

Mark Scheme (Results)

January 2012

Principal Learning in Hospitality
(HO301)

Paper 01

Investigating the Hospitality Industry

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Question Number	Answer	Mark
1(a)	<p>Indicative content</p> <p>Commercial outlets: hotels (1 star to 5 star), restaurants, bars, public houses, fast food, coffee shops, cafes, membership clubs, fine dining, events, concerts, regattas, corporate hospitality, sporting events and parties</p> <p>Award 1 mark for each correct answer, or any other suitable response</p>	(2)
Question Number	Answer	Mark
1(b)	<p>Indicative content</p> <p>Number of outlets in the sector, types of establishments in the sector, scale of the sector, number of people employed in the sector, number of meals served in the 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), types of products/food and drink served and types of customers</p> <p>1 mark for identification, maximum of 2 marks</p>	(2)

Question Number	Answer	Mark
2	<p>Answer to include;</p> <p>An increase of food and drink sales, purchasing power for local and national businesses, increased employment within the sector, supporting of growth and expansion of outlets/sector, an increase in services to the local and wider community, economic contribution to the economy, tourist spend is increased, transport links for tourists, regeneration of services and communities</p> <p><i>or other suitable alternatives 1 mark each</i></p>	(6)
Level	Mark	Descriptor
0	0	No rewardable material
1	1-2	<p>Answer contains limited analysis of how inbound tourism is important to the economy of the UK hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; inbound tourism is important to the UK hospitality industry as there would be an increase in food and drink sales for visiting tourists.</p> <p>Writing communicates ideas using non specific terminology but lacks clarity and organisation. Limited use of evidence to support analysis.</p>
2	3-4	<p>Answer contains some analysis of how inbound tourism is important to the economy of the UK hospitality industry. Examples given demonstrate a good knowledge of the criteria.</p> <p>Answer may include; inbound tourism is important to the UK hospitality industry as there would be an increase in food and drink sales for visiting tourists. The growth of the sector may be enhanced with local businesses expanding and providing employment to support expansion in tourist numbers. Local councils may provide much needed regeneration funding to update and renew existing services that will support the growth of the sector but also allow the improvement of local communities.</p> <p>Writing communicates ideas using some terminology accurately with the clear attempt at clarity and organisation. Some use of evidence to support analysis.</p>
3	5-6	<p>Answer gives a clear and detailed account of how inbound tourism is important to the economy of the UK hospitality industry. Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Answer may include; inbound tourism is important to the UK hospitality industry as there would be an increase in food and drink sales for visiting tourists. The growth of the sector may be enhanced with local</p>

		<p>businesses expanding and providing employment to support expansion in tourist numbers. Local councils may provide much needed regeneration funding to update and renew existing services that will support the growth of the sector but also allow the improvement of local communities. Economic contribution to the industry will also be enhanced as tourists like to purchase souvenirs and other merchandise when visiting the UK. An increase in numbers for other tourist attractions such as events, shows and concerts will also provide a much needed economic boost to develop the sector as a whole.</p> <p>Writing communicates ideas effectively, using a range of correct terminology organising the information clearly and coherently. Consistent use of evidence to support analysis.</p>
Question Number	Answer	Mark
3(a)(i)	<p>Indicative content</p> <p>Economic growth; inflation and interest rates; exchange rates; unemployment and labour supply; cost of labour; levels of disposable income and income distribution; wider industry context (fair trade products, organic food, growth countries in the industry (India and China), catering on long haul journeys)); technological change; taxation; implications of taxation on hospitality products; consumer confidence; business vulnerability (impact of economic downturns, rising interest rates); other current economic trends</p> <p><i>or other suitable alternatives 1 mark each</i></p>	(6)
Level	Mark	Descriptor
0	0	No rewardable material
1	1-2	<p>Answer contains limited analysis of how economic trends impact on the UK hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; economic trends are impacting on the UK hospitality industry in many ways, such as; more and more people having less income to spend in local establishments.</p> <p>Writing communicates ideas using non specific terminology but lacks clarity and organisation. Limited use of evidence to support analysis.</p>
2	3-4	<p>Answer contains some analysis of how economic trends impact on the UK hospitality industry. Examples given demonstrate a good knowledge of the criteria.</p> <p>Answer may include; economic trends are impacting on the UK hospitality industry in many ways, such as; more and more people having less income to spend in local establishments with consumer confidence being affected by the downturn in the economy. Inflation rates have meant suppliers have to charge more for products.</p> <p>Writing communicates ideas using some terminology accurately with the clear attempt at clarity and organisation. Some use of evidence to support analysis.</p>

