

Statement of Purpose

500/8209/7 – Pearson BTEC Level 3 Extended 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 Extended Diploma (1080 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 Extended Diploma in Hospitality (1080 GLH) is primarily a Technical Level qualification, equivalent in size to three A levels, which has been designed as a full two-year programme of study, enabling learners to develop a substantial 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. The Extended Diploma also allows learners the maximum opportunity to study in more depth a full range of option and specialist areas of their choice, such as:

- food preparation and cookery of a range of cuisines
- advanced skills and techniques in producing desserts and petits fours
- the principles of nutrition
- 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.

The Extended Diploma is mainly designed for those learners who know in which sector they would like to specialise. Learners can achieve breadth of study through the large core and extensive options, rather than by studying complementary qualifications alongside it. The qualification allows learners to develop the wide-ranging knowledge, understanding and skills required for direct progression into a broad range of roles within the industry they are going to be a part of. It also meets the needs of those who wish to progress first to further study.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council for the hospitality sector, People 1st. A range of employers in the sector has also confirmed their support for this Pearson BTEC Level 3 Extended 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 Extended Diploma in Hospitality also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector and beyond, fully meeting entry requirements for most courses. 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 Extended Diploma in Hospitality fulfils their entry requirements, either on its own or when achieved alongside other qualifications.