

VTCT Entry Level Award in Introduction to the Hospitality Industry (Entry 3)

Operational start date:	1 April 2012
Credit value:	8
Total Qualification Time (TQT):	80
Guided learning hours (GLH):	79
Qualification number:	600/4980/7

Statement of unit achievement

By signing this statement of unit achievement you are confirming that all learning outcomes, assessment criteria and range statements (if/where applicable) have been achieved under specified conditions, and that the evidence gathered is authentic.

This statement of unit achievement table must be completed prior to claiming certification.

Unit code	Date achieved	Learner signature	Assessor initials	IQA signature (if sampled)
Mandatory units				
UV31040				
UV31038				
Optional units - Group A				
Optional units - Group B				

The qualification

Introduction

The VTCT Entry Level Award in Introduction to the Hospitality Industry (Entry 3) is a preparation for work qualification that has been designed to prepare you for a career in the hospitality industry.

This qualification will develop your knowledge and understanding of the main outlets in the hospitality industry and the career opportunities available. Furthermore, you will learn about the importance of good customer service.

You will also learn how to communicate with customers and know the importance of good personal presentation.

The optional units that make up this qualification will allow you to tailor your learning to your personal interests and preferences. Optional units range from basic food preparation and cooking, preparing and serving food and drink, to guest services in the hospitality industry to front office operations.

National Occupational Standards (NOS)

This qualification has been mapped to the relevant NOS, and is regulated on the Regulated Qualifications Framework (RQF).

This qualification is approved and supported by People 1st, the sector skills council for hospitality, leisure, travel and tourism.

Prerequisites

There are no formal prerequisite qualifications that you must have prior to undertaking this qualification.

Your centre will have ensured that you have the required knowledge, understanding and skills to enrol and successfully achieve this qualification.



Progression

On completion of this qualification you may choose to undertake further study; qualifications you could progress to include:

- VTCT Level 1 Award in General Front Office Operations
- VTCT Level 1 Award in General Housekeeping Operations
- VTCT Level 1 Award in Introduction to the Hospitality Industry
- VTCT Level 1 Award in Vocational Studies – Hospitality and Catering

Alternatively, you may wish to seek employment as:

- Trainee assistant in a coffee shop
- Trainee assistant in a cafe
- Trainee assistant housekeeper

Qualification structure

Total credits required - 8 (minimum)

All mandatory units must be completed.

Mandatory units - 2 credits

VTCT unit code	Ofqual unit reference	Unit title	Credit value	GLH
UV31040	A/502/4834	Introduction to the hospitality industry	1	10
UV31038	D/502/4874	Customer service in the hospitality industry	1	10

Optional units - Group A 4 (minimum) credits

VTCT unit code	Ofqual unit reference	Unit title	Credit value	GLH
UV31041	F/502/4835	Serving food and drink	2	20
UV31037	J/600/0711	Basic food preparation	2	20
UV31036	Y/502/4808	Basic cooking	2	20
UV31039	K/600/1091	Guest services in the hospitality industry	2	20

Optional units - Group B *

VTCT unit code	Ofqual unit reference	Unit title	Credit value	GLH
UV11050	K/502/4957	Food service	3	30
UV11057	L/502/5051	Preparing and serving drinks	3	30
UV11052	K/502/5042	Basic food preparation and cooking	3	30
UV11042	A/502/5059	Introduction to food commodities	1	10
UV11051	K/502/5008	Introduction to healthy eating	3	25
UV11053	K/502/5073	Front office operations	3	30
UV11064	T/502/5075	Using kitchen equipment	1	10
UV21097	H/502/0132	Food safety in catering	1	9
UV11043	A/600/1094	Housekeeping and guest services	3	30

*The remaining 2 credits can be taken from Optional group A or Optional group B

Guidance on assessment

This book contains the mandatory units that make up this qualification. Optional units will be provided in additional booklets (if applicable). Where indicated, VTCT will provide assessment materials. Assessments may be internal or external. The method of assessment is indicated in each unit.

Internal assessment

(any requirements will be shown in the unit)

Assessment is set, marked and internally quality assured by the centre to clearly demonstrate achievement of the learning outcomes. Assessment is sampled by VTCT external quality assurers.

