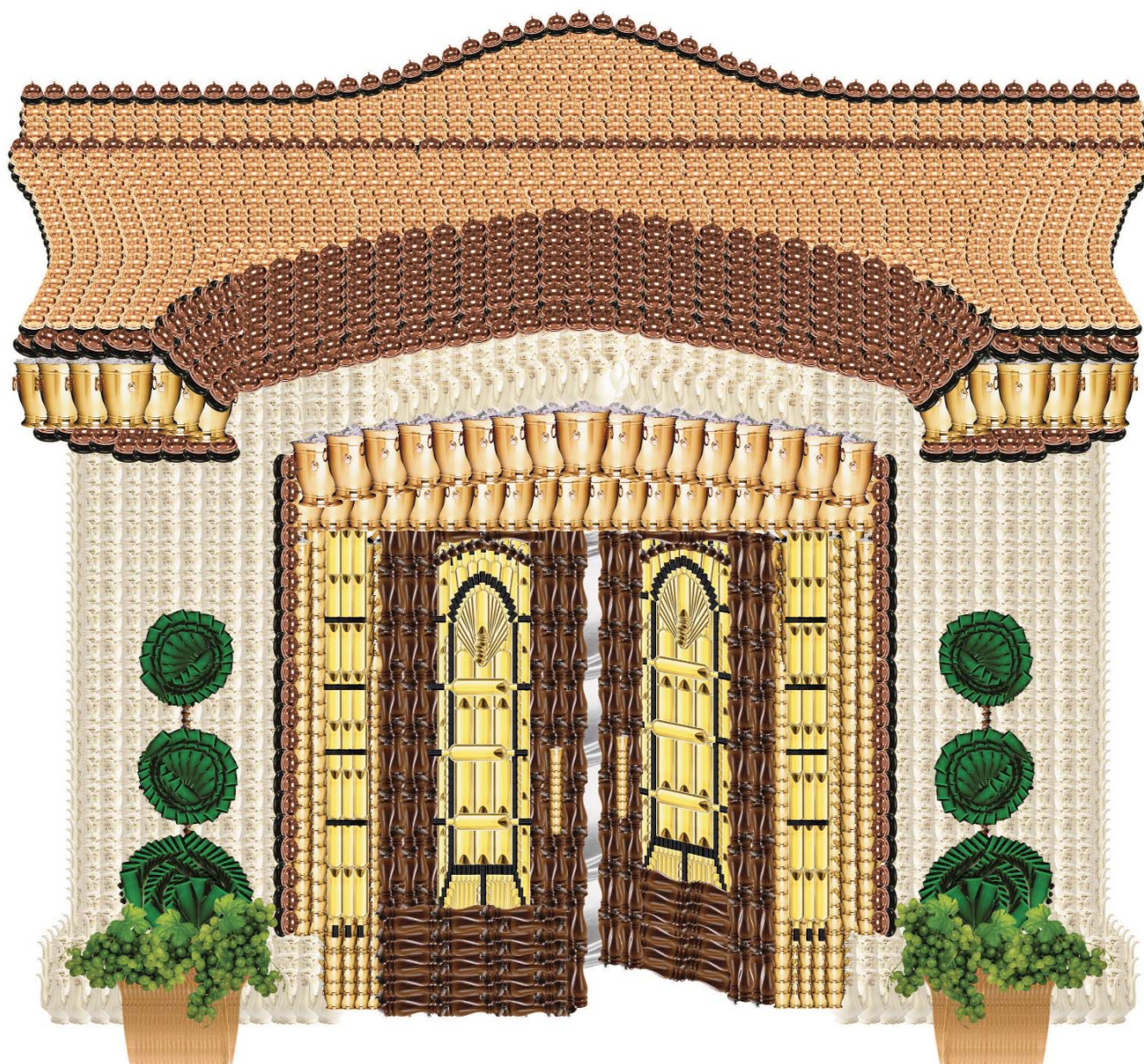


## SPECIMEN MARK SCHEME

### UNIT 1 - EXPLORING THE UK HOSPITALITY INDUSTRY





**Level 2 Diploma Principal Learning**

**Hospitality HOS2U1**

**Unit 1**

**Exploring the UK hospitality industry**

**Specimen Mark Scheme**

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting, they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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## Hospitality

