

Mark Scheme (Results)

Summer 2012

Principal Learning Hospitality (HO301)
Paper 01

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Publications Code DP032498

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Question Number	Answer	Mark
1(a)	<p>Indicative content</p> <ul style="list-style-type: none"> • A budget hotel • A fast food restaurant/coffee shop/cafe • A 4* hotel with other facilities such as leisure club and restaurants close to all attractions/rental apartment • A themed or fine dining restaurant <p><i>Award 1 mark for each correct answer, or any other suitable response</i></p>	(4)
Question Number	Answer	Mark
1(b)	<p>Identification to include;</p> <p>The hospitality services sector is often known as the not for profit making sector of the industry with various establishments including; (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, executive dining, government and local authority provision, leisure venues.</p> <p><i>Award 1 mark for identification and 1 mark for justification, up to a maximum of two marks.</i></p>	(2)

Question Number	Answer	Mark
2(a)	<p>Indicative content</p> <ul style="list-style-type: none"> • Education establishments • Hospitals • travel and tourism outlets and operator • food and drink suppliers • staffing agencies • transport industries • leisure, retail, music venues • additional services <p><i>or any other suitable response</i></p>	(2)
Question Number	Answer	Mark
2(b)	<p>Indicative content</p> <ul style="list-style-type: none"> • Supports industry growth and expansion • changes in tourism trends • services to the local and wider community • additional services • supports accommodation providers • provides wide ranging employment • transport for tourists • sales of food and drink • economic contribution to the economy • education, purchasing power for local and national businesses • produces large amounts of tax to the exchequer including VAT • supports overseas trade <p><i>Award one mark for each correct answer, or any other suitable response, up to a maximum of four marks</i></p>	(4)

Question Number	Answer	Mark
3(a)	<p><i>Indicative content</i></p> <p>Industry trends: food and fashion trends; demand for deluxe/boutique hotels; demand for value for money hotels (budget hotels); pub ownership; hotel ownership; market saturation; market forces; globalization; socio-cultural issues; ecommerce; responding to niche markets; 24 hour drinking; the smoking ban, gaming issues; other current industry trends.</p>	(10)
Level	Mark	Descriptor
0	0	No rewardable material
1	1-3	<p>Answer contains limited analysis of the changing industry trends that are affecting UK hospitality outlets. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; industry trends are affecting UK hospitality outlets by showing an increase in food and beverage sales, certain consumer groups following certain food and fashion trends or a demand for boutique and deluxe hotels with value for money.</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 the changing industry trends that are affecting UK hospitality outlets. Examples given demonstrate a good knowledge of the criteria.</p> <p>Answer may include; industry trends are affecting UK hospitality outlets by showing an increase in food and beverage sales, certain consumer groups following certain food and fashion trends or a demand for boutique and deluxe hotels with value for money. Hotel ownership is changing resulting in smaller outlets creating competition for the larger market players with other niche markets developing creating changes in consumer buying patterns.</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	7-10	Answer contains detailed analysis of the changing industry trends that are affecting UK hospitality outlets. Examples given demonstrate an in-depth knowledge of the criteria.

		<p>Answer may include; industry trends are affecting UK hospitality outlets by showing an increase in food and beverage sales, consumers following certain food and fashion trends or having a demand for boutique and deluxe hotels with value for money. Hotel ownership is changing resulting in smaller outlets creating competition for the larger market players with other niche markets developing creating changes in consumer buying patterns. Changes in 24 hour drinking patterns have also seen a change in consumer groups and behaviours resulting in some outlets having to change their product profile to ensure success. Outlets have had to demonstrate a greater cultural awareness to maintain a competitive advantage and survive through a challenging economic period.</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 to include;</p> <p>Offering promotions and incentives Restructuring Carry out industry research Making cuts in recruitment Retraining of staff Reassessing budgets Offering alternative services and products Identifying a new customer base Responding to competition Re profiling existing operations Undertake appropriate marketing Re-branding</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 how a manager could respond to the changing trends and encourage commercial success. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; a hospitality manager can respond to 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 description.</p>

