

Travel, Tourism and Retail

Lead Organisation	Background	Targets / Milestones	Activities 2006–08
<p>University of Brighton</p> <p>Key Partners</p> <p>BHASVIC, Central Sussex College, Chichester College, University of Chichester, City College Brighton & Hove, Foundation Degree Forward (fdf), University Centre Hastings, Northbrook College Sussex, Open College Network (OCN), People First, Skillsmart, Sussex Downs College, Sussex Hospitality CoVE, Sussex Retail CoVE</p>	<p>Tourism, retail and hospitality activity in Sussex is considerably above average national levels, with the county employing 234,215 people. 15% of all the national workforce from these sectors is employed in the South East of England. Research by agencies such as sector skills councils (e.g. People First) has indicated the following key issues for training and education within the service sectors in Sussex:</p> <ul style="list-style-type: none"> • Lack of competent managers to meet business needs, with poor management skills cited by employers as a significant problem • Acute skills shortage resulting in vacancies for managers (34% of all vacancies) • Deficiency in 'small business management' capabilities of owner operators • Key skills identified as deficient amongst service sector management applicants: customer handling; team working; communication; technical and practical; problem solving • Net requirement of 1,478,000 posts in 2006-2014 period • Emerging priorities identified include management skills and customer service <p>Only 13% of the hospitality, travel and tourism workforce in the county are qualified to NQF level 4 or above. Research findings have suggested the need for the development of more accessible and flexible provision. It has also been found that, in some areas, there is a clear need to more closely align the education offer with the skill level of jobs available. The initial findings of the mapping exercise conducted by the Travel, Tourism and Retail curriculum group has supported most of these findings and, in particular, has indicated the need for the development of education in retail management and food and culinary arts. We intend to build on our initial positive meetings with the Hospitality and Retail CoVEs and the considerable support from industry and CoVE managers for further development in these areas. We will also address the indications from our findings that there is a significant shortfall in progression pathways and agreements between institutions at all levels. We will concentrate on the enhancement of existing programmes and the development of under represented areas in the fields of tourism, retail and travel management.</p>	<p>1 Develop the existing Sussex provision in tourism, retail and hospitality education from Access (level 3) to Masters (level 7)</p> <p>1.1 Foundation Degree in Retail Management September 2007</p> <p>1.2 Foundation Degree in Culinary Arts by September 2007 September 2007</p> <p>1.3 MA in Culinary Arts by September 2007 September 2007</p> <p>1.4 Enhanced access course provision in Food and Culinary Arts (level 3) and Retail and Tourism Business September 2008</p> <p>2 Progression routes from level 3 to the suite of higher education programmes in Sussex</p> <p>2.1 Progression agreements between schools, sixth form colleges, further education and higher education providers September 2007 and September 2008</p> <p>3. Develop new curriculum initiatives, and consolidate access and progression routes to existing and new provision.</p> <p>3.1 Validation timeframe and development plan in place for appropriate top-up degree/s for FD Culinary Arts August 2008</p>	<p>We will concentrate initially on curriculum development of the foundation degrees in Retail Management and Food and Culinary Arts, and the MA in Culinary Arts. Having addressed the process of validation of each of these, we will then focus on developing resources and promoting the courses. We will follow the same process in our second year of activity with the Access to Food and Culinary Arts and Access to Retail, Travel and Hospitality Studies courses, and the level 6 top-up for the BA Culinary Arts.</p> <p>In terms of progression agreements, we will work with further education providers, schools and sixth form colleges, to develop an initial agreement relating to the foundation degrees in Retail Management and Culinary Arts. In our second year we will extend this activity to FE providers to facilitate progression onto BA level 6 programmes (including 'top-up' provision) in Food and Culinary Arts, Retail Management and allied disciplines.</p>