### Unit 1: Exploring the UK hospitality industry

#### External Assessment

**Duration:** 1 hour 45 minutes

**Assessment type:** Short answer questions

**Number of marks:** 60

Learning outcomes	Assessment criteria	Ques. No	Total marks	%
1 Understand the importance of the hospitality industry to the UK economy	a Explain the importance of hospitality to the UK economy	1	9	15
		2		
		3		
2 Know the size and composition of the UK hospitality industries	a Describe the sub-industries which make up the UK hospitality industry	4	11	18.3
	b Use appropriate terminology to define the range of hospitality industries	5		
3 Understand how changing trends and external factors affect the hospitality industry	a Identify how external factors, events and tourism affect the hospitality industry	6	20	33.3
		7		
		9		
	b Explain how changing external factors and events, including changes in tourism, affect the hospitality industry	8		
		10		
		11		
4 Be able to identify career opportunities in hospitality	a Identify research methods and sources of information to explore the hospitality industry	12	20	33.3
		13		
	b Identify different roles and occupations in hospitality	14		
		c Describe the career prospects for different roles		
d Describe the training and qualifications required for different occupations in the hospitality industry	16			
<b>Total</b>			<b>60</b>	<b>100</b>

1. A group of foreign visitors is staying in a city centre hotel.

- (a) The visitors have pre-paid their accommodation charges.  
Describe **two** other ways they could contribute revenue to the hotel.

(2 marks)

*1 mark for each correct response, up to a maximum of 2*

*Increased sales in the restaurant*

*Increased sales in the bar*

*Sales of use of internet/pay per view films/room service*

*Or other suitable answer*

- (b) Describe **two** ways in which the visitors could contribute to the wider UK economy.

(2 marks)

*1 mark for each correct response, up to a maximum of 2*

*Through foreign exchange transactions*

*Sales and contributions to sports events/shows/festivals/cultural trips/transport/retail, etc*

*Or other suitable answer*

2. Give **three** examples of how the hospitality industry supports the revenue of other industries.  
 One example has been provided for you in the table below.  
 Complete the table.

Other industry	Example of how hospitality industry supports the revenue
..... Sports.....	In leisure centre cafés..... .....
.....	..... .....
.....	..... .....
.....	..... .....

(3 marks)

1 mark for each correct industry **and** how supported, up to a maximum of 3

- Travel – air, rail, sea –accept suitable references to meals/food provision/outlets/sub-industries on transport/at ports/airport/stations*
- Health care – food services at hospitals (NHS/private)*
- Feeding in the workplace - staff restaurant, college refectory*
- Arts and leisure centres - restaurants, cafes, bars*
- Retail - restaurants/cafes in department stores/supermarkets*
- Or other suitable answer*

3. A major international sporting event is to be hosted in the UK.  
 Explain **two** ways in which this event can create employment opportunities in the hospitality industry.

(2 marks)

1 mark for each correct explanation, up to a maximum of 2

- The provision of hospitality services required within the venue area itself*
- The additional hospitality services that will be required in the wider environment to support the extra demand to the locality of the event*
- General increase in demand for hospitality personnel – full time/part time*
- Hospitality requirements for the sporting teams and officials*
- Or other suitable answer*

4. Using the table below:

- give **three** sub-industries of the hospitality industry
- describe **one different** key feature for each example.

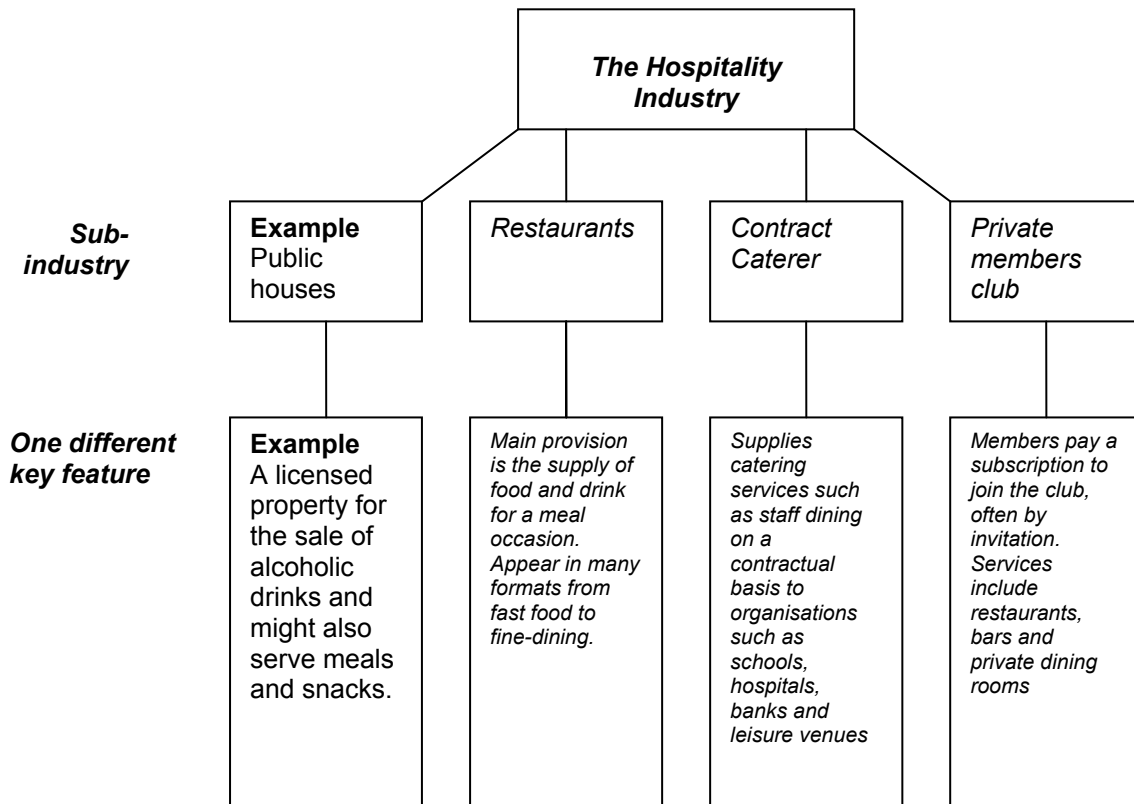
The first column has been completed as an example.

