

Statement of Purpose

500/8197/4 – Pearson BTEC Level 3 Subsidiary 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 Subsidiary Diploma (360 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.

The Pearson BTEC Level 3 Subsidiary Diploma in Hospitality (360 GLH) is a vocational qualification, equivalent in size to an A level, which has been designed to occupy one third of the curriculum within a broader programme of study, which could include other vocational or academic qualifications. Its main purpose is to allow learners to develop the core specialist knowledge, understanding and skills, including knowledge and understanding of 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, required by the sector. It provides a basis for progression into a broad range of roles within the sector when supported by relevant qualifications at level 2, such as GCSE English and mathematics, and/or at level 3, such as A levels in Biology or Business Studies, a vocational qualification in cookery, food service or health and social care, or food hygiene or health and safety qualifications at Level 2 or 3. Learners have some opportunity to study in more depth a range of option areas of their choice, including:

- understanding nutrition in a range of different cuisines
- food and drinks service
- events management
- business enterprise and marketing
- accommodation operations
- personal and professional practice.

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

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 Subsidiary 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 Subsidiary Diploma in Hospitality also provides a well-established route into a variety of

specialist Higher Education (HE) courses in this sector, 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 Subsidiary Diploma in Hospitality fulfils their entry requirements when achieved alongside other qualifications.