

Statement of Purpose

500/8196/2 – Pearson BTEC Level 3 Diploma 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 Diploma (720 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 Diploma (720 GLH) is a vocational qualification, equivalent in size to two A levels, which has been designed to occupy two-thirds of a full-time curriculum, enabling learners to develop a significant common core of knowledge, including the scale, structure and organisation of provision of the hospitality industry, the principles of supervising customer service, how to provide customer service and why good customer service is essential for hospitality businesses to succeed, and how financial control is managed in the hospitality sector; and providing extensive opportunity to study in more depth a range of option areas of their choice, such as:

- cookery of a range of cuisines
- the principles of nutrition for healthier food and special diets
- food and drinks service
- events management
- business enterprise and marketing
- personal and professional practice.

There is also the option for learners to take a substantial industry-related project in hospitality.

The Diploma allows time in the curriculum to study other qualifications alongside it, for example an A levels in Biology, English or Business, or specialist qualifications in food hygiene and health and safety in the workplace. The Pearson BTEC Level 3 Diploma in Hospitality can be studied part time by learners in schools, colleges and other training provider organisations. Its size makes it appropriate as the core component of a Technical Baccalaureate programme, allowing time in the curriculum for the study and completion of the other mandatory components.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council (SSC) for the sector People 1st. A range of professional organisations/employers in the sector has also confirmed their support for this Pearson BTEC Level 3 Diploma in Hospitality. This means it is a highly respected route for those who wish to move into employment in the sector, either directly or following further study.

A significant proportion of recruitment in this sector is at graduate level. The Pearson BTEC Level 3 Diploma in Hospitality also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector and beyond when taken alongside other qualifications appropriate for the desired course of study. UCAS has reviewed the qualification to assess its value for access to higher education, and has allocated UCAS points. See details published on the Pearson website here:

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

In addition, a number of universities have individually confirmed that this Pearson BTEC Level 3 Diploma in Hospitality fulfils their entry requirements when achieved alongside other qualifications.