding but there is little evidence of comparison; there may be limited examples given for the attractions, with some omissions; your work may show weak organisational skills;</p> <p style="text-align: right;">[0 1 2 3 4 5]</p>	<p>AO1.2: you show knowledge and understanding when comparing each attraction in terms of its ownership funding and management operations; there may be some minor omissions but understanding of the areas is clearly conveyed, with some demonstration of ability to contrast the features; organisation of work is generally clear; data is sourced;</p> <p style="text-align: right;">[6 7 8 9 10]</p>	<p>AO1.3: you provide an assessment of both visitor attractions, ably comparing and contrasting ownership, funding and management operations and how these are affected by the different values and attitudes of the management of these organisations; you demonstrate thorough knowledge, skills and understanding with no omissions; the work is well organised and presented with great skill, clarity and coherence; all data is clearly sourced.</p> <p style="text-align: right;">[11 12 13 14 15]</p>		
<p>AO2.1: You provide a brief description of the technological features of each attraction with little reference to how this enhances the experience for staff and customers; the work may lack detail and include some omissions and inaccuracies; there is little attempt to present your evidence logically, or to use specialist language; your use of terminology is not always accurate and written communication lacks detail in accuracy and content;</p> <p style="text-align: right;">[0 1 2 3 4 5]</p>	<p>AO2.2: you apply knowledge and understanding when comparing the technological features of the two attractions and relate this to the enhancement of customer and staff experiences, with few inaccuracies and omissions; your evidence is presented with good attention to detail, using appropriate terminology and clear communication; you present materials suitably with appropriate use of some terminology and your understanding is conveyed through use of appropriate language;</p> <p style="text-align: right;">[6 7 8 9]</p>	<p>AO2.3: you compare and contrast, demonstrating clear evaluation of the technological features of the two attractions; your evaluation details the success and suitability of these features to enhance staff and customer experiences; there is evidence of excellent organisational skills and your work has clarity and coherence; work is presented logically, showing use of appropriate terminology, and the meaning is clear and accurately conveyed.</p> <p style="text-align: right;">[10 11 12 13]</p>		

Criteria			Teacher Comment	Page No.
<p>AO3.1: You provide evidence that some research has been carried out, using limited sources, to gain information on the importance of visitor and traffic management to the success of each attraction; the research is not always relevant or effective, nor are the findings appropriately used in your analysis;</p> <p style="text-align: right;">[0 1 2 3 4]</p>	<p>AO3.2: you provide evidence that research from different sources has been accessed, and your research is mostly relevant, to produce a comparison of the impact of visitor and traffic management on the success of each attraction;</p> <p style="text-align: right;">[5 6 7 8]</p>	<p>AO3.3: you provide evidence of thorough research from a broad range of sources; you compare and contrast the two attractions to demonstrate an analysis of the impact of visitor and traffic management on the success of each attraction.</p> <p style="text-align: right;">[9 10 11 12]</p>		
<p>AO4.1: The evaluation of the popularity of the visitor attractions is brief and is not clearly related to its target markets or to data researched; the work may have omissions and detail will be limited, with little attempt at producing a conclusion;</p> <p style="text-align: right;">[0 1 2 3 4]</p>	<p>AO4.2: you provide an evaluation using evidence from research data and you make comparisons between the two visitor attractions; there are some omissions but the popularity is covered clearly, with a good attempt at correlation to target markets;</p> <p style="text-align: right;">[5 6 7]</p>	<p>AO4.3: the evaluation contains strong evidence of accurate data indicating precise target markets and a comparison and contrast between the two chosen attractions; you assess the factors which have contributed to the popularity of each attraction and may include some prediction of future trends.</p> <p style="text-align: right;">[8 9 10]</p>		
Total/50				
If this work is a re-sit, please tick		Session and Year of previous submission		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).

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.