External assessment

(any requirements will be shown in the unit)

Externally assessed question papers completed electronically will be set and marked by VTCT.

Externally assessed hard-copy question papers will be set by VTCT, marked by centre staff and sampled by VTCT external quality assurers.

Assessment explained

VTCT qualifications are assessed and verified by centre staff. Work will be set to improve your practical skills, knowledge and understanding. For practical elements, you will be observed by your assessor. All your work must be collected in a portfolio of evidence and cross-referenced to requirements listed in this record of assessment book.

Your centre will have an internal quality assurer whose role is to check that your assessment and evidence is valid and reliable and meets VTCT and regulatory requirements.

An external quality assurer, appointed by VTCT, will visit your centre to sample and quality-check assessments, the internal quality assurance process and the evidence gathered. You may be asked to attend on a different day from usual if requested by the external quality assurer.

This record of assessment book is your property and must be in your possession when you are being assessed or quality assured. It must be kept safe. In some cases your centre will be required to keep it in a secure place. You and your course assessor will together complete this book to show achievement of all learning outcomes, assessment criteria and ranges.



Creating a portfolio of evidence

As part of this qualification you are required to produce a portfolio of evidence. A portfolio will confirm the knowledge, understanding and skills that you have learnt. It may be in electronic or paper format.

Your assessor will provide guidance on how to prepare the portfolio of evidence and how to show practical achievement and understanding of the knowledge required to successfully complete this qualification. It is this booklet along with the portfolio of evidence that will serve as the prime source of evidence for this qualification.

Evidence in the portfolio may take the following forms:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

All evidence should be documented in the portfolio and cross-referenced to unit outcomes. Constructing the portfolio of evidence should not be left to the end of the course.

Unit assessment methods

This section provides an overview of the assessment methods that make up each unit in this qualification. Detailed information on assessment is provided in each unit.

Mandatory units				
		External	Internal	
VTCT unit code	Unit title	Question paper(s)	Observation(s)	Portfolio of Evidence
UV31040	Introduction to the hospitality industry	0	✗	✓
UV31038	Customer service in the hospitality industry	0	✓	✓

Optional units - Group A				
		External	Internal	
VTCT unit code	Unit title	Question paper(s)	Observation(s)	Portfolio of Evidence
UV31041	Serving food and drink	0	✓	✓
UV31037	Basic food preparation	0	✓	✗
UV31036	Basic cooking	0	✓	✓
UV31039	Guest services in the hospitality industry	0	✓	✓

Unit assessment methods

Optional units - Group B				
		External	Internal	
VTCT unit code	Unit title	Question paper(s)	Observation(s)	Portfolio of Evidence
UV11050	Food service	0	✓	✓
UV11057	Preparing and serving drinks	0	✓	✓
UV11052	Basic food preparation and cooking	0	✓	✓
UV11042	Introduction to food commodities	0	✗	✓
UV11051	Introduction to healthy eating	0	✗	✓
UV11053	Front office operations	0	✓	✓
UV11064	Using kitchen equipment	0	✓	✓
UV21097	Food safety in catering	0	✗	✓
UV11043	Housekeeping and guest services	0	✓	✓