2	3-4	<p>Answer contains some description of how a manager could respond to the changing trends and encourage commercial success. Examples given demonstrate a good knowledge of the criteria.</p> <p>Answer may include; a hospitality manager can respond to trends by offering promotions and incentives for consumers to buy new and existing products. They 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 description.</p>
3	5-6	<p>Answer contains detailed description of how a manager could respond to the changing trends and encourage commercial success. Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Answer may include; a hospitality manager can respond to trends by offering promotions and incentives for consumers to buy new and existing products. They 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. Managers may also respond to trends by changing the staffing structure to ensure they service level being offered meets the needs and expectations of consumers from a variety of backgrounds. Some managers may choose to research their competitors to ensure they maintain a competitive advantage in an ever changing market.</p> <p>Writing communicates ideas effectively, using a range of correct terminology organising the information clearly and coherently. Consistent use of evidence to support description.</p>

Question Number	Answer	Mark
4(a)	<p>Indicative content</p> <p>Waiter, chef, housekeeping supervisor, trainee manager, housekeeping person, restaurant manager, bar person, restaurant supervisor, bar supervisor, cellar person, bar person, shift leader, bar manager, catering manager, food operative, shift manager, catering team leader, food production manager, cleaner</p> <p><i>Award 1 mark for each correct answer, or any other suitable response</i></p>	(2)
Question Number	Answer	Mark
4(b)	<p>Answer to include;</p> <p>Carry out a variety of industry roles Go to college or university and undertake a hospitality course Work full or part time in the sector Undertake some voluntary work in the sector Practice with a variety of simple food service equipment Carry out research to understand what is expected of hospitality professionals Interview current industry professionals</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 how an individual may develop the skills required for working in the worldwide hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; an individual can develop skills for working in the worldwide hospitality industry by carrying out some part time industry related duties, they may carry out research and practice with simple food service equipment.</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	Answer contains some description of how an individual may develop the skills required for working in the worldwide hospitality industry. Examples given demonstrate a good knowledge of the criteria.

		<p>Answer may include; an individual can develop skills for working in the worldwide hospitality industry by carrying out some part time industry related duties, they may carry out research and practice with simple food service equipment. Individuals may interview current industry professionals to understand what is expected within a variety of establishments and job roles within the sector.</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 how an individual may develop the skills required for working in the worldwide hospitality industry. Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Answer may include; an individual can develop skills for working in the worldwide hospitality industry by carrying out some part time industry related duties, they may carry out research and practice with simple food service equipment. Individuals may interview current industry professionals to understand what is expected within a variety of establishments and job roles within the sector. They may also choose to attend college or university and train on an accredited hospitality programme. Other individuals may offer to carry out some voluntary work in order to develop industry specific skills and enhance their CV.</p> <p>Writing communicates ideas effectively organising the information clearly and coherently. Consistent use of evidence to support description.</p>

Question Number	Answer	Mark
4(c)	<p><i>Answer to include;</i></p> <ul style="list-style-type: none"> • Managing staff • Recruiting team members • Training • Control of budgets • Ordering and stock control • Liaising with clients • Dealing with suppliers • Handling complaints • Reporting to stakeholders <p><i>e.g. 1 mark response</i> An effective hospitality manager would be responsible for recruiting and training team members within the establishment.</p> <p><i>e.g. 2 mark response</i> An effective hospitality manager would be responsible for recruiting and training team members within the establishment. They would also be involved in dealing with complaints from customers should they arise and reporting on financial performance to stakeholders.</p> <p><i>Award one mark for a brief description</i> <i>Award two marks for a full description</i></p>	(4)

