

Changes to previous information

During the global COVID-19 pandemic, we prioritised the health, wellbeing and safety of our students and staff.

As we start the new academic year, your health, wellbeing and safety remains our top priority. This means when we return to our campuses and buildings in September 2020 social distancing and other health and safety measures will be in place. This is to help keep you, and others around you, safe. We will respond to the requirements of vulnerable students regarding their personal safety on an individual basis.

We remain committed to delivering an outstanding education and student experience both on campus and online. Like most universities, we'll be providing a mix of on-site face-to-face and digital learning and teaching. The exact mix will vary between courses and course modules taking into account teaching requirements and other considerations such as meeting the safety of vulnerable staff.

It is important to emphasise that a face-to-face, on-site experience will be delivered within the Government and Public Health England guidance and providing there are no serious unforeseeable public health issues that result in the Government introducing further lockdown measures.

Our response to the pandemic means we may have made changes to your course. This is to take account of these important health and safety measures.

We ask you to read the information provided about course changes carefully. We detail what we include in our online prospectus and explain what has changed.

You should read our statement of changes alongside any information provided in videos, at open days or in other promotional materials. This is because the information may also have been affected by the changes we had to make. We are providing this information so you can make an informed choice about whether the course remains suitable for you.

When you register for your course, you will be asked to confirm you have read about our changes and you agree to them. It means that by choosing to continue with your application, and register with us, you accept these changes and are happy to study your course with us.

We really look forward to seeing you in the next academic year. In the meantime, if you want to find out more about University life from this September, and being part of our supportive and welcoming community, please visit our [September 2020 web pages](#).

Current published course related information		
Course title	Hospitality Management	No change
Award level	BSc – Single Honours only	No change
How do you want to study?		
Start Date	Sept 2020	No change
Modes of study	Full-time Part-time	No change
Duration	3 years full-time 6 years part-time	No change
UCAS code	N823	No change
Location	Canterbury	No change
Partner institution	N/A	No change
Available with a Foundation Year	No	No change
Overview		
	<p>Created in response to the needs of the industry, this course is designed to help you deliver a memorable experience.</p> <p>We give you the chance to study hospitality, tourism and events as part of this course focusing on management. You'll explore modules covering current trends, food from around the world, accounting and much more and have the opportunity to venture abroad on a field trip in your first year (costs already included in course fees)*.</p> <p>You'll have the chance to undertake work experience, internships, and possible collaboration with the CCCU Tourism and Events Research Hub. You'll even be able to learn a new language alongside your studies.</p>	<p>*subject to another exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions. In the case of the latter we will recreate the experience of the fieldtrip online. This will involve you in field exercises which reflect those which you would have undertaken at the destination, for example, carrying out visitor and resident surveys of perceptions of tourist activity in Tenerife, using social media for the circulation of a questionnaire. Creative use of online resources would allow you to complete the academic tasks that you would have completed in the field.</p>
Why study Hospitality Management?		
	<p>In the heart of a World Heritage city close to Europe and London, Canterbury Christ Church University's North Holmes Campus is an excellent place to study Hospitality Management. Hospitality is the UK's 6th largest contributor to export earnings and</p>	

	<p>4th largest employer that's 4.49 million people or 10% of the workforce and over 180,000 businesses. This industry offers a multitude of exciting opportunities as organisations locally and internationally seek employees and graduates who combine specialist hospitality knowledge and experience and business management skills, which you can gain by studying hospitality with us. The hospitality industry is made up of many sub industries, from hotels to visitor attractions. Hospitality is an engaging, fast paced working environment, increasingly offering graduate opportunities to ensure the sector remains competitive at a local to global scale. The links between hospitality, tourism and events are a key characteristic of the sector.</p> <p>Canterbury Christ Church University will allow you to study all three subjects whilst remaining focused upon the specific demands of managers in this exciting sector.</p> <p>You will be taught by well qualified, knowledgeable staff who are passionate about their teaching and research. Academic lectures and seminars are supported by a wealth of industry speakers, site visits and an international field trip in year one. During your time with us, you will be offered work experience/internships and our engaging Tourism and Events Research Hub*, which has a reputation for winning successful research grants, may provide further opportunities for some students.</p> <p>To help smooth the transition to study at university, you will take a module called 'Developing Personal and Academic Skills'. This module will guide you in small workshop groups through essay writing, academic referencing, research methods, accessing journals and generally help you settle in.</p> <p>You will also have the opportunity to study a modern language.</p> <p>Top reason to choose this course</p>	
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	<p>You will take part in an overseas residential fieldtrip in year one, the cost of which is included in your fees. Our hospitality teaching team work hard to ensure that you, the student is at the heart of our ethos and that your studies and tourism programme is our top priority.</p> <p>Awards</p> <p>Many members of the teaching team are nominated for a Golden Apple Award each year. Students nominate members of staff who over the course of their programme have made a positive impact on them and/or their studies. Some members of staff have been nominated several times.</p> <p>Current annual sponsored student awards:</p> <p>Best Student Research Project – Canterbury City Tour Guides</p> <p>Best Tourist Student – The Association for Tourism in Higher Education (ATHE)</p> <p>Best Tourism or Event Marketing Report – Shepherd Neame</p> <p>Best Student – Section of Geography, Event Leisure and Tourism</p> <p>Who is this course for?</p> <p>Our BSc in Hospitality Management has been designed to respond to the growing demand in this area and reflects the need to provide well qualified graduates to meet the challenges of the growing hospitality industry. If you are looking for a hospitality related or management role, or would like to further your interest in the world of hospitality, this course could be the one for you. The programme includes both theoretical and vocational perspectives, combining courses on the patterns and problems of hospitality with those providing the necessary skills of business and management.</p>	<p>*subject to another exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions</p>
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Entry requirements	A typical offer would be 88-112 UCAS points.	No change
About the course		
	<p>In year one you will study modules such as Introduction to Hospitality and Current Trends in Tourism Events and Hospitality, which may include topics such as Airbnb, Food around the world, dark tourism, film tourism, facilities management and sustainability. You will also be introduced to some management concepts such as Marketing Principles and Practice and Financial Accounting. In the second and third year your foundational knowledge is developed with a greater emphasis on analytical and critical reasoning skills as well as studying key concepts in situ in year two through the work-based learning module, and the individual study/research project in year three.</p> <p>As part of your degree, you have the option to study at one of our Erasmus Universities in year two*. We currently have longstanding successful links with universities in Malta, Iceland, Sweden and France. Taking part in the Erasmus scheme will give you the opportunity of living and experiencing a different country and culture in the safe environment of a university. Our current Erasmus students have the added benefit of significantly reduced tuition fees and a small living grant.</p>	* subject to the United Kingdom's continuing participation in this programme
<p>Module information</p> <p>Please note that the list of optional modules and their availability may be subject to change. We continually review and where appropriate, revise the range of modules on offer to reflect changes in the subject and ensure the best student experience. Modules will vary when studied in combination with another subject.</p>		
Core year 1		
	<p>Developing Academic and Professional Skills (DAPS) Core module - (20 Credits)</p> <p>The aim of the module is to enable