



General Certificate of Secondary Education
2021

Leisure, Travel and Tourism

Controlled Assessment Tasks

Unit 3: Working in the Leisure,
Travel and Tourism Industry

[GLE31]

VALID FROM MARCH 2020

INSTRUCTIONS TO CANDIDATES

You must complete both Task 1 and Task 2.

Task 1: Meeting and exceeding the needs of customers and customer service qualifications.

Task 2: Investigating job opportunities and the recruitment process in the leisure, travel and tourism industry.

You must record all sources used in the completion of these tasks and show them as an appendix at the back of your work.

INFORMATION FOR CANDIDATES

Controlled Assessment must be completed within a time limit of 15 hours as follows:

- Planning 2 hours;
- Researching 6 hours; and
- Writing up 7 hours.

Controlled Assessment is marked out of 60.

Task 1 is worth **50%** and Task 2 is worth **50%**.

Quality of written communication will be assessed in **both** tasks.

Candidates' work to be submitted **May 2021/2022**

Controlled Assessment Tasks must comply with the Regulations as detailed in the Subject Specification.

NB: Some Controlled Assessment Tasks instructions may constitute more than 1 page.

Please check you have all the information you need to complete the task if printing from a computer.

You must complete Task 1 **and** Task 2.

You are employed in a senior post in the leisure, travel and tourism industry and have been asked to speak to pupils in your old school about customer service and jobs. You have been asked to prepare a written report that will help pupils understand the importance of specific areas of customer service and the employment opportunities available in the industry.

In the format of a written report, complete the following:

Task 1: Meeting and exceeding the needs of customers and customer service qualifications. (50% of the marks for this unit)

- (a) Explain, with examples of each, the range of requirements that the following customers may have when using leisure, travel and tourism facilities:
- non-English speakers; and
 - customers with an identified, specific need. [15 marks]
- (b) Describe a customer service training programme used in the industry and analyse how well it meets the needs of the customer and the industry. [15 marks]

Task 2: Investigating job opportunities and the recruitment process in the leisure, travel and tourism industry. (50% of the marks for this unit)

- (a) Identify and describe, with examples, two different job opportunities in leisure, travel and tourism and explain the recruitment process that should be undertaken by an organisation seeking to appoint a suitable employee for one of these positions. [15 marks]
- (b) Discuss two ways that legislation protects children and vulnerable adults when using leisure, travel and tourism facilities and analyse two benefits of this to the organisation. [15 marks]

Assessment Criteria

Unit 3: Working in the Leisure, Travel and Tourism Industry

Task 1: Meeting and exceeding the needs of customers and customer service qualifications		
<p>(a) Explain, with examples of each, the range of requirements that the following customers may have when using leisure, travel and tourism facilities:</p> <ul style="list-style-type: none"> • non-English speakers; and • customers with an identified, specific need 		Mark Range
Mark Band 1	<p>The candidate provides a basic explanation of the range of requirements that each customer type may have when using leisure, travel and tourism facilities:</p> <ul style="list-style-type: none"> • non-English speakers; and • customers with an identified, specific need. <p>The candidate may provide a sound explanation with an example of only one customer type but with little information on the second identified customer type.</p> <p>Examples will be limited and may not fully support the explanation that is provided by the candidate.</p> <p>There is evidence of simple planning; the task is carried out with limited effectiveness. The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.</p>	[1]–[5]
Mark Band 2	<p>The candidate provides a sound explanation of the range of requirements that each customer type may have when using leisure, travel and tourism facilities:</p> <ul style="list-style-type: none"> • non-English speakers; and • customers with an identified, specific need. <p>The candidate provides a sound explanation with sound examples of the requirements of both customer types. The specific need will be clearly identified.</p> <p>The examples may not be detailed and complete for both.</p> <p>There is evidence of clear planning; the task is carried out with reasonable effectiveness. The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.</p>	[6]–[10]
Mark Band 3	<p>The candidate provides a detailed and thorough explanation of the range of requirements that each customer type may have when using leisure, travel and tourism facilities:</p> <ul style="list-style-type: none"> • non-English speakers; and • customers with an identified, specific need. <p>The candidate provides a detailed explanation with detailed examples of the requirements of both customer types. The specific need will be clearly identified and the explanation will be accurately and realistically applied.</p> <p>The examples will be detailed and complete for both customer types.</p> <p>There is evidence of detailed planning; the task is carried out to a high level of effectiveness. The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.</p>	[11]–[15]
Award [0] for a response not worthy of credit.		