(6 marks)

1 mark for each correct sub-industry, up to a maximum of 3 and  
1 mark for each correct different feature, up to a maximum of 3

Example of answers below

Accept any other suitable answer



5. Explain what is meant by the following hospitality terms:

- covers
- kitchen brigade
- room occupancy
- mise en place
- delegate list

(5 marks)

*1 mark for each correct explanation, up to a maximum of 5*

*Accept example alone if it clearly defines the term.*

*Example not necessary for mark*

*Covers*

*The number of customers dining/e.g. a restaurant with 40 covers means 40 customers/a table of 4 covers is 4 customers (or alternative wording)*

*Kitchen brigade*

*The structure/hierarchy of staff working in the kitchen/e.g. order in a kitchen of head chef, sous-chef, commis chef (or alternative wording)*

*Room occupancy*

*The number of rooms occupied as part of the total number of rooms available/e.g. 20 occupied rooms from a total of 40 rooms available would provide 50% occupancy (or alternative wording)*

*Mise en place*

*The phrase to describe preparations required before a service/e.g. chef's preparation of food items (or alternative wording)*

*Delegate list*

*The people registered or subscribed to attend a conference (or alternative wording)*

6. The table below shows the currency exchange rates of the Euro and American dollar in 2007 and 2009.

Give **two** ways in which the changes in these rates might affect the UK hospitality industry in 2009.

	Value of £1.00 in 2007	Value of £1.00 in 2009
€ (Euro)	1.50	1.00
\$ (USA)	2.00	1.40

(2 marks)

*1 mark for each correct response, up to a maximum of 2*

*Increased number of international tourists*

*Increased spend from overseas guests*

*Increase in cost of imported products from the USA and Euro currency regions*

*Or other suitable answer*

7. Overseas visitors to the UK contribute to the revenue of the hospitality industry. Explain **two** ways in which technology might increase the number of overseas visitors to the UK.

(2 marks)

*1 mark for each correct explanation, up to a maximum of 2*

*Direct bookings on-line  
Internet marketing opportunities  
Electronic consortium arrangements  
Electronic transfer of funds  
Or other suitable answer*

8. Describe **two** ways the hospitality industry can reduce damage to the environment.

(2 marks)

*1 mark for each correct response, up to a maximum of 2*

*Recycling materials (glass, paper, plastic, etc)  
Schemes to reduce washing/laundry (use of energy and water)  
Purchasing local produce (reducing carbon footprint from transporting)  
Or other suitable answer*

9. Explain ways in which **each** of the following factors could affect the decisions of customers of the hospitality industry:

- a change in personal income
- suffering from high blood pressure or cholesterol
- personal beliefs
- an act of terrorism

(6 marks)

*1-2 marks = limited explanation. May include reference to 1 or 2 factors only.*

*3-4 marks = clear explanation. May include references to 2 or 3 factors.*

*5-6 marks = comprehensive explanation. Includes references to 4 factors.*

*A change in personal income – an increase or decrease in disposable income will affect the likelihood and frequency of spend in hospitality related services/an increase would suggest more and higher spend/a decrease is likely to lead to a lower spend*

*Suffering from high blood pressure or cholesterol - likely to impact on food/drink choices made by a customer/e.g. reduce fat intake/low salt/limited consumption of alcohol*

