

Examiners' Report/
Principal Examiner Feedback

Summer 2013

Principal Learning
Hospitality (HO201)
Unit 1: Exploring the UK Hospitality
Industry

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General Comments

This is the seventh series that this unit has been awarded. There was a very small number of student entries this series.

The standard of learner responses for some questions was generally good. However, some responses were limited and more detail could have been provided in the longer response questions.

Generally the standard of written English in terms of communication skills has improved, although the longer answers had responses that contained errors in syntax, grammar and spelling.

A limited number of papers provided a poor quality of written English making the marking of a few papers difficult.

The question paper contained some questions that were designed to provide an opportunity for A* students to gain higher marks. These questions accordingly acted as discriminators.

Question 1

This question provided a mixed response with some students providing restaurant brands rather than restaurant types. Those who read and understood the question content achieved full marks.

Question 2

Again a mixed response with some learners providing departments found in hotels rather than businesses that provide hospitality as a secondary service.

Question 3 a&b

Many students provided a good response to this question and were able to provide businesses that use agencies providing detailed explanations. Some students had little knowledge of staffing agencies and provided weak responses.

Question 4

This question was well answered with most students providing at least two reasonable locations for finding budget hotels. Some lost marks by providing similar responses more than once.

Question 5

This question generally provided a good response; most students could provide some actions that the hospitality industry could take to reduce the decline in business, however some students provided a limited explanation and difficulty in providing depth to their answer restricted marks.

Question 6a,b&c

This question required students to have an understanding of some of the roles and responsibilities within the industry; this question was well answered by most students.

Question 7

This question required the students to provide an explanation of how a school leaver could achieve a successful career in the industry. This question was well responded to by students.

Question 8a&b

This question required students to provide two transport services that benefit from the hospitality industry and this was well responded to. Very few learners responded well to part b where an explanation as to how the industry contributed to the UK economy was required.

Question 9a

A well answered question with many students providing a clear understanding of how a nightclub manager could research his competition.

Question 9b

Most students could provide some actions that managers could take to increase business, however some students failed to provide answers that linked businesses together and provided responses relating to actions that individual clubs could take.

Recommendations

- Centres must teach and encourage learners to read the questions accurately before they begin their answers.
- Centres must ensure all the content of the specification is covered before learners are entered for the external assessments.

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