Task 1: Meeting and exceeding the needs of customers and customer service qualifications

(b) Describe a customer service training programme used in the industry and analyse how well it meets the needs of the customer and the industry.

Mark Range

Mark Band 1

The candidate provides a basic description of a suitable training programme and provides a basic analysis of how well it meets the needs of the customer and/or industry. The candidate may provide a sound or detailed description of the training programme but may not provide any analysis of how well it meets the needs of the customer or industry.

There is evidence of simple planning; the task is carried out with limited effectiveness. The candidate uses only limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

[1]–[5]

Mark Band 2

The candidate provides a sound description of a suitable training programme and provides a sound analysis of how well it meets the needs of the customer and the industry. The candidate may provide a detailed description of the training programme but may provide a limited analysis of how well it meets the needs of the customer or industry.

There is evidence of clear planning; the task is carried out with reasonable effectiveness. The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

[6]–[10]

Mark Band 3

The candidate provides a detailed description of a suitable training programme and provides a detailed analysis of how well it meets the needs of the customer and the industry.

The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

[11]–[15]

Award [0] for a response not worthy of credit.

Task 2: Investigating job opportunities and the recruitment process in the leisure, travel and tourism industry.

(a) Identify and describe, with examples, two different job opportunities in leisure, travel and tourism and explain the recruitment process that should be undertaken by an organisation seeking to appoint a suitable employee for one of these positions.

Mark Range

Mark Band 1 The candidate identifies and provides a basic description of two different job opportunities in leisure, travel and tourism. The candidate may present a sound example of one job but with little or no description of a second. The explanation of the recruitment process will be limited or missing.

[1]–[5]

There is evidence of simple planning; the task is carried out with limited effectiveness. The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Mark Band 2 The candidate identifies and provides a sound description of two different job opportunities in leisure, travel and tourism. The candidate may present a detailed description of one job but with only a basic description of a second. The explanation of the recruitment process will be sound and will contain all of the main components of the recruitment process.

[6]–[10]

There is evidence of clear planning; the task is carried out with reasonable effectiveness. The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Mark Band 3 The candidate identifies and provides a detailed description of two different job opportunities in leisure, travel and tourism. The explanation of the recruitment process will be detailed and will contain all of the main components of the recruitment process.

[11]–[15]

There is evidence of detailed planning; the task is carried out to a high level of effectiveness.
The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

Award [0] for a response not worthy of credit.

Task 2: Investigating job opportunities and the recruitment process in the leisure, travel and tourism industry.

(b) Discuss two ways that legislation protects children and vulnerable adults when using leisure, travel and tourism facilities and analyse two benefits of this to the organisation.

Mark Range

<p>Mark Band 1</p>	<p>The candidate identifies one or two ways that legislation protects vulnerable adults and children when using leisure, travel and tourism facilities. There may be a basic discussion of one or both. The candidate may describe one way in greater detail than the other. The analysis of the benefit/s may be omitted or basic.</p> <p>There is evidence of simple planning; the task is carried out with limited effectiveness. The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.</p>	<p>[1]–[5]</p>
<p>Mark Band 2</p>	<p>The candidate identifies two ways that legislation protects vulnerable adults and children when using leisure, travel and tourism facilities with a sound discussion of both. Alternatively, the candidate may provide a detailed discussion of one way that legislation protects children and vulnerable adults with only a basic discussion of the other. Analysis of the two benefits to the organisation will be sound.</p> <p>There is evidence of clear planning; the task is carried out with reasonable effectiveness. The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.</p>	<p>[6]–[10]</p>
<p>Mark Band 3</p>	<p>The candidate identifies two ways that legislation protects vulnerable adults and children when using leisure, travel and tourism facilities with a detailed discussion of both. Analysis of the two benefits to the organisation will be detailed.</p> <p>The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.</p>	<p>[11]–[15]</p>

Award [0] for a response not worthy of credit.