Question Number		Answer	Mark
5(a)		<p><i>Indicative content:</i></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>	(6)
Level	Mark	Descriptor	
0	0	No rewardable material	
1	1-2	<p>Answer contains limited description of the routes supervisors working in the hospitality industry may take to develop their careers. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; in order to develop their careers, supervisors can opt to go to college or university and/or carry out a variety of full or part time work in the sector.</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 routes supervisors working in the hospitality industry may take to develop their careers. Examples given demonstrate a good knowledge of the criteria.</p> <p>Answer may include; in order to develop their careers, supervisors can opt to go to college or university and/or carry out a variety of full or part time work in the sector. They may choose to either complete an apprenticeship, foundation degree or BA (Hons) hospitality programme. They may also choose to undertake some industry specific research.</p> <p>Writing communicates ideas with clear attempt at clarity and organisation. Some use of evidence to support description.</p>	
3	5-6	Answer contains detailed description of the routes supervisors	

		<p>working in the hospitality industry may take to develop their careers. Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Answer may include; in order to develop their careers, supervisors can opt to go to college or university and/or carry out a variety of full or part time work in the sector. They may choose to either complete an apprenticeship, foundation degree or BA (Hons) hospitality programme. They may also choose to undertake some industry specific research. Individuals may complete other CPD opportunities or secure an internship with a local or national hospitality provider.</p> <p>Writing communicates ideas effectively organising the information clearly and coherently. Consistent use of evidence to support description.</p>
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Question Number	Answer	Mark
5(b)	<p><i>Award 1 mark for a correct response, up to maximum of four marks</i></p> <ul style="list-style-type: none"> • Enhanced income • professional development opportunities rewards and incentives • potential to travel • progression • ability to transfer • personal development • cheap accommodation • the opportunity to stay in other establishments to carry out research into accommodation services • becoming a mystery guest • the development of new skills • the opportunity to gain new qualifications, membership status of professional organisations. <p><i>Or any other suitable response</i></p>	(4)
Question Number	Answer	Mark
6(a)	<p><i>Award 1 mark for each correct answer up to a maximum of four marks</i></p> <ul style="list-style-type: none"> • Published sources • Journals • Newspapers • magazines, books • industry reports • statistical articles • government strategy documents • social forums • the internet • media coverage <p><i>Or any other suitable response</i></p>	(4)

Question Number	Answer	Mark
6(b)	<p><i>Indicative content:</i></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 statistical information • Compare different sources • Produce annual reports 	(6)

Level	Mark	Level Descriptors
0	0	No rewardable material
1	1-2	<p>Answer contains limited analysis of how secondary research can be used to benefit the hospitality industry. Examples given are ambiguous and only demonstrate some knowledge of the criteria.</p> <p>Answer may include; secondary research can be used to explore changes in the hospitality industry such as; fluctuations in consumer spending, trends and the demand for new 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 secondary research can be used to benefit the hospitality industry. Examples given demonstrate a good knowledge of the criteria.</p> <p>Answer may include; secondary research can be used to explore changes in the hospitality industry such as; fluctuations in consumer spending, trends and the demand for new products. Secondary statistical information may be used to interpret growth in customer numbers across the industry, an increase in sales and popularity of certain products. Secondary research can be presented in a variety of formats and can be used to explain variances to staff and other colleagues about business performance.</p>

		Writing communicates ideas using some terminology accurately with the clear attempt at clarity and organisation. Some use of evidence to support analysis.
3	5-6	<p>Answer contains detailed analysis of how secondary research can be used to benefit the hospitality industry Examples given demonstrate an in-depth knowledge of the criteria.</p> <p>Answer may include; secondary research can be used to explore changes in the hospitality industry such as; fluctuations in consumer spending, trends and the demand for new products. Secondary statistical information may be used to interpret growth in customer numbers across the industry, an increase in sales and popularity of certain products. Secondary research can be presented in a variety of formats and can be used to explain variances to staff and other colleagues about business performance. Secondary research is also often readily available and may assist a manager to forecast for future financial periods and allow a comparison with competitors. Secondary research can also provide an insight into the historical growth of the industry for use by students on hospitality courses.</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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Order Code DP032498 Summer 2012

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