3	5-6	<p>Answer contains detailed analysis of how economic trends impact on the UK hospitality industry. Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Answer may include; economic trends are impacting on the UK hospitality industry in many ways, such as; more and more people having less income to spend in local establishments with consumer confidence being affected by the downturn in the economy. Inflation rates have meant suppliers have to charge more for products with the increase in price being passed on to hospitality businesses. The recent growth in fair trade products and value for money items has also caused a shift in consumer buying patterns. Other economic trends in the hospitality sector has meant that some businesses have had to re profile their operations to sustain an income and maintain a balance of consumer spend against costly operations. Some hospitality establishments have made changes to their prices, staffing structure and marketing operations.</p> <p>Writing communicates ideas effectively, using a range of correct terminology organising the information clearly and coherently. Consistent use of evidence to support analysis.</p>
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Question Number	Answer	Mark
3(a)(ii)	<p>Indicative content</p> <p>Social trends: change in distribution of disposable income; demographics (age structure of the population); family size and composition; changing nature of occupations; lifestyle changes (home working, work-life balance, changing patterns of work); fashions and fads (increase in eating out, number of holidays and weekend breaks taken); health and welfare (binge drinking, healthy eating, vegetarians and the rise in vegetarianism, emphasis on safety and security); consumer buying patterns; consumer attitudes and opinions on environmental issues (packaging, local sourcing); ethnic/religious factors, ethical issues; level of education; impact of media; other current social trends.</p> <p><i>or other suitable alternatives 1 mark each</i></p>	(6)
Level	Mark	Descriptor
0	0	No rewardable material
1	1-2	<p>Answer contains limited analysis of how social trends impact on the UK hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; social trends impact on the UK hospitality industry in many ways, such as; there has been a fluctuation in disposable income for individuals due to the employment market changing.</p> <p>Writing communicates ideas using non specific terminology but lacks clarity and organisation. Limited use of evidence to support analysis.</p>
2	3-4	<p>Answer contains some analysis of how social trends impact on the UK hospitality industry. Examples given demonstrate a good knowledge of the criteria.</p> <p>Answer may include; social trends impact on the UK hospitality industry in many ways, such as; there has been a fluctuation in disposable income for individuals due to the employment market changing. Also the demographics of society have changed resulting in different client groups visiting hospitality establishments. Binge drinking has increased over recent years with more alcohol being available in supermarkets with individuals opting to drink more at home than visiting pubs and bars that offer drinks promotions.</p> <p>Writing communicates ideas using some terminology accurately with the clear attempt at clarity and organisation. Some use of evidence to support analysis.</p>
3	5-6	<p>Answer contains detailed analysis of how social trends impact on the UK hospitality industry. Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Answer may include; social trends impact on the UK hospitality industry in many ways, such as; there has been a fluctuation in disposable</p>

	<p>income for individuals due to the employment market changing. Also the demographics of society have changed resulting in different client groups visiting hospitality establishments. Binge drinking has increased over recent years with more alcohol being available in supermarkets with individuals opting to drink more at home than visiting pubs and bars that offer drinks promotions. The growth in vegetarianism has caused a shift in consumer buying patterns with people now favouring a healthier lifestyle choice and wanting more variety from the hospitality industry in terms of menu choices and products. The impact the media has on the hospitality industry has played an important part in encouraging people to eat out and try new experiences, particularly events.</p> <p>Writing communicates ideas effectively, using a range of correct terminology organising the information clearly and coherently. Consistent use of evidence to support analysis.</p>
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Question Number	Answer	Mark
3(b)	<p>Answers to include;</p> <ul style="list-style-type: none"> Offering promotions and incentives Restructuring Carry out industry research Making cuts in recruitment Re training staff Re assessing budgets Offering alternative services and products Identifying a new customer base Responding to competition Re profiling existing operations Assessing current marketing strategies <p><i>or other suitable alternatives 1 mark each</i></p>	(6)
Level	Mark	Descriptor
0	0	No rewardable material
1	1-2	<p>Answer contains limited analysis of how the UK hospitality industry responds to the effects of economic and social trends. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; the hospitality industry responds to the effects of economic and social trends by offering promotions and incentives for consumers to buy new and existing products.</p> <p>Writing communicates ideas using non specific terminology but lacks clarity and organisation. Limited use of evidence to support analysis.</p>

