



Federations On Fire

🔥 EURO CHRIE Federation on Fire!

Igniting Students' Passions for the Tourism and Hospitality Sectors Through Innovative Curriculum Design and Optimising Industry Collaborations

Ignited by:

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Volatility and the fast pace of change has been the norm for UK Higher Education, whilst the hospitality and tourism sectors have faced challenges in this time of unprecedented economic and political uncertainty. Within this context of decreasing demand for tourism and hospitality degrees and industry leaders facing skill shortages, educators at Manchester Metropolitan University continue to be passionate and committed to the designing of research informed teaching and industry relevant learning in the areas of Events, Hospitality and Tourism, at our triple accredited Business School.

In response to these challenging times and to ensure we retain our institutional dual intensive excellence in teaching and research, our current redesigning of our programmes will ensure our curriculum is informed by staff research expertise and vibrant consultation with industry. Innovation is key and as academics through collaboration with our research focused colleagues and industry network we are ensuring that this thread of industry engagement, alive in our programmes for over 20 years of subject delivery, is updated and relevant.

We optimise industry collaborations in the delivery of the curriculum and authentic, work relevant assessments to deliver a unique teaching and learning experience for our students. This sits within the university strategy and the institutional imperative for teaching and learning excellence with authentic assessments and active learning core to our programmes. The minute our students step into our teaching spaces for their first week of enrolment they are whisked away to our Pathway





*Propelling the advancement
of teaching and learning.*



Conference – a vibrant event of industry speakers where all our students engage in contemporary hospitality and tourism debates (and often come away with part time jobs).

Our modules are rich in authentic assessment and experiential learning, as our students engage in business simulations and take part in international competitions, engage in fieldtrips in the UK and overseas, undertake industry sponsored research projects, solve real world issues related to crisis management scenarios, are allocated industry mentors, engage in industry visits, and participate in industry sponsored conferences. The learning takes place in the environment of the university campus and our industry partners through field visits facilitated by established relationships, our alumni and the Manchester Hotelier Association.

The relevance and credibility of our courses are represented by the accreditation of Institute of Hospitality and the recognition as Centre of Excellence by the Institute of Travel and Tourism. We are retaining the academic rigour of our degrees, whilst engaging in a full scale redesign of our portfolio of programmes to ignite our students passions and showcase our staff expertise.

So how we keep industry connections alive and relevant –  [what our students have to say](#) and
for examples of how our staff engage with industry,  listen on Spotify to [Pamela Reckert's conversations with industry leaders](#).