Unit glossary

Description	
VTCT product code	All units are allocated a unique VTCT product code for identification purposes. This code should be quoted in all queries and correspondence to VTCT.
Unit title	The title clearly indicates the focus of the unit.
National Occupational Standards (NOS)	NOS describe the skills, knowledge and understanding needed to undertake a particular task or job to a nationally recognised level of competence.
Level	Level is an indication of the demand of the learning experience; the depth and/or complexity of achievement and independence in achieving the learning outcomes.
Credit value	This is the number of credits awarded upon successful achievement of all unit outcomes. Credit is a numerical value that represents a means of recognising, measuring, valuing and comparing achievement.
Guided learning hours (GLH)	The activity of a learner in being taught or instructed by - or otherwise participating in education or training under the immediate guidance or supervision of - a lecturer, supervisor, tutor or other appropriate provider of education or training.
Total qualification time (TQT)	The number of hours an awarding organisation has assigned to a qualification for Guided Learning and an estimate of the number of hours a learner will reasonably be likely to spend in preparation, study, or any other form of participation in education or training. This includes assessment, which takes place as directed - but, unlike Guided Learning, not under the immediate guidance or supervision of - a lecturer, supervisor, tutor or other appropriate provider of education or training.
Observations	This indicates the minimum number of competent observations, per outcome, required to achieve the unit.
Learning outcomes	The learning outcomes are the most important component of the unit; they set out what is expected in terms of knowing, understanding and practical ability as a result of the learning process. Learning outcomes are the results of learning.
Evidence requirements	This section provides guidelines on how evidence must be gathered.
Observation outcome	An observation outcome details the tasks that must be practically demonstrated to achieve the unit.
Knowledge outcome	A knowledge outcome details the theoretical requirements of a unit that must be evidenced through oral questioning, a mandatory written question paper, a portfolio of evidence or other forms of evidence.
Assessment criteria	Assessment criteria set out what is required, in terms of achievement, to meet a learning outcome. The assessment criteria and learning outcomes are the components that inform the learning and assessment that should take place. Assessment criteria define the standard expected to meet learning outcomes.
Range	The range indicates what must be covered. Ranges must be practically demonstrated in parallel with the unit's observation outcomes.

UV31040

Introduction to the hospitality industry

The aim of this unit is to develop your knowledge and understanding of the main types of outlet in the hospitality industry. You will learn about the different services offered, and the job opportunities within it.

Level

E3

Credit value

1

GLH

10

Observation(s)

0

External paper(s)

0



Introduction to the hospitality industry

Learning outcomes

On completion of this unit you will:

1. Know the main outlets in the hospitality industry
2. Know the job opportunities within the hospitality industry

Evidence requirements

1. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.
2. *Tutor/Assessor guidance*
You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.
3. *External paper*
There is no external paper requirement for this unit.

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

**This is not an exhaustive list.*

Knowledge



Learning outcome 1

Know the main outlets in the hospitality industry

You can:	Portfolio reference
a. Give examples of outlets in the hospitality industry	
b. State different services offered within the hospitality industry	



Learning outcome 2

Know the job opportunities within the hospitality industry

You can:	Portfolio reference
a. List job roles in the hospitality industry	
b. List the job opportunities available in the industry	

Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Outcome 1: Know the main outlets in the hospitality industry

Outlets in the hospitality industry:

Hotels (budget, one to five star, boutique, branded, independent), guest houses, holiday parks, hostels, pubs, cafés, fast food outlets, coffee shops, takeaway, restaurants (fine dining, branded, ethnic), clubs (sporting clubs, employment or association clubs), contract catering (schools, colleges, hospitals, prisons, residential homes), hospitality services operations (transport catering), visitor attraction catering.

Different services offered:

Accommodation, food (breakfast/lunch/dinner, fast food, children's menu, banquet and conference food, vending machines),

drinks (alcoholic/non-alcoholic, hot/cold), room service, business and office services (photocopying, wireless internet, faxing), facilities for children (crèche, children's play area, babysitting service, highchairs, baby cots, children's packs, toys/games console for hire, children stay free), special offers and promotions (group discounts, for regular business, for special events), conference and banqueting (birthday/special event packages, business meetings, weddings), services for disabled customers, 24-hour opening, provision of catering service on a contractual basis (school meals, hospitality meals, works canteen).

Outcome 2: Know the job opportunities within the hospitality industry

Job roles: Departments (kitchen, restaurant, housekeeping, maintenance, front office, conference and banqueting, sales and marketing, human resources, accounts), job roles (general managers, managers, supervisors, housekeepers, room attendants, cleaners, chefs, kitchen porters, shift leaders, receptionists, hall porters, concierge, head waiter, waiter, wine waiter, cashier, conference and events co-ordinator, banqueting porter, bar staff).

Job opportunities: Local, national, international, full-time, part-time, casual, skilled, unskilled, management, supervisory, craft, commercial, public sector.

Notes

Use this area for notes and diagrams



UV31038

Customer service in the hospitality industry

The aim of this unit is to develop your knowledge, understanding and practical skills needed for customer service. You will learn some basic communication skills to help you communicate effectively with customers. You will also learn why personal presentation is important and why you need to follow uniform or dress codes when working in customer service.

