

Mark Scheme (Results)

January 2010

Principal Learning

Hospitality HO301
Investigating the Hospitality Industry

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Publications Code DP022922

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1(a)	<p>Identification to include;</p> <p>Hospitality Services: (catering managed in-house) or contract food service provision (catering outsourced to a contract food service provider), travel business, retail, education, healthcare, remote and offshore locations, corporate hospitality, executive dining, government and local authority provision, leisure venues and events, concerts, regattas, sporting events and parties <i>or other suitable alternatives 1 mark each</i></p>	(2)

Question Number	Answer	Mark
1(b)	<p>Description to include;</p> <p>Number of outlets in each sector, types of establishments in each sector, scale of the industry, number of people employed in each sector, number of meals served in each sector, number of customers, size of outlets, location details (city, town), consumer spend, types of ownership, company names/brand, type of organisation structure, type/level of service provided (primary/secondary), profit or non profit organisation, types of products/food and drink served and types of customers <i>or other suitable alternatives 1 mark each</i></p>	(4)

Question Number	Answer	Mark
2(a)(i)	<p>Commercial Sector;</p> <p>Waiter, commis chef, restaurant supervisor, housekeeping supervisor, trainee manager, restaurant manager, sommelier, bar supervisor, cellar person, bar manager, pub manager, general manager, duty manager, front of house manager, sales and marketing, reservations, human resources, departmental manager, reception manager, trainee manager <i>or other suitable alternatives 1 mark each</i></p>	(2)

Question Number	Answer	Mark
2(a)(ii)	<p>Hospitality Services Sector;</p> <p>Catering manager, food operative, shift manager, catering team leader, food production manager, cleaning manager, restaurant supervisor, chef, shift supervisor <i>or other suitable alternatives 1 mark each</i></p>	(2)

Question Number	Answer	Mark
2(b)	Description to include; Staff rotas, training and development, serving food and drink, providing customer care, ordering food, stock rotation, preparing food, adhering to budgets, allocating guest rooms, checking deliveries, recruiting staff, interviewing, designing promotional material, liaising with other departments and contractors, ensuring standards are maintained, checking room cleanliness, maintaining service areas, handling complaints/enquiries <i>or other suitable alternatives 1 mark each</i>	(4)

Question Number	Answer	Mark
2(c)	Description to include; Customer care, patience, time management, product knowledge, industry experience, cultural awareness, the ability to solve problems, good organisation, professional attitude, empathy, be able to stay calm under pressure, be able to handle difficult situations, can make decisions, will be able to liaise with staff and customers <i>or other suitable alternatives 1 mark each</i>	(4)

Question Number	Answer	
3	Response to consider the following;	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Answer contains limited analysis of the importance of the UK hospitality industry to the economy that may include; the number of people employed, revenue generated, contribution from food service providers, services to the wider community, purchasing power, tourism trends, changes in tourism, food, drink and accommodation for tourism outlets, links to other industries, employment and transport. Writing communicates ideas using non specific terminology but the response lacks clarity and organisation. The candidate spells, punctuates and uses the rules of grammar with limited accuracy. Limited use of evidence to support analysis.
2	3-4	Answer contains some analysis of the importance of the UK hospitality industry to the economy that will include; the number of people employed, revenue generated, contribution from food service providers, services to the wider community, purchasing power, tourism trends, changes in tourism, food, drink and accommodation for tourism outlets, links to other industries, employment and transport. Writing communicates ideas using some terminology accurately with the clear attempt at clarity and organisation. The candidate spells, punctuates and uses the rules of grammar with general accuracy, although some spelling errors may be found. Some use of evidence to support analysis.
3	5-6	Answer contains detailed analysis of the importance of the UK hospitality industry to the economy that includes; the number of people