2	3-4	<p>Answer contains some analysis of how the UK hospitality industry responds to the effects of economic and social trends. Examples given demonstrate a good knowledge of the criteria.</p> <p>Answer may include; the hospitality industry responds to the effects of economic and social trends by offering promotions and incentives for consumers to buy new and existing products. Hospitality establishments may also introduce new and alternative cheaper products to attract new customers such as drinks, food alternatives and changes in menus to ensure all consumer groups are catered for.</p> <p>Writing communicates ideas using some terminology accurately with the clear attempt at clarity and organisation. Some use of evidence to support analysis.</p>
3	5-6	<p>Answer contains detailed analysis of how the UK hospitality industry responds to the effects of economic and social trends. Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Answer may include; the hospitality industry responds to the effects of economic and social trends by offering promotions and incentives for consumers to buy new and existing products. Hospitality establishments may also introduce new and alternative cheaper products to attract new customers such as drinks, food alternatives and changes in menus to ensure all consumer groups are catered for. Establishments may also respond to competition by restructuring staffing operations to ensure they service level being offered meets the needs and expectations of consumers from a variety of backgrounds. Some establishments may choose to research their competitors to ensure they maintain a competitive advantage in an ever changing market. A lot more hospitality establishments are also changing their marketing strategies to ensure they are reaching the correct consumer group.</p> <p>Writing communicates ideas effectively, using a range of correct terminology organising the information clearly and coherently. Consistent use of evidence to support analysis.</p>

Question Number	Answer	Mark
4(a)	<p>Indicative content</p> <p>Housekeeper, housekeeping supervisor, trainee housekeeping manager, room attendant, restaurant manager, bar person, sommelier, restaurant supervisor, bar supervisor, bar person, shift leader, bar manager, food operative, shift manager, chef, kitchen porter, room service attendant, maintenance person</p> <p>Award 1 mark for each correct answer, or any other suitable response</p>	(2)
Question Number	Answer	Mark
4(b)	<p>Answer to include;</p> <p>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</p> <p>Award 1 mark for each correct answer, or any other suitable response</p>	(4)

Question Number	Answer	Mark
4(c)	<p>Answer to include;</p> <p>Managing staff Recruiting team members Training Control of budgets Ordering and stock control Liaising with clients Dealing with suppliers Handling complaints Completing staff rotas Reporting to information to other managers</p> <p><i>or other suitable alternatives 1 mark each</i></p>	(6)
Level	Mark	Descriptor
0	0	No rewardable material
1	1-2	<p>Answer contains limited description of the responsibilities a supervisor has in fulfilling their job role within the hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; a supervisor has many responsibilities that include; managing staff and dealing with customers.</p> <p>Writing communicates ideas using non specific terminology but lacks clarity and organisation. Limited use of evidence to support description.</p>
2	3-4	<p>Answer contains some description of the responsibilities a supervisor has in fulfilling their job role within the hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; a supervisor has many responsibilities that include; managing staff, dealing with customers, handling complaints, dealing with suppliers and external contractors.</p> <p>Writing communicates ideas with clear attempt at clarity and organisation. Some use of evidence to support description.</p>
3	5-6	<p>Answer contains detailed description of the responsibilities a supervisor has in fulfilling their job role within the hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; a supervisor has many responsibilities that include; managing staff, dealing with customers, handling complaints, dealing with suppliers and external contractors. Other duties include dealing with absence and staff sickness, seeking out new business, delivering training, and recruiting staff, writing policies and procedures, reporting information to other managers and completing staff rotas.</p> <p>Writing communicates ideas effectively organising the information clearly and coherently. Consistent use of evidence to support description.</p>