*Personal beliefs – a customer following a particular religion may have certain items that are prohibited from consumption/e.g. pork (Jewish religion) or alcohol (Muslim)/a customer who is concerned with animal rights/welfare may choose to follow a strict vegetarian/vegan diet*

*An act of terrorism – foreign visitors may avoid travelling to the country and there could be a drop in tourism/local customers may avoid the locality due to fear of repetition/such an act is not conducive to promoting hospitality/celebration/socialising*

*Credit other suitable answers or alternative wording*

- 10.** Describe **two** examples of the importance of migrant workers to the UK hospitality industry. (2 marks)

*1 mark for each correct response, up to a maximum of 2*

*Supply of workforce in areas of staff shortages  
Offer of additional languages  
Offer of different skills  
Or other suitable answer*

- 11.** Explain **two** ways in which the hospitality industry has changed its image to attract families with young children. (2 marks)

*1 mark for each correct response, up to a maximum of 2*

*By offering children's menus in restaurants, public houses, etc  
By offering child friendly environments (e.g. themed pubs) and play areas  
By offering baby changing facilities  
Or other suitable answer*

- 12.** Describe **four** ways in which the hospitality industry can assist customers who want to eat more healthily when providing meals. (4 marks)

*1 mark for each correct response, up to a maximum of 4*

*By reducing salt in cooking and/or seasoning dishes  
By reducing the use of saturated fats in recipes and cooking processes  
By using low fat cooking methods in the production of dishes  
By providing salad bars  
By serving vegetables/fruit with meals  
By providing meals for special diets  
By not offering supersized meals  
By promoting healthier options on menus/special offers on healthier meals  
By providing lo-salt/low fat margarine packets*

- 13.** Sarah has recently left college with a Higher Diploma in Hospitality. She is seeking employment in the hospitality industry.

List **five** ways that Sarah could research the jobs available in the industry.

(5 marks)

*1 mark for each correct method, up to a maximum of 5*

*Visiting the Job Centre  
Using the internet  
Writing letters to establishments  
Reading trade magazines  
Reading job sections of local newspapers  
Visiting recruitment agencies  
Or other suitable answer*

14. Describe the key aspects of the following job roles

- a sommelier within a Michelin starred restaurant
- a concierge in a five star, city centre hotel
- a planning co-ordinator for an event catering company.

(9 marks)

*1-3 marks = limited description. May include reference to 1 or 2 roles only.*

*4-6 marks = clear description. May include references to 2 or 3 roles.*

*7-9 marks = comprehensive description. Includes references to all 3 roles.*

*A sommelier is responsible for serving wines in the restaurant. A sommelier should have knowledge of all the wines on the wine list and be helpful, upon request, in assisting guests with their wine selection, particularly when matching food choice. A sommelier is often responsible for selecting, purchasing and appropriately storing wines/managing the cellar.*

*A concierge assists guests with various tasks like making restaurant reservations, procurement/purchasing of tickets special events and assisting with travel arrangements. A concierge often has contacts with various local merchants and service providers to assist with guests' requests.*

*A planning co-ordinator for an event catering company will work alongside the customer to ensure that the customers' requirements are met. This includes tasks such as confirmation of menus and drinks, timings of activities and any other special requirements. The planning co-ordinator is also likely to work alongside other key staff such as a chef, food and drink service staff to ensure that clear communication is achieved on the day of the event.  
Or other suitable answer*

15. Samuel has been working as a waiter for twelve months. He wishes to broaden his skills in the hospitality industry by gaining further training and experience. Samuel's employer, part of a multi-national company, is keen to support him.

List **two** ways in which Samuel's employer might support him to broaden his skills.

(2 marks)

*1 mark for each correct response, up to a maximum of 2*

*A transfer to another outlet within the company to gain wider experience, possibly overseas  
Sponsoring the cost of training or enrolment to a part-time qualification  
Providing internal training to enable progression to the next level of work, e.g. supervisor  
Or other suitable answer*

- 16.** Kevin and Ishrat have achieved the Advanced Diploma in Hospitality.  
 Kevin wishes to follow a career as a chef.  
 Ishrat’s ambition is to be a hotel manager.

Give **two different** ways in which Kevin and Ishrat could gain further training and/or qualifications to help prepare them for their chosen career.

Complete the table below.

(4 marks)

*1 mark for each correct response, up to a maximum of 4*

<b><i>As a chef</i></b>	<b><i>As a hotel manager</i></b>
<i>1. College training (VRQ / NVQ)</i>	<i>1. A suitable course at university</i>
<i>2. Work-based learning (apprenticeship)</i>	<i>2. A company training scheme within a hotel chain</i>

*Or other suitable answer*