	<p>employed, revenue generated, contribution from food service providers, services to the wider community, purchasing power, tourism trends, changes in tourism, food, drink and accommodation for tourism outlets, links to other industries, employment and transport.</p> <p>Writing communicates ideas effectively, using a range of correct terminology organising the information clearly and coherently. The candidate spells, punctuates and uses the rules of grammar with considerable accuracy, although some spelling errors may be found. Answer demonstrates clear use of evidence to support analysis.</p>
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Question Number	Answer	Mark
4(a)	<p>Comparison to include;</p> <p>Education route; Foundation Degree in Hospitality/Tourism Management, BA (Hons) in Hospitality Management or undertake an internship with a route to securing full time employment</p> <p>Industry experience route; secure employment in the UK hospitality industry in any of the following roles; commis chef, front of house supervisor, restaurant supervisor/manager, team leader, conference and banqueting personnel, housekeeping supervisor/manager, reception shift leader</p> <p><i>Or suitable alternatives 1 mark each</i></p>	(4)

Question Number	Answer	
4(b)	Response to consider the following;	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	<p>Answer contains limited evaluation of the factors that may influence the candidates career choice when planning to achieve a management position within the industry. Factors may include; the growth of the industry, it being an industry were skills can be utilised, entry requirements into the industry, no of jobs available, ease of progression, ability to transfer, potential to travel, potential earnings and personal development.</p> <p>Evaluation will be weak and contain less clarity.</p> <p>Writing communicates but the response lacks clarity and organisation. The candidate spells, punctuates and uses the rules of grammar with limited accuracy. Limited use of evidence to support evaluation.</p>
2	3-4	<p>Answer contains some evaluation of the factors that may influence the candidates career choice when planning to achieve a management position within the industry. Factors will include; the growth of the industry, it being an industry were skills can be utilised, entry requirements into the industry, no of jobs available, ease of progression, ability to transfer, potential to travel, potential earnings and personal development,</p> <p>Only some attempt at evaluation and clarity.</p> <p>Writing communicates ideas with clear attempt at clarity and</p>

		organisation. The candidate spells, punctuates and uses the rules of grammar with general accuracy, although some spelling errors may be found. Some use of evidence to support evaluation.
3	5-6	Answer contains detailed evaluation of the factors that may influence the candidates career choice when planning to achieve a management position within the industry. Factors will detail; the growth of the industry, it being an industry were skills can be utilised, entry requirements into the industry, no of jobs available, ease of progression, ability to transfer, potential to travel, potential earnings and personal development. Answer demonstrates clear attempt at evaluation and clarity. Writing communicates ideas effectively organising the information clearly and coherently. The candidate spells, punctuates and uses the rules of grammar with considerable accuracy, although some spelling errors may be found. Consistent use of evidence to support evaluation.

Question Number	Answer	Mark						
5(a)	<table border="1"> <thead> <tr> <th>Research Method/ Research Source</th> <th>Primary or Secondary</th> </tr> </thead> <tbody> <tr> <td>1. Questionnaires</td> <td>Primary</td> </tr> <tr> <td>2. Published Sources</td> <td>Secondary</td> </tr> </tbody> </table> <p><i>Primary to include;</i> Questionnaires, interviews, observations <i>Secondary to include;</i> Research, published sources, journals, books</p> <p>or other suitable alternatives 1 mark each Data collection, forecasting, industry statistics, annual reports and newspapers</p>	Research Method/ Research Source	Primary or Secondary	1. Questionnaires	Primary	2. Published Sources	Secondary	(4)
Research Method/ Research Source	Primary or Secondary							
1. Questionnaires	Primary							
2. Published Sources	Secondary							

Question Number	Answer
5(b)	Response to consider the following;
Level	Mark
	0
	No rewardable material
1	1-2
	Answer contains limited evaluation of the advantages of using secondary research methods to explore trends within the hospitality industry. Advantages identified may include detailed research taken place, up to date, readily available, accurate, in depth, carried out over a number of years, you can draw conclusions from the evidence, will identify key factors and trends, but evaluation will be weak and contain less clarity. Writing communicates ideas but the response lacks clarity and organisation. The candidate spells, punctuates and uses the rules of grammar with limited accuracy. Limited use of evidence to support evaluation.
2	3-4
	Answer contains some evaluation of the advantages of using secondary research methods to explore trends within the hospitality industry. Advantages evaluated may include detailed research taken place, up to date, readily available, accurate, in depth, carried out over a number of

