

# Examiners' Report/ Principal Examiner Feedback

January 2010

Principal Learning

Hospitality H0301  
Investigating the Hospitality Industry

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# Principal Learning Hospitality

## Level 3 Introduction

As this paper was sat for the first time in January 2010, we therefore do not have previous data by which to measure candidate performance. However, the initial impressions are generally positive.

Most candidates had clearly been well prepared for the test and therefore the layout of the paper, and the types of questions used, were not a detracting feature. We anticipate that as the paper embeds, and candidates have had more time to investigate the industry more fully, responses will become more comprehensive and candidates will discriminate more effectively between identify, describe, evaluate, etc. question types.

We also strongly urge centres to ensure that the whole unit content is covered, using practice assessments as appropriate, before candidates are entered for the paper. Most candidates entered in January 2010 made a good attempt at answering all the questions, and more-able candidates displayed an up-to-date knowledge of current issues (i.e. the recession) affecting the hospitality industry. Less able candidates, or candidates who had not completed the unit content, did not attempt certain questions or offered confused responses. (Reference should be made to the following unit report for more detailed comments). As such the paper performed effectively to discriminate between the different abilities and levels of learners.

## Level 3 unit 1 Investigating the Hospitality Industry

### General comments

This was the first series of this external examination paper for Hospitality taken in Phase 2 of the Principal Learning. Generally the exam paper performed as expected with some learners gaining the higher grades, particularly for the more analytical questions. It is clear that strong emphasis is placed upon key aspects of the industry, with candidates needing a “rounded” approach to knowledge of the industry at this level. It was positive to see that the majority of candidates made a good attempt at the examination paper and were allocated the reflective marks.

### Question 1

#### Q1 (a)

This question was answered well by the majority of the candidates as they were able to clearly identify outlets for each of the sectors stated. Some candidates did however give named establishments such as KFC and McDonalds although this was not required to answer the question. It would have been more applicable to give the outlet within the sector; for example contract food service, staff restaurants, or corporate hospitality. A small majority of candidates got this sector confused with the hospitality services sector and stated answers that reflected outlets in this sector.

#### Q1 (b)

The majority of candidates were able to describe two differences between the commercial sector and the hospitality services sector with answers containing descriptions such as the difference in products and services, types of customers, and primary or secondary purpose of an establishment. Some candidates' descriptions were quite short resulting in part marks being awarded. It is recommended that candidates use full syntax to ensure they demonstrate an understanding of the differences between the two sectors.

### Question 2

#### Q2 (a)(i) and Q2 (a)(ii)

A high proportion of candidates answered this question with relative ease giving a good range of answers to ensure marks were allocated accordingly. The range of answers demonstrated that centres had delivered this content well and candidates understood the range of opportunities to them for a career in the hospitality industry.

The answers given did, however, focus on the operational aspects of the hospitality industry and did not deviate to include areas such as marketing, reservations or human resources. Part (a) to this question required the candidates to state employment opportunities with the majority being able to do. There were some candidates who got confused with the commercial sector and the hospitality sector thus placing the answers in the incorrect order.

### Q2 (b)

The range of answers demonstrated for this element of Q2 was good. The majority of candidates answered using a varied range of responsibilities of the employment opportunities available within the hospitality industry. The candidate descriptions in parts did lack depth and clarity with some candidates giving one word answers.

It was evident from the range of answers that some candidates struggled with the descriptive part of the question; indicating that they need more practice to ensure they meet the grading criteria. The candidates that performed well on this part of the question were the ones who gave good descriptions and used a variety of responsibilities to support their answers.

### Q2 (c)

This part of the question required the candidates to describe two essential skills needed for customer service staff employed in the UK hospitality industry. The range of answers given by candidates was good with emphasis being placed on skills such as being friendly, handling difficult situations and being able to work in a team. In some cases the range of answers given was somewhat limited and it would have been pleasing to see a range of answers that included cultural awareness, problem solving and time management.

Overall, candidates answered this element of the question adequately with some improvements needed in the descriptive parts of the answer. There were a small number of candidates who used one word answers. It is therefore important that candidates understand what the question is requiring them to do (i.e. state, explain, evaluate, etc.)

### Question 3

This question gave the candidates the opportunity to demonstrate their knowledge of the UK hospitality industry. However, the question had a mixed response from candidates with some answers lacking analysis of how the hospitality industry has grown in recent years. Candidates did demonstrate their knowledge of current growth in the sector and the importance to the UK economy. However answers on the whole were lacking in content and clarity.

It was evident that the recession had been a recent key topic for debate in most centres. This was positive as it demonstrated that discussions were taking place around the current sector challenges, and its impact on candidates studying hospitality programmes. The range of answers however was limited with only a few candidates fully analysing the growth of the hospitality industry. Some candidates included one word answers or key words that indicated that they had some knowledge of the importance of the industry to the UK economy. However the question asked for "analysis" and this was lacking in the main.

