

Mark Scheme

Summer 2013

Principal Learning Hospitality (HO301)
Paper 01

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Publications Code DP036225

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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>Answer may include;</p> <ul style="list-style-type: none"> • type of outlets (1) • type of customers (1) • types of products or services (1) • profit and non-profit service provider (1) • primary and/or secondary service (1) • size of outlets (1) • location of outlets (city, town) (1) • consumer spend within the outlets (1) • type of ownership (1) • classification of outlets (1) • type of staff employed (1) • number of staff employed (1) • range of skills and expertise needed (1) • type of provision (1) • other services provided (1) • organisational structure (1) <p>e.g. 2 mark answer The difference between the commercial sector and hospitality services sector of the UK hospitality industry is that in the commercial sector the primary activity is hospitality (1). In the hospitality services sector the secondary activity is hospitality (1).</p> <p>e.g. 4 mark answer The difference between the commercial sector and hospitality services sector of the UK hospitality industry is that in the commercial sector the primary activity is hospitality (1). In the hospitality services sector the secondary activity is hospitality (1). This can be differentiated by other factors that include the types/size of outlets (1) and the type of provision offered is also significantly different (1).</p> <p><i>or other suitable alternatives 1 mark each to a maximum of 4 marks</i></p>	(4)

Question Number	Answer	Mark
1 (b)	<p>Answer may include;</p> <ul style="list-style-type: none"> • numbers employed in the hospitality industry (1) • number of outlets within the hospitality industry (1) • food and drink sales in industries within the hospitality industry (1) • number of meals by industry within the hospitality industry (1) <p><i>or other suitable alternatives to a maximum of 2 marks</i></p>	(2)
Question Number	Answer	
2	<p>Answer may include;</p> <ul style="list-style-type: none"> • employment opportunities • supports growth and expansion of outlets • services to the local and wider community • economic contribution to the economy • supports accommodation providers • transport for tourists (taxis, coaches, trains) • provides services for education • links to other industries (staffing agencies, hairdressers, souvenir shops) • encourages domestic and overseas tourism (staycation market/international visitors) <p><i>or any other suitable response</i></p>	
Level	Mark	Descriptor
0	0	No rewardable material
1	1-2	<p>Answer contains limited outline of the impact the UK hospitality industry has on other industries. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Writing communicates ideas using non specific terminology but lacks clarity and organisation. Limited use of evidence to support outline.</p>
2	3-4	<p>Answer contains some outline of the impact the UK hospitality industry has on other industries. Examples given demonstrate a good knowledge of the criteria.</p> <p>Writing communicates ideas using some terminology accurately with the clear attempt at clarity and organisation. Some use of evidence to support outline.</p>
3	5-6	<p>Answer contains detailed outline of the impact the UK hospitality industry has on other industries. Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Writing communicates ideas using some terminology accurately</p>

		with the clear attempt at clarity and organisation. Detailed use of evidence to support outline.	
Question Number		Answer	
3(a)		<p>Answer may include;</p> <ul style="list-style-type: none"> • growth and inflation • rise/fall in employment • taxation • consumer confidence • disposable income • use of fair trade/environmentally friendly products • changes in tourism levels • technological change • changes in the hospitality product • revenue generated • fluctuations in business patterns • changes in demand <p><i>or any other suitable response</i></p>	
Level	Mark	Descriptor	
0	0	No rewardable material	
1	1-3	<p>Answer contains limited analysis of how economic trends affect the accommodation sector of the UK hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Writing communicates ideas using non specific terminology but lacks clarity and organisation. Limited use of evidence to support analysis.</p>	
2	4-6	<p>Answer contains some analysis of how economic trends affect the accommodation sector of the UK hospitality industry. Examples given demonstrate a good knowledge of the criteria.</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	7-8	<p>Answer contains detailed analysis of how economic trends affect the accommodation sector of the UK hospitality industry. Examples given demonstrate an in-depth knowledge of the criteria.</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(b)		<p>Answer may include;</p> <ul style="list-style-type: none"> • offering promotions and incentives (1) • restructuring of staff (1) • carry out industry research (1) • making cuts in recruitment (1) 	