		<p>years, you can draw conclusions from the evidence, will identify key factors and trends, with only some attempt at evaluation and clarity.</p> <p>Writing communicates ideas accurately with the clear attempt at clarity and organisation. The candidate spells, punctuates and uses the rules of grammar with general accuracy, although some spelling errors may be found.</p> <p>Some use of evidence to support evaluation.</p>
3	5-6	<p>Answer contains detailed evaluation of the advantages of using secondary research methods to explore trends within the hospitality industry.</p> <p>Advantages evaluated will include detailed research taken place, up to date, readily available, accurate, in depth, carried out over a number of years, you can draw conclusions from the evidence, will identify key factors and trends, with clear attempt at evaluation and clarity.</p> <p>Writing communicates ideas effectively organising the information clearly and coherently. The candidate spells, punctuates and uses the rules of grammar with considerable accuracy, although some spelling errors may be found.</p> <p>Consistent use of evidence to support evaluation.</p>

Question Number		Answer
6(a)		Response to consider the following;
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	<p>Answer contains limited explanation of three economic trends within the UK hospitality industry. Answer may identify any of the following; growth and inflation, rise/fall in employment, taxation, consumer confidence, disposable income, fair trade distribution, growth of tourism, organic food, technological change, changes in the hospitality product, some explanation detailed.</p> <p>Writing communicates ideas but the response lacks clarity and organisation. The candidate spells, punctuates and uses the rules of grammar with limited accuracy.</p> <p>Limited use of evidence to support explanation.</p>
2	3-4	<p>Answer contains some explanation of three economic trends within the UK hospitality industry. Answer will include any of the following; growth and inflation, rise/fall in employment, taxation, consumer confidence, disposable income, fair trade distribution, growth of tourism, organic food, technological change, changes in the hospitality product, with only some attempt at explanation and attempt at providing clarity.</p> <p>Writing communicates ideas accurately with the clear attempt at clarity and organisation. The candidate spells, punctuates and uses the rules of grammar with general accuracy, although some spelling errors may be found.</p> <p>Some use of evidence to support explanation.</p>
3	5-6	<p>Answer contains detailed explanation of three economic trends within the UK hospitality industry. Answer fully explains any of the following; growth and inflation, rise/fall in employment, taxation, consumer confidence, disposable income, fair trade distribution, growth of tourism, organic food, technological change, changes in the hospitality product, with detailed and concise attempt at explanation and attempt</p>

		to provide clarity. Consistent use of evidence to support explanation.
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Question Number		Answer
6(b)		Response to consider the following;
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	<p>Answer contains limited analysis of the social trends that have impacted on the public house sector. Answer will identify some of the following; disposable income, family size, age of the population, occupations, work patterns, fashions and fads, number of holidays, demographics, lifestyle changes, health and welfare, binge drinking, vegetarianism, consumer buying patterns, consumer attitudes, religion, ethics, media impact, environmental issues.</p> <p>Writing communicates ideas using non specific terminology but the response lacks clarity and organisation. The candidate spells, punctuates and uses the rules of grammar with limited accuracy. Limited use of evidence to support analysis.</p>
2	3-6	<p>Answer contains some analysis of the social trends that have impacted on the public house sector. Answer will detail some of the following; disposable income, family size, age of the population, occupations, work patterns, fashions and fads, number of holidays, demographics, lifestyle changes, health and welfare, binge drinking, vegetarianism, consumer buying patterns, consumer attitudes, religion, ethics, media impact, environmental issues.</p> <p>Writing communicates ideas using some terminology accurately with the clear attempt at clarity and organisation. The candidate spells, punctuates and uses the rules of grammar with general accuracy, although some spelling errors may be found. Some use of evidence to support analysis.</p>
3	7-10	<p>Answer contains detailed analysis of the social trends that have impacted on the public house sector. Answer will clearly analyse some of the following; disposable income, family size, age of the population, occupations, work patterns, fashions and fads, number of holidays, demographics, lifestyle changes, health and welfare, binge drinking, vegetarianism, consumer buying patterns, consumer attitudes, religion, ethics, media impact, environmental issues.</p> <p>Writing communicates ideas effectively, using a range of correct terminology organising the information clearly and coherently. The candidate spells, punctuates and uses the rules of grammar with considerable accuracy, although some spelling errors may be found. Consistent use of evidence to support analysis.</p>

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Order Code DP022922 January 2010

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