

GCSE Leisure and Tourism (Double Award) 3840/2  
*Unit 2: Marketing in leisure and tourism*

Centre name: .....

Centre no:

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Candidate name: .....

Candidate no:

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*This side is to be completed by the candidate*

Sources of advice and information

1. Have you received any help or information from anyone other than your subject teacher(s) in the production of this work? (Write YES or NO) .....
2. If you have answered YES, give details below. Continue on a separate sheet if necessary.  
.....
3. If you have used any books, information leaflets or other materials (e.g. videos, software packages or information from the Internet) to help you complete this work, you must list these below, unless they are clearly acknowledged in the work itself. To present material copied from books or other sources without acknowledgement will be regarded as deliberate deception.  
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**NOTICE TO CANDIDATE**

The work you submit for assessment must be your own.

If you copy from someone else or allow another candidate to copy from you, or if you cheat in any other way, you may be disqualified from at least the subject concerned.

**Declaration by candidate**

I have read and understood the Notice to Candidate (above). I have produced the attached work without assistance other than that which is acceptable under the scheme of assessment.

As part of AQA's commitment to assist students, AQA may make your coursework available on a strictly anonymous basis to teachers, examining staff and students in paper form or electronically, through the Internet or other means, for the purpose of indicating a typical mark or for other educational purposes. In the unlikely event that your coursework is made available for the purposes stated above, you may object to this at any time and we will remove the work on reasonable notice. If you have any concerns, please contact AQA.

Candidate's signature: .....

Date: .....

*This form should be completed and attached to the candidate's work and retained at the Centre or sent to the moderator as required.*

PTO

*This side is to be completed by the teacher*

Marks must be awarded in accordance with the instructions and assessment marking criteria (section 9.3 and 9.4) in the subject content section in the specification.

Supporting information to show how the marks have been awarded should be given in the form of annotations on the candidate's work.

Please complete the boxes to show the marks awarded and add appropriate summative comments in the space below.

You need to produce a portfolio based on an investigation into the marketing activities of two leisure or tourism organisations. One of these will be your main organisation and the other will be your secondary organisation.

You will need to include:

- A. the pricing of the products and services offered by both organisations
- B. the promotional techniques and materials used by the main organisation
- C. the target markets and the market research activities for both organisations
- D. your design for a piece of promotional material for the main organisation, aimed at a particular target audience
- E. a SWOT analysis for both organisations.

Assessment criteria	Maximum mark	Mark awarded
A	10	
B	10	
C	10	
D	10	
E	10	
<b>Total</b>	<b>50</b>	

Concluding comments

Details of additional assistance given (if any)

Record here details of any assistance given to this candidate which is beyond that given to the class as a whole and beyond that described in the specification. Continue on a separate sheet if necessary.

Declaration by teacher

I confirm that the candidate's work was conducted under the conditions laid out by the specification.

I have authenticated the candidate's work and am satisfied that to the best of my knowledge the work produced is solely that of the candidate.

Teacher's signature: .....

Date: .....