Question Number	Answer	Mark
5(a)	<p>Answer to include;</p> <p>Enhanced income, professional development opportunities, rewards and incentives, potential to travel, progression, ability to transfer, personal development, cheap accommodation, development of new skills, the opportunity to gain new qualifications, membership status of professional organisations.</p> <p><i>or suitable alternatives 1 mark each</i></p>	(6)
Level	Mark	Descriptor
0	0	No rewardable material
1	1-2	<p>Answer contains limited analysis of the benefits to a school/college leaver of pursuing a career in the hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; the benefits of pursuing a career in the hospitality industry consist of the ability to travel overseas, develop new skills and meet new people.</p> <p>Writing communicates ideas using non specific terminology but lacks clarity and organisation. Limited use of evidence to support analysis.</p>
2	3-4	<p>Answer contains some analysis of the benefits to a school/college leaver of pursuing a career in the hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; the benefits of pursuing a career in the hospitality industry consist of the ability to travel overseas, develop new skills and meet new people. There may be opportunities for personal development and gaining membership to professional organisations. They may be further opportunity for enhanced career development and other rewards and incentives such as free uniform.</p> <p>Writing communicates ideas with clear attempt at clarity and organisation. Some use of evidence to support analysis.</p>
3	5-6	<p>Answer contains detailed analysis of the benefits to a school/college leaver of pursuing a career in the hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; the benefits of pursuing a career in the hospitality industry consist of the ability to travel overseas, develop new skills and meet new people. There may be opportunities for personal development and gaining membership to professional organisations. They may be further opportunity for enhanced career development and other rewards and incentives such as free uniform, live in</p>

		<p>accommodation and discounted accommodation rates for family members. One of the major benefits of a career in the hospitality industry is the ability to develop and enhance your skills in a number of specialised areas. This gives the individual more scope to change career later in life if they wish.</p> <p>Writing communicates ideas effectively organising the information clearly and coherently. Consistent use of evidence to support analysis.</p>
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Question Number	Answer	Mark
5(b)	<p>Answer to include;</p> <p>Education route; Hospitality Diploma, Foundation Degree in Hospitality/Tourism Management, BA (Hons) in Hospitality Management, Apprenticeship, other HE qualifications 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; chef, front of house supervisor, restaurant supervisor/manager, team leader, conference and banqueting personnel, housekeeping supervisor/manager or reception shift leader</p> <p>1 mark for identification</p> <p>1 mark for justification</p>	(4)
Question Number	Answer	Mark
6(a)	<p>Answer to include;</p> <p>Primary research, Secondary research</p> <p>Award 1 mark for each correct answer</p>	(2)
Question Number	Answer	Mark
6(b)	<p>Answer to include;</p> <p>Questionnaires, interviews (face to face, telephone), observations or focus groups</p> <p>Published sources, journals, newspapers, magazines, books</p> <p><i>or suitable alternatives 1 mark each</i></p>	(2)

Question Number	Answer	Mark
6(c)	<p>Answer to include;</p> <ul style="list-style-type: none"> Identify changes in trends Identify industry statistics Identify growth and expansion within the industry Compare current business operations Establish what competitors are doing Discover changes in consumer buying patterns Gain insight into fluctuations of employment figures Obtain verbal and non verbal feedback from customers Compare lots of statistical information Compare different sources against each other to discover facts Produce annual reports <p><i>or suitable alternatives 1 mark each</i></p>	(6)
Level	Mark	Level Descriptors
0	0	No rewardable material
1	1-2	<p>Answer contains limited analysis of how hospitality managers can use research methods and sources to improve business performance. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; hospitality managers can use research methods and sources to identify changes in trends, industry statistics and identify growth and expansion within the industry.</p> <p>Writing communicates ideas using non specific terminology but lacks clarity and organisation. Limited use of evidence to support analysis.</p>
2	3-4	<p>Answer contains some analysis of how hospitality managers can use research methods and sources to improve business performance. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; hospitality managers can use research methods and sources to identify changes in trends, industry statistics, identify growth and expansion within the industry and compare current business operations with other establishments. They may choose to use the research to establish what competitors are doing, discover changes in consumer buying patterns and gain insight into fluctuations of employment figures.</p> <p>Writing communicates ideas using some terminology accurately with the clear attempt at clarity and organisation. Some use of evidence to support analysis.</p>

3	5-6	<p>Answer contains detailed analysis of how hospitality managers can use research methods and sources to improve business performance. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; hospitality managers can use research methods and sources to identify changes in trends, industry statistics, identify growth and expansion within the industry and compare current business operations with other establishments. They may choose to use the research to establish what competitors are doing, discover changes in consumer buying patterns and gain insight into fluctuations of employment figures. Another use of these research methods and sources is the ability to obtain verbal and non verbal feedback from customers, compare different research sources against one other to discover facts and produce annual reports for financial investors.</p> <p>Writing communicates ideas effectively, using a range of correct terminology organising the information clearly and coherently. Consistent use of evidence to support analysis.</p>
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