It was also evident that some candidates did not read or fully understand what the question was asking of them. As a result there was evidence of limited analysis, and in some cases none at all. However, with more practice using typical exam questions and Edexcel mark schemes, the answers should better reflect the skills that have been developed.

Overall therefore this was a challenging question for the majority of candidates with not many candidates receiving full marks for this question.

#### Question 4

##### Q4(a)

Candidates were asked to compare the different careers choices available within the UK hospitality industry. Unfortunately, this part of the question was answered incorrectly by the majority of candidates with only a small proportion answering correctly and understanding what the question was asking. It would therefore be beneficial to discuss with candidates what their next step is after their Level 3 Diploma to ensure they can meet the mark criteria.

Answers consisted of a very good range of employment opportunities (as highlighted in question 2), but not the routes into the sector that would impact on the choices available to candidates further in their career. The question was looking for specific answers relating to the routes into the industry after successful completion of a Level 3 Diploma in Hospitality. Answers that would have attained the full marking criteria would have consisted of industry experience on a management training programme or further study at university on a hospitality degree programme.

##### Q4 (b)

This part of the question was answered well by a high proportion of candidates with understanding being demonstrated in the range of answers given. It was interesting to note the range of answers as it clearly had an impact on the motivational factors of individual candidates.

Candidate responses indicated that they could identify a range of factors that would influence their choice when planning a career within the hospitality industry. Limited evaluation of these factors was contained in the answers given by candidates. The answers that were given were more descriptive in terms of what would make a candidate decide on career in the industry. The answer in some cases was not supported by evaluation about '*why*' these factors were important. However the range of factors given by candidates was comprehensive and demonstrated good knowledge, thus reflecting the positive teaching strategies in many centres.

#### Question 5

##### Q5 (a)

The majority of learners made a good attempt at this question with a large proportion being allocated full marks for this element of the question. The answers demonstrated that candidates had understood the question including the range of primary and secondary research methods used within the hospitality industry.

##### Q5 (b)

This second part of the question was answered adequately in most cases with candidates being able to state the advantages of using secondary research methods to explore trends within the hospitality industry. Similarly, as with question 4 (b), candidates demonstrated a low level of evaluation within their answers. Some candidates were able to provide a justified answer and gain full marks, but the majority listed the advantages of using secondary research methods to explore

trends within the sector. A more comprehensive answer that detailed and evaluated 'why' some methods are suitable to research the hospitality industry allowed candidates to be allocated full marks.

## Question 6

### Q6 (a)

This question performed by being the most challenging for candidates, requiring them to explain three economic trends within the UK hospitality industry.

A minority of candidates were able to attempt the question fully and obtained higher marks for this element. The candidates that did answer the question fully gave good descriptions of the economic trends within the hospitality industry and provided examples in each case.

There were a significant number of students that did attempt the question by giving one word answers. However, by doing this they did not provide an explanation of the key issues, and therefore failed to score highly.

Other candidates did not attempt the question and therefore scored no marks.

Of those candidates attempting to fully answer the question key themes such as inflation, tax and income were evident throughout. Those who answered the question using one word answers included similar themes.

### Q6 (b)

As with question 6 (a) the answers again reflected the knowledge and understanding of the candidates. The few candidates that did attempt this element gave a good range of social trends that have impacted on pubs in the UK. The answers ranged from the smoking ban to people staying at home drinking due to cost implications. The answers given demonstrated a good level of knowledge and understanding.

Again, as with question 6 (a) there were a few candidates that answered this question using key words or short answer style responses. A small number of candidates not attempt this question. The emphasis on analysis was low with the general level of answers being of a descriptive nature.

## Recommendations for centres:

- Ensure that candidates are able to understand, and distinguish between, the use of key words in the question i.e. identify, describe, evaluate and analyse.
- Use practice revision sessions for candidates to assist them in structuring examination answers to ensure full marks can be allocated.
- Ensure that centres cover the whole unit content in delivery sessions and practice assessment of each component where necessary.
- Use exam questions and mark schemes with candidates to identify where allocation of marks are awarded.

- Use practice assessment sessions when necessary to allow candidates to develop confidence and ability in examination sessions.
- Attend appropriate Edexcel training events that focus on planning and preparation for Diploma assessment.

# Statistics

## Level 3 Unit 1 Investigating the Hospitality Industry

|                   | Max. Mark | A* | A  | B  | C  | D  | E  |
|-------------------|-----------|----|----|----|----|----|----|
| Raw boundary mark | 60        | 54 | 48 | 42 | 36 | 31 | 26 |
| Point Score       | 14        | 12 | 10 | 8  | 6  | 4  | 2  |

### Notes

Centres are reminded that this is the first examination for this specification and that boundaries may change in the following series.

**Maximum Mark (Raw):** the mark corresponding to the sum total of the marks shown on the mark scheme.

**Raw boundary mark:** the minimum mark required by a candidate to qualify for a given grade.

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