Level

E3

Credit value

1

GLH

10

Observation(s)

2

External paper(s)

0



Customer service in the hospitality industry

Learning outcomes

On completion of this unit you will:

1. Be able to communicate with customers
2. Know the importance of good personal presentation
3. Know the importance of good customer service

Evidence requirements

1. *Environment*
Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).
2. *Simulation*
Simulation may be used in this unit, where no naturally occurring evidence is available.
3. *Observation outcomes*
Competent performance of Observation outcomes must be demonstrated on **at least two occasions**. Assessor observations, witness testimonies and products of work are likely to be the most appropriate sources of performance evidence. Professional discussion may be used as supplementary evidence for those criteria that do not naturally occur.

Assessed observations should not be carried out on the same day for the same learning outcome. There should be sufficient time between assessments for reflection and personal development.

You need to meet the same standard on a regular and consistent basis. Separating the assessments by a period of at least two weeks is recommended as competence must be demonstrated on a consistent and regular basis.

4. *Knowledge outcomes*

There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.

5. *Tutor/Assessor guidance*

You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.

6. *External paper*

There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of competent observations required is indicated in the Evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through professional discussion and/or oral questioning. This evidence will be recorded by your assessor in written form or by other appropriate means.

Your assessor will sign off a learning outcome when all criteria have been competently achieved.

Achieving range

There is no range section that applies to this unit.



Observations

Learning outcome 1

Be able to communicate with customers

You can:

- a. Communicate positively in routine situations
(to include verbal and non-verbal)

** May be assessed by supplementary evidence.*

Observation	1	2	Optional	Optional
Criteria questioned orally				
Date achieved				
Portfolio reference				
Learner signature				
Assessor initials				



Learning outcome 2

Know the importance of good personal presentation

You can:

- a. Present self appropriately to serve customers

**May be assessed by supplementary evidence.*

Observation	1	2	<i>Optional</i>	<i>Optional</i>
Criteria questioned orally				
Date achieved				
Portfolio reference				
Learner signature				
Assessor initials				

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

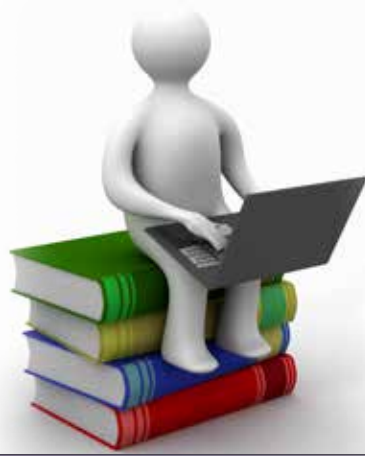
Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

**This is not an exhaustive list.*

Knowledge



Learning outcome 2

Know the importance of good personal presentation

You can:

Portfolio reference

b. Give examples of good personal presentation



Learning outcome 3

Know the importance of good customer service

You can:

Portfolio reference

a. State why good customer service is important

Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Outcome 1: Be able to communicate with customers

Communication skills: Verbal (tone, pitch, language, pace), non-verbal (body language, eye contact, facial expressions), one way (public address system, email, letter, text), two way (face to face, telephone).

Positive communication: Welcoming greeting, smile, 'can do' attitude, helpful manner.

Outcome 2: Know the importance of good personal presentation

Good personal presentation: Shower/wash daily, clean teeth, fresh breath, deodorant (avoid overpowering perfume/aftershave), clean hair, clean nails, nails of a suitable length, nail polish in line with organisation's policy, clean hands (after toilet breaks, after smoking, between tasks), correct uniform or follow dress code (clean, ironed, in good repair, suitable footwear, make-up in line with the organisation's standards, jewellery in line with the organisation's standards), name badge if required.

Importance: Image, first impressions, hygiene, health and safety requirements, in line with other staff, easily recognisable for customer.

Outcome 3: Know the importance of good customer service

The importance of good customer service: Customer satisfaction, exceed customers expectations, repeat business, more customers for organisation, increase in sales for the organisation, a good reputation for the organisation.