



General Certificate of Secondary Education
2023

Leisure, Travel and Tourism

Controlled Assessment Tasks

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

[GLE31]

VALID FROM MARCH 2022

INSTRUCTIONS TO CANDIDATES

You must complete both Task 1 and Task 2 based on **one** selected organisation within the Leisure, Travel and Tourism Industry.

Task 1: Explain the induction process, personal issues and customer handling skills involved in working for your **chosen** organisation.

Task 2: Investigate and describe the different situations in which your **chosen** organisation provides customer service and the importance of handling complaints.

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 2023/2024**

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.

Scenario

You are employed as an HR assistant, in an organisation within the leisure, travel and tourism industry and have been asked by your manager to prepare a report on the required content for a staff handbook to give to new employees, as part of their induction training.

The first part of this report should include the induction process, personal issues, and customer handling skills.

The second part should include customer service provision and handling of complaints.

All tasks must be based on one chosen organisation.

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

Task 1: Explain the induction process, personal issues and customer handling skills involved in working for your chosen organisation. (50% of the marks for this unit)

- (a) Explain the purpose of the induction process, what is involved and how this process helps new employees in your **chosen** organisation. [15 marks]
- (b) Identify and describe the differences and similarities of the personal issues involved in **two** contrasting roles within your **chosen** organisation. Evaluate the extent to which customer handling skills are used within each role. [15 marks]

Task 2: Investigate and describe the different situations in which your chosen organisation provides customer service and the importance of handling complaints. (50% of the marks for this unit)

- (a) Identify and describe **three** different customer service situations (other than dealing with dissatisfied customers) that occur in your **chosen** organisation. Demonstrate and explain the different types of documentation that may be used for these different types of situations. [15 marks]
- (b) Describe the key steps used in your **chosen** organisation to deal effectively with complaints and outline and evaluate **three** different situations when to refer a customer complaint to a more senior member of staff. [15 marks]

Guidance for Task Marking

Teachers mark the controlled assessment task using the assessment criteria provided. They should use professional judgement to select and apply the criteria in each successive mark band appropriately and fairly to candidates' work. They should follow a 'best fit' approach when selecting a candidate's mark, making allowance for balancing strengths and weaknesses in each response.

The level of control for task marking is **medium**.

Teachers should:

- make a holistic judgement by identifying the mark band that best describes the candidate's achievement in each part such as basic, sound or detailed.
- refine this initial judgement, for example if a teacher decides that the work best fits Mark Band 2 (6–10 marks), then to refine this decision they should consider:
 - if the candidate has only just fulfilled the criteria then the work is likely to be worth 6–7 marks, the bottom of the mark band;
 - if the candidate has clearly fulfilled the criteria, then the work is likely to be worth 8 marks, the middle of the mark band; and
 - if the candidate has comprehensively fulfilled the criteria, then the work may be judged to be worth 9–10 marks, the top of the mark band.

Teacher annotation of candidate's work helps ensure fairness for the candidate and assists with the moderation process. Annotation may take the form of:

- key pieces of evidence identified throughout the work by annotation either in the margin or in the text; and
- summative comments on the work, usually at the end, and on the Candidate Record Sheet.

Assessment Criteria

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

Task 1: Explain the induction process, personal issues and customer handling skills involved in working for your chosen organisation.		
	(a) Explain the purpose of the induction process, what is involved and how this process helps new employees in your chosen organisation.	Mark Range
Mark Band 1	<p>The candidate provides a basic explanation of the purpose of the induction process, what is involved and how this process helps new employees. Examples will be limited and may not fully support the explanation that is provided by the candidate. Alternatively they may give a sound explanation of the induction process only.</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 purpose of the induction process, what is involved and how this process helps new employees. Examples will be mainly sound and will partially support the explanation that is provided by the candidate. The candidate may provide a detailed explanation of the induction process but a limited explanation of what is involved and how this process helps new employees.</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 purpose of the induction process, what is involved and how this process helps new employees. Examples will be detailed and will fully support the explanation that is provided by the candidate.</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: Explain the induction process, personal issues and customer handling skills involved in working for your chosen organisation.

<p>(b) Identify and describe the differences and similarities of the personal issues involved in two contrasting roles within your chosen organisation. Evaluate the extent to which customer handling skills are used within each role.</p>	<p>Mark Range</p>
<p>Mark Band 1</p> <p>The candidate identifies and provides a basic description of the differences and similarities of the personal issues involved in two contrasting roles within the chosen organisation. The comparison of the importance of the different customer handling skills used may be omitted or basic. Examples may be limited and may not fully support the description 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>	<p>[1]–[5]</p>
<p>Mark Band 2</p> <p>The candidate identifies and provides a sound description of the differences and similarities of the personal issues involved in two contrasting roles within the chosen organisation. The candidate may provide a sound or detailed description of one role, but basic information on the other role. The comparison of the importance of the different customer handling skills used will be sound. Examples may not be detailed and may only partially support the description that is provided by the candidate.</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 and provides a detailed description of the differences and similarities of the personal issues involved in two contrasting roles within the chosen organisation. The comparison of the importance of the different customer handling skills used will be detailed. Examples will be detailed and will fully support the descriptions that are provided by the candidate.</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>	<p>[11]–[15]</p>
<p>Award [0] for a response not worthy of credit.</p>	

Task 2: Investigate and describe the different situations in which your chosen organisation provides customer service and the importance of handling complaints.

(a) Identify and describe **three** different customer service situations (other than dealing with dissatisfied customers) that occur in your **chosen** organisation. Demonstrate and explain the different types of documentation that may be used for these different types of situations.

Mark Range

Mark Band 1

The candidate identifies and provides a basic description of **three** different customer service situations that occur in the organisation. The candidate may omit one of the situations but describe the other two in greater detail. The explanation of the different types of documentation used will be omitted or basic. Examples will be limited and may not fully support the description that is provided by the candidate. The candidate may not demonstrate how the different types of documentation are used by their organisation for these different types of situations.

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.

[1]–[5]

Mark Band 2

The candidate identifies and provides a sound description of **three** different customer service situations that occur in the organisation. The candidate may describe two in greater detail than the other. The explanation of the different types of documentation used will be sound. The candidate should provide and explain how two or three different types of documentation are used by their organisation for these different types of situations.

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 identifies and provides a detailed description of **three** different customer service situations that occur in the organisation. The explanation of the different types of documentation used will be detailed. Examples will be detailed and will fully support the description that is provided by the candidate. The candidate will fully demonstrate how the different types of documentation are used by their organisation for these different types of situations.

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.

[11]–[15]

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

Task 2: Investigate and describe the different situations in which your chosen organisation provides customer service and the importance of handling complaints.

(b) Describe the key steps used in your **chosen** organisation to deal effectively with complaints and outline and evaluate **three** different situations when to refer a customer complaint to a more senior member of staff.

Mark Range

Mark Band 1

The candidate provides a basic description of the key steps used in the organisation to deal with complaints. Application will be limited and may not fully support the description that is provided by the candidate. The outline and evaluation of when to refer a customer complaint to a more senior member of staff may be omitted or basic.

[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 provides a sound description of the key steps used in the organisation to deal with complaints. Application will be sound and will partially support the description that is provided by the candidate. The outline and evaluation of when to refer a customer complaint to a more senior member of staff will be sound.

[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 provides a detailed description of the key steps used in the organisation to deal with complaints. Application will be detailed and will fully support the description that is provided by the candidate. The outline and evaluation of when to refer a customer complaint to a more senior member of staff will be detailed for the **three** different situations.

[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.