

Mark Scheme (Results)

Summer 2010

Principal Learning

Hospitality
HO301 Investigating the Hospitality Industry

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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, ie 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>Award 1 mark for identification of any of the following up to a maximum of 4 marks.</p> <p>Food suppliers Travel agents Taxi services Coach companies Leisure providers Hairdressers Souvenir shops</p> <p>Or other suitable alternatives</p>	(4)

Question Number	Answer	Mark
1(b)	<p>Award 1 mark identification of the benefit Award 2 marks for brief explanation Award 3 marks for a full explanation</p> <p>Increase in:</p> <ul style="list-style-type: none"> • employment • number of meals served • customers • consumer spend • growth of the business <p>Changes in the types of products and services offered Improvement in standards.</p> <p>e.g. Taxi services benefit because of increased tourism to an area (1) this is often caused because the hospitality industry has opened an outlet in the area (2), the new tourists staying there will use some taxi services and increase their profitability (3)</p> <p>Or other suitable alternatives</p>	(3)

Question Number	Answer	Mark
2(a)	<p>1 mark for each role identified to a maximum of 2 marks</p> <p><u>Job Role</u> 5 Star Hotel: waiter, sommelier, chef, receptionist, housekeeper, general manager, duty manager, room service staff, concierge, maintenance</p> <p>Budget Hotel: receptionist, manager, room attendant, chef, caretaker</p>	(2)

Question Number	Answer	Mark
2(b)	<p>1 mark for each qualification identified for the job role to a maximum of 2 marks</p> <p>5 - Star hotel Waiter - NVQ level 2 Sommelier - NVQ level 3 Chef - NVQ level 3 Receptionist - NVQ level 3 Housekeeper - NVQ level 3 Room service staff - NVQ level 2</p> <p>Budget hotel Receptionist - Company training Manager - Suitable management qualification e.g. ATT Room attendant - level 2 Manual Handling certificate</p> <p>Or other suitable alternatives</p>	(2)

Question Number		Indicative content
3		<p>Answer may include a comparison for each of the points below:</p> <p>Industries with skills shortages. May be further opportunities to re-train. Qualification requirements are different between the UK and worldwide. Entry requirements vary in different part of world. There is ease of progression within specific organisations. It is easier to progress in the hospitality industry outside Europe due to the availability of jobs. Ability to transfer/travel outside the UK could be easier because of the level of standards and recognition of the UK hospitality industry. Earnings and rewards may vary between the UK and worldwide hospitality organisations. Public attitudes to professionals in the industry within the UK can be sometimes negative as with the worldwide industry it is recognised as a good industry in which to work. Industry attitudes to professionals within the UK can be negative due to the skill levels of certain roles as with the overseas market multi skilled professionals are sought after.</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	<p>A brief comparison of the different attitudes to careers evident in the UK and worldwide hospitality industry. Implied comparison within the answer.</p> <p>e.g. poor pay, long/unsociable hours, good career progression, ability to travel.</p>
2	3-4	<p>Answer contains some comparison of the different attitudes to careers evident in the UK and worldwide hospitality industry. The learner may support comparisons with relevant examples.</p> <p>e.g. poor pay in the UK, compared to mainland Europe. Good career progression within the worldwide hospitality industry in relation to the UK where progression may be limited due to the number of higher level jobs available.</p>
3	5-6	<p>Answer contains detailed comparison of the different attitudes to careers evident in the UK and worldwide hospitality industry. The learner supports comparisons with relevant examples.</p> <p>e.g. A duty manager is expected to do longer hours for low pay in the UK, whereas in the United States pay may be significantly increased due to size of the hospitality sector. Career opportunities in the UK may be limited due to the economic climate whereas in Asia where the economy is more stable and the industry has as a higher profile. There may be greater opportunities to travel within the worldwide hospitality industry due to there being larger organisations that require higher skills shortages in a variety of locations.</p>

