

Statement of Purpose

500/8195/0 – Pearson BTEC Level 3 Certificate in Hospitality (QCF)

The hospitality sector spans a range of 20+ industries including hospitality services, contract food services, holiday parks, hotels and other venues, events management and visitor attractions. Together, the sector contributes over £63 billion in GVA each year and employs approximately 2.9 million people in more than 419,000 establishments. The majority of the organisations are private sector.

The hospitality and tourism sector employs 7% of the working population (1 in every 14 jobs). Longer-term employment projections suggest that by 2020 the sector's workforce will have grown by 6% (660,200 people), which is higher than the projected increase for the economy as a whole. Labour market reports from the Sector Skills Council, People 1st, further suggest that the investment required to improve quality and standards in a service driven sector such as hospitality and tourism should focus on increasing the skills of those working in the sector.

The Pearson BTEC Level 3 Certificate (180 GLH) in Hospitality is part of a larger suite of hospitality qualifications, in a range of sizes, which share the common purpose of helping people to become occupationally ready to take up employment in the hospitality sector at the appropriate level. This can follow either directly after achieving the qualification, or via the stepping stone of Higher Education (HE) in university or college. By studying a BTEC National, learners develop knowledge, understanding and skills required by the sector, including essential employability skills, and apply them in real work contexts. Learners can operate at a standard that can reasonably be expected of an 18 year old in full-time education.

Within this suite, the Pearson BTEC Level 3 Certificate in Hospitality (180 GLH) is a vocational qualification, equivalent in size to an AS level, which is designed to be taken alongside one or more substantial qualifications within a 16–19 study programme. The qualification provides learners with an element of sector specialism as part of their wider programme by developing a primary common core of knowledge in the sector through mandatory content. This common core gives learners a good understanding of the scale, structure and organisation of provision of the hospitality industry, and covers the content that is regarded as most important by employers. It also offers some opportunity for learners to focus their study on the aspects that will be of greatest value to them through a limited choice from the full range of options. It is therefore particularly appropriate for those with an interest in progressing to a career in an hospitality-related field, who want to pursue this via a principally academic route and take it alongside other qualifications, such as A levels in Biology, English and Business, an Extended Project or additional GCSEs in Food Technology or Languages. It is also appropriate for those aged 16 who are ready to start an element of level 3 vocational study while completing aspects of their level 2 programme.

The qualification was designed in collaboration with industry, so has the specific support of the Sector Skills Council (SSC) for the sector, People 1st. The Pearson BTEC Level 3 Certificate in Hospitality supports entry to a variety of HE courses in this sector and beyond, when taken in conjunction with other qualifications. This is confirmed by the specific support of a range of universities. In addition, the qualification carries UCAS points – see details published on the Pearson website here:

<http://www.edexcel.com/i-am-a/student/results/Pages/BTEC-equivalence.aspx>