

Write your name here

Surname	Other names
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Edexcel
Principal Learning

Centre Number

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Candidate Number

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Hospitality

Level 3

Unit 1: Investigating the Hospitality Industry

Thursday 12 January 2012 – Morning
Time: 1 hour 30 minutes

Paper Reference
HO301/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

Answer ALL questions. Write your answers in the space provided.

1 (a) Identify **two** different types of outlet in the commercial sector of the UK hospitality industry.

(2)

1

2

(b) Identify **two** differences between the hospitality services sector and the commercial sector of the UK hospitality industry.

(2)

1

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2

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(Total for Question 1 = 4 marks)



2 Explain the importance of inbound tourism to the economy of the UK hospitality industry.

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(Total for Question 2 = 6 marks)



3 (a) (i) Analyse how **economic trends** impact on the UK hospitality industry.

(6)

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(ii) Analyse how **social trends** impact on the UK hospitality industry.

(6)

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(b) Analyse how the UK hospitality industry responds to changes in economic and social trends.

(6)

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(Total for Question 3 = 18 marks)



4 (a) Identify **two** accommodation focused job opportunities that will offer a career in the hospitality industry. **(2)**

1

2

(b) State **four** essential skills needed to successfully fulfil one of the job opportunities identified in (a). **(4)**

1

2

3

4

(c) Describe the responsibilities that a supervisor has in fulfilling their job role within the hospitality industry. **(6)**

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(Total for Question 4 = 12 marks)



5 (a) Discuss the benefits to a school/college leaver of pursuing a career in the hospitality industry.

(6)

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(b) Describe **two** different routes to achieving a management role in the hospitality industry.

(4)

1

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2

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(Total for Question 5 = 10 marks)



6 (a) Identify **two** different research methods used to explore trends and changes in the UK hospitality industry.

(2)

1

2

(b) State **two** sources that a hospitality manager can use to identify changes in consumer demand.

(2)

1

2

(c) Analyse how the use of research methods might improve business performance.

(6)

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(Total for Question 6 = 10 marks)

TOTAL FOR PAPER = 60 MARKS

