

General Certificate of Secondary Education

B182CA

Leisure and Tourism

Unit B182: Moving forward in leisure and
tourism

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 **3** printed pages and **1** blank page

Choosing an appropriate context

You will consider how to develop a leisure and tourism facility.

You will need to choose **one** type of leisure and tourism facility from a given list. For the purpose of this specimen controlled assessment the **two** examples of the types of leisure and tourism facility that will be available are:

- campsite;
- art gallery.

Tasks

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

Choose your facility and prepare/develop your action plan

- You must choose an appropriate context from the list provided (not assessed).
- You must decide which facility you are going to investigate for this unit (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 3-5. 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]

Research your chosen context

- You must carry out research to enable you to complete Tasks 3-5 (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 [7 hours allocated for completion of this task – 25 marks]

Set the scene

- You must describe the type of facility, its location and its mission and vision (AO1).
- You must describe how it operates as a business including its business systems and how it ensures the health, safety and security of its customers (AO1).
- You must describe the experiences, products and services it provides and how much customers are charged (AO1).
- You must describe the types of customer it attracts (AO1).
- You must describe how customers find out about this facility (AO1).
- You must explain where in the product life cycle is the facility (AO2).
- You must assess how well it meets its **current** customers' needs (AO3).

Task 4 [4 hours allocated for completion of this task – 18 marks]**Into the future**

- You must apply your knowledge and understanding of the SWOT model to your chosen facility (AO2).
 - You must draw on information from Task 2 and the SWOT model to suggest and explain **two** new products/services to enhance the experience provided by your chosen facility (AO2)*.
- * = Includes assessment of quality of written communication.
- You must compare your **two** suggestions, evaluating the impact each may have on the facility as a business, the local community and the environment (AO3).
 - You must state which of your **two** suggestions you would recommend the facility develops, justifying the reasons for your decision (AO3).

Task 5 [6 hours allocated for completion of this task – 11 marks]**Realise the dream**

- You must produce **one** piece of promotional material for **one** of the suggestions you recommended in Task 4 (AO2).
- You must justify your choice of promotional method (AO3).

LEISURE AND TOURISM

Unit B182: Moving forward in leisure and tourism

Specimen Controlled Assessment Mark Scheme

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

SPECIMEN

Unit B182 Moving forward in leisure and tourism

TASK 1				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
A02	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 3-5.	The action plan is sound and helps the candidate to set about carrying out the investigations required to complete Tasks 3-5.	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 3-5. High levels of application with clear evidence that changes have been made to action plan as the investigation has progressed with clear reasoning given.	6
	1-2 marks	3-4 marks	5-6 marks	

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

TASK 3				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO1	<p>Identification of facility type, location, mission and vision its main business systems and health, safety and security measures, the experience, main products and services together with the prices charged. There is some reference to the main types of customers and how they find out about the facility.</p> <p style="text-align: right;">1-5 marks</p>	<p>Sound description of facility type, location, mission and vision, its main business systems and health, safety and security measures, the experience, main/ancillary products and services together with their pricing structure. There is a description of the types of customers and how they find out about the facility.</p> <p style="text-align: right;">6-10 marks</p>	<p>Comprehensive, detailed description of facility type, location, mission and vision, its main business systems and health, safety and security measures, the experience, main and ancillary products and services together with their pricing structure. A detailed description of the types of customers, including an identification of the market segments they represent and how they find out about the facility.</p> <p style="text-align: right;">11-16 marks</p>	16
AO2	<p>A description of the point the facility has reached in the product life cycle – where it is with brief statement.</p> <p style="text-align: right;">1-2 marks</p>	<p>A detailed explanation of the point the facility has reached in the product life cycle.</p> <p style="text-align: right;">3-4 marks</p>		4
AO3	<p>An attempt to analyse how well the facility meets the needs of its current customers. Judgements if any are very weak and superficial.</p> <p style="text-align: right;">1 mark</p>	<p>A sound analysis of how well the facility meets the needs of its current customers with some appropriate judgements made based on research.</p> <p style="text-align: right;">2-3 marks</p>	<p>Comprehensive analysis and evaluation of how well the facility meets the needs of its current customers. Strong links to research and findings.</p> <p style="text-align: right;">4-5 marks</p>	5

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

TASK 4				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO2*	<p>Suggestions for new product(s)/ service(s) are made. There is a basic application of the SWOT model to the facility. Very limited and lacks detail. 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;">1-2 marks</p>	<p>Suggestions for new product(s)/service(s) are made and clearly explained. There is a sound application of the SWOT model to the facility. Some room for improvement in application of technique. 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;">3-5 marks</p>	<p>Two realistic suggestions provided as to how to enhance the customer experience with clear explanation. A very detailed application of the SWOT model to the facility. Extremely focused and targeted. 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;">6-8 marks</p>	8
AO3	<p>There is an attempt to compare the two suggestions. There is a limited attempt to evaluate the impact each suggestion may have on the facility as a business, the local community and the environment. No real attempt to prioritise which suggestion to take forward.</p> <p style="text-align: right;">1-2 marks</p>	<p>A reasoned comparison of the two suggestions is made but there is room for improvement. There is some evaluation of the impact each may have on the facility as a business, the local community and the environment. A suggestion to take forward is made with some analysis and justification.</p> <p style="text-align: right;">3-6 marks</p>	<p>A detailed and reasoned comparison of the two suggestions is made. There is a comprehensive evaluation of the impact each may have on the facility as a business, the local community and the environment. Clear judgement backed up by analysis in choosing and justifying which suggestion to take forward.</p> <p style="text-align: right;">7-10 marks</p>	10

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

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

TASK 5				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
A02	The piece of promotional material includes the appropriate basic information but is very limited in scope. 1-2 marks	The piece of promotional material is sound. It has been given some careful thought and shows reasonable levels of application. 3-4 marks	The piece of promotional material is fit for purpose and shows high levels of application. 5-6 marks	6
A03	Limited analysis of the method chosen to promote the suggestion. Judgements are weak and superficial. 1 mark	A sound attempt to justify chosen method to promote suggestion. Analysis clear and judgements when made are sound and coherent. 2-3 marks	A comprehensive justification of the method chosen to promote the suggestion. Strong evidence of analytical and evaluative skills with judgements often going back to original research. 4-5 marks	5

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