Question Number		Indicative content
4		<p>Answer may include:</p> <p>Hotels (1 star to 5 star, budget hotel, bed and breakfast), restaurants (fast food, cafes, coffee shops, mainstream), pubs and bars (manages, tenanted, or leased, free houses); nightclubs, hospitality services (catering managed in-house); contract food service provision (catering outsourced to a contract food service provider), membership clubs; events management.</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	<p>The answer includes a limited description of the composition of the UK hospitality industry covering some of the sectors.</p> <p>e.g. The composition of the UK hospitality industry includes establishments such as hotels (1 to 5 star) and restaurants.</p>
2	3-4	<p>The answer includes a detailed description of the composition of the UK hospitality industry covering the most of sectors.</p> <p>e.g. The composition of the UK hospitality industry includes establishments such as hotels (1 to 5 star) that cater for a variety of customer markets i.e. leisure and business travellers. The sector also includes restaurants and bars that range from themed outlets to Michelin star. Contract food service provision also caters for a number of outlets.</p>
3	5-6	<p>The answer includes a thorough description of the composition of the UK hospitality industry covering the majority of sectors.</p> <p>e.g. The composition of the UK hospitality industry includes establishments such as hotels (1 to 5 star) that cater for a variety of customer markets i.e. leisure and business travellers. Establishments that cater for these type of traveller include Marriott, Hilton and Premier Inn. The sector also includes restaurants that range from themed outlets to Michelin star. There are a number of different types of bars available catering for a variety of customers; these include wine bars, clubs, and more traditional outlets. There are a number of different types of contract food service provision also catering for a number of outlets that include schools, prisons and military operations. Other providers in the sector include membership clubs such as sporting clubs and event management companies such as Ring and Brymer, Sodexho and Letheby and Christopher.</p>

Question Number		Indicative content
5		<p>Answer may include:</p> <ul style="list-style-type: none"> • The growth of the industry • Location and the impacts this would have to client base that would be attracted to the resort. • The range of products and services offered to visitors • The impact of inflation and high interest rates on the purchase of goods and services offered to British visitors • Unemployment and disposable income levels of British visitors to UK seaside resorts. • The number of visitors is dependant on the quality of the weather in the UK.
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	<p>For stating some of the factors that will affect the profitability of such a hotel in a British a UK seaside resort.</p> <p>e.g. good weather and the impact it has to attracting visitors to the seaside. The weak pound would attract more visitors to UK seaside destinations.</p>
2	3-5	<p>For explaining most of the factors that will affect the profitability of such a hotel in a British a UK seaside resort.</p> <p>e.g. the weak pound may discourage Britons from taking holidays abroad causing more holidaymakers to use UK based resorts as a destination. The type of weather affects the number of visitors to UK seaside holiday resorts. If the weather is hot then visitors are attracted to the seaside and spend more money whereas if the weather is poor then the resorts tend to attract low numbers affecting the amount of income generated by passing trade.</p>
3	6-8	<p>For a comprehensive response explaining the majority of factors that will affect the profitability of such a hotel in a British a UK seaside resort.</p> <p>e.g. economic and weather and trends within the industry. The type of weather has a direct impact on the number of visitors to UK seaside holiday resorts. If the weather is hot then the visitors visit the seaside and spend more money whereas if the weather is poor then the resorts tend to attract low numbers. Consumers visiting seaside resorts during hot weather are more inclined to spend more money on eating out and short stay accommodation having a positive impact on the profitability levels of hospitality establishments. Visitors may also spend money visiting other seaside hotels where entertainment is provided and there is a good selection of food and drink on offer.</p>

Question Number	Answer	Mark
6(a)	<p>1 - 2 marks for each point raised to a maximum of 2 marks</p> <p>Multi-nationals Tend to have company training schemes. Opportunities for working overseas for a multi national company are greater. Promotion opportunities are enhanced because of the number of employees. The structure of the company will be larger so offer career progression.</p> <p>Independent hotels Usually prepared to employ less qualified staff. Do not offer training schemes. The owner is often the manager. Promotion prospects are limited as there are few employees. The structure of the company will be much smaller so will not offer career progression.</p> <p>3 - 4 marks for points where a comparison is provided to a maximum of 4 marks.</p> <p>Multi-nationals tend to have company training schemes whereas independent hotels would use local education providers for individuals wanting to be trained. The possibilities of working overseas for a multi national company are greater as they have a number of other outlets catering for overseas clients. Promotion opportunities within multi national companies are enhanced because of the number of employees and role they play within the economy. Independent hotels may be on a much smaller scale only operating one establishment so not providing an element of career progression. The organisational structure of the two businesses will differ in size so will offer different career progression routes to middle and senior manager positions.</p>	(4)