	<ul style="list-style-type: none"> • retraining of staff (1) • reassessing budgets (1) • offering alternative products and services (1) • identifying new target market (1) • responding to competition (1) • re-profiling existing operations (1) • undertake appropriate marketing activities (1) • re-branding (1) <p>e.g. 2 mark answer A hospitality manager with knowledge of social trends can increase revenue in a commercial hospitality outlet by responding to what competitors are doing (1) or identifying new target markets of customers (1).</p> <p>e.g. 4 mark answer A hospitality manager with knowledge of social trends can increase revenue in a commercial hospitality outlet by responding to what competitors are doing (1) or identifying new target markets of customers (1). The manager may also look at re-branding aspects of the business to make it more aligned with the consumer market or trends (1) and carry out research to identify the purchasing habits of specific customer groups (1).</p> <p><i>or other suitable alternatives 1 mark each to a maximum of 4 marks</i></p>	(4)
Question Number	Answer	Mark
3(c)	<p>Answer may include industry trends such as;</p> <ul style="list-style-type: none"> • food and fashion trends (1) • demand for deluxe/boutique hotels (1) • demand for value for money hotels (budget hotels) (1) • decline in traditional pub ownership (1) • market saturation (1) • market forces (1) • globalization (1) • socio-cultural issues (1) • e-commerce (1) • responding to niche markets (1) • gaming issues (1) • changes in licensing laws (1) <p><i>or other suitable alternatives 1 mark each to a maximum of 4 marks</i></p>	(4)

Question Number		Answer
4(a)		<p>Answer may include;</p> <ul style="list-style-type: none"> • good organisation • the ability to work well under pressure • manage and motivate a team • order and manage housekeeping stock • liaise with customers • good time management • organise staff rotas • effective communication skills • remain calm • adhere to health and safety • carry out quality control checks • organise/manage staff training and development <p><i>or any other suitable response</i></p>
Level	Mark	Descriptor
0	0	No rewardable material
1	1-3	<p>Answer contains limited comparison of the skills needed for an events coordinator and a housekeeping supervisor in the UK hospitality industry Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Writing communicates ideas effectively, using a range of correct terminology organising the information clearly and coherently. Limited use of evidence to support comparison.</p>
2	4-6	<p>Answer contains some comparison of the skills needed for an events coordinator and a housekeeping supervisor in the UK hospitality industry Examples given demonstrate a good knowledge of the criteria.</p> <p>Writing communicates ideas effectively, using a range of correct terminology organising the information clearly and coherently. Some use of evidence to support comparison.</p>
3	7-8	<p>Answer contains detailed comparison of the skills needed for an events coordinator and a housekeeping supervisor in the UK hospitality industry Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Writing communicates ideas effectively, using a range of correct terminology organising the information clearly and coherently. Consistent use of evidence to support comparison.</p>
Question Number	Answer	Mark
4(b)	<p>Answer may include;</p> <ul style="list-style-type: none"> • demonstrates the ability to work with people (1) • makes the customer feel valued (1) • impacts on the reputation of a hospitality establishment (1) 	

