

## Statement of Purpose

### 601/1096/X – Pearson BTEC Level 3 90-credit 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 per cent 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 per cent (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 1<sup>st</sup>, 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 90-credit Diploma (540 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 90-credit Diploma (540 GLH) is a vocational qualification, equivalent in size to one and a half A levels.** It has been designed as a one-year course, enabling learners to develop a 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 allowing them the opportunity to study in more depth a range of option areas of their choice, such as:

- food preparation and 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
- accommodation operations
- personal and professional practice.

This Pearson BTEC Level 3 90-credit Diploma could either be for learners starting their final year of education, for example after taking a level 2 qualification post-16 and wishing to follow a coherent one-year course at level 3, or for learners who wish to complete their course after one year and move into an apprenticeship or training with an employer. The qualification supports progression to a wide range of roles within the sector, usually when accompanied by other qualifications achieved at level 2 or level 3, such as GCSE or CGE in English, A level biology or D&T – food technology, and Functional Skills in mathematics and English.

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 have also confirmed their support for this Pearson BTEC Level 3 90-credit Diploma. 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 90-credit 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 90-credit Diploma in Hospitality fulfils their entry requirements when achieved alongside other qualifications.