Question Number		Indicative content
6 (b)		<p>Answer may include:</p> <ul style="list-style-type: none"> • Growing industries where establishments present a variety of job opportunities • Skills shortages can mean there a number of jobs available • Qualifications can be studied for within a variety of settings • Entry requirements are low presenting no barriers to entry • Ease of promotion within levels to allow career progression • Ability to transfer between establishments and develop skills • Potential to travel to a variety of location i.e. UK and worldwide • Earnings or other rewards may be enhanced with recognition of training experience • Personal/professional development opportunities within a number of establishments
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	<p>A brief discussion of some of the factors which affect career choices of young people within the hospitality industry.</p> <p>e.g. incentives and rewards offered by some hospitality organisations or opportunities to travel.</p>
2	3-4	<p>For discussing most of the factors which affect career choices of young people within the hospitality industry.</p> <p>e.g. incentives and rewards offered by some larger hospitality organisations may be greater than staying near home and working for a local hotel. There may be opportunities to travel around the world working for hospitality providers in different countries allowing the development of skills. Hospitality is a growing industry and the opportunities for a secure job may be another attractive incentive.</p>
3	5-6	<p>For a thorough discussion of the majority of factors which affect career choices of young people within the hospitality industry.</p> <p>e.g. incentives and rewards offered by some larger hospitality organisations may be greater than staying near home and working for a local hotel. Pay scales may be higher in larger organisations than in smaller establishments. There may be opportunities to travel around the world working for hospitality providers in different countries allowing for greater personal development and developing a number of skills. Choosing to work in a sector of the industry with skills shortages would give opportunities for promotion and offer job security. Working for a multinational organisation may offer greater personal development opportunities and the ability to study for recognised qualifications.</p>

Question Number	Answer	Mark
7(a)	<p>1 mark for each source stated to a maximum of 3 marks</p> <p>Questionnaires Interviews Hospitality industry representatives Newspapers Textbooks BHA annual report HCIMA Yearbook Institute of Hospitality data Trends and statistics documents Magazines Industry websites</p> <p>Or other suitable alternatives</p>	(3)

Question Number	Answer	Mark
7(b)	<p>Award 1 mark for brief description Award 2 marks for a detailed description</p> <ul style="list-style-type: none"> • Questionnaires will give an insight into the requirements of the current client base. • Hospitality industry representatives may give useful insight into what is happening within the industry. • Trends and statistics will show which parts of the industry are expanding. <p>Or other suitable alternatives (3x2)</p> <p>e.g. Questionnaires will give an insight into the requirements of the current client base (1) identifying the amount of consumer spend per head and responses to customer service levels (2)</p>	(6)

Question Number		Indicative content
8		<p>Answer may include:</p> <ul style="list-style-type: none"> • Competitors' pricing policies • Disposable income • Industry trends • Loss leaders • Taxation • Interest rates • Consumer buying patterns • Other current social trends • Market saturation • Responding to niche markets • 24 hour drinking • Market forces <p>Or other suitable alternatives from the specifications</p>
Level	Mark	Descriptor
0	0	No rewardable material
1	1-3	<p>For brief analysis of some of the factors that a city centre nightclub would consider when deciding the admission and prices of drinks for a Saturday night.</p> <p>e.g. identifying the prices charged by competing venues, industry trends, 24 hour drinking, disposable income of the customer base.</p>
2	4-7	<p>For a detailed analysis of most of the factors that a city centre nightclub would consider when deciding the admission and prices of drinks for a Saturday night. Limited use of evidence to support analysis.</p> <p>e.g. identifying the prices charged by competing venues and the impact this has on the age of the customer base. Industry trends in relation to drinking habits, 24 hour drinking and the types of drinks that are popular with certain groups of people i.e. wine, beers or spirits. The amount of disposable income of the customer base and whether your prices would attract them to your establishment.</p>
3	8-10	<p>For a thorough analysis of the majority the factors that a city centre nightclub would consider when deciding the admission and prices of drinks for a Saturday night. Consistent use of evidence to support analysis.</p> <p>e.g. identifying the prices charged by competing venues and the impact this has on the age of the customer base. Industry trends in relation to drinking habits, 24 hour drinking and the types of drinks that are popular with certain groups of people i.e. wine, beers or spirits. The amount of disposable income of the customer base and whether your prices would attract them to your establishment. Higher pricing may attract a different customer base than what you would have normally where admission prices into a nightclub may alter a customer's decision to stay and drink more within your establishment. Lowering prices or offering free admission may attract crowds or gangs that may result in violence and crime if binge drinking occurs. The types of drinks being served and the profit margins that the manager wishes to make may have an effect on the price of drinks or admission. If the foot fall through the door is low then prices may be lower than normal to attract more custom.</p>

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