	<ul style="list-style-type: none"> • makes an impact to repeat custom (1) • demonstrates a professional attitude (1) • promotes a culture of customer service (1) • demonstrates the ability to communicate effectively (1) <p>e.g. 2 mark answer Customer service skills are important as they demonstrate that an individual is able to work with people (1) and make an impact to the reputation of a hospitality establishment (1).</p> <p>e.g. 4 mark answer Customer service skills are important as they demonstrate that an individual is able to work with people (1) and make an impact to the reputation of a hospitality establishment (1). They are also important if the customer is to receive a positive experience of a hospitality establishment (1) and feel valued thus making an impact to repeat custom (1).</p> <p><i>or other suitable alternatives 1 mark each to a maximum of 4 marks</i></p>	(4)
Question Number	Answer	Mark
5(a)	<p>Answer may include;</p> <ul style="list-style-type: none"> • personal and professional development opportunities (1) • rewards and incentives (1) • potential to travel / visit other hotels (1) • ability to progress and transfer (1) • subsidised accommodation (1) • subsidised food and drink (1) • the opportunity to gain new qualifications (1) • membership status of professional organisations (1) • working in an image-focused environment (1) <p><i>or other suitable alternatives 1 mark each to a maximum of 4 marks</i></p>	(4)
Question Number	Answer	
5(b)	<p>Answer may include;</p> <p>Education route; BTECs, Hospitality Diploma, Foundation Degree in Hospitality/Tourism Management, BA (Hons) in Hospitality Management, other FE/HE qualifications,</p>	

		<p>apprenticeship, or undertake an internship with a route to securing full time employment.</p> <p>Industry experience route; seek a variety of job roles in the UK hospitality industry (to include chef, front of house supervisor, restaurant supervisor/manager, team leader, conference and banqueting personnel, housekeeping supervisor/manager or reception shift leader), to obtain a range of occupational skills/experiences.</p> <p><i>or any other suitable response</i></p>
Level	Mark	Descriptor
0	0	No rewardable material
1	1-2	<p>Answer contains limited evaluation of the routes to achieving a senior management position within the UK hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Writing communicates ideas using non specific terminology but lacks clarity and organisation. Limited use of evidence to support evaluation.</p>
2	3-4	<p>Answer contains some evaluation of the routes to achieving a senior management position within the UK hospitality industry. Examples given demonstrate a good knowledge of the criteria.</p> <p>Writing communicates ideas with clear attempt at clarity and organisation. Some use of evidence to support evaluation.</p>
3	5-6	<p>Answer contains detailed evaluation of the routes to achieving a senior management position within the UK hospitality industry. Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Writing communicates ideas effectively organising the information clearly and coherently. Consistent use of evidence to support evaluation.</p>
Question Number	Answer	Mark
6(a)	<p>Answer may include;</p> <p>Primary sources;</p> <ul style="list-style-type: none"> • questionnaires • interviews • observations <p><i>or suitable alternatives 1 mark each</i></p>	(1)
Question Number	Answer	Mark
6(b)	<p>Answer may include;</p> <p>Secondary sources:</p> <ul style="list-style-type: none"> • published sources 	

		<ul style="list-style-type: none"> • journals • newspapers • magazines • books <p><i>or other suitable alternatives 1 mark each</i></p>	(1)
Question Number	Answer		
6(c)	<p>Answer may include;</p> <ul style="list-style-type: none"> • identify changes in consumer trends • identify growth and expansion within the industry • compare changes in hospitality operations • establish what competitors are doing • respond to feedback from customers • comparison of industry statistical data • use of different methods/sources • produce annual reports • identification of potential new markets • informs decision-making <p><i>or any other suitable response</i></p>		
Level	Mark	Descriptor	
0	0	No rewardable material	
1	1-2	<p>Answer contains limited analysis of how primary and secondary research can be used by hospitality managers to provide an insight into the changing consumer market. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Writing communicates ideas using non specific terminology but lacks clarity and organisation. Limited use of evidence to support analysis.</p>	
2	3-5	<p>Answer contains some analysis of how primary and secondary research can be used by hospitality managers to provide an insight into the changing consumer market. Examples given demonstrate a good knowledge of the criteria.</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	6-8	<p>Answer contains detailed analysis of how primary and secondary research can be used by hospitality managers to provide an insight into the changing consumer market. Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Writing communicates ideas using some terminology accurately with the clear attempt at clarity and organisation. Detailed use of evidence to support analysis.</p>	

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Order Code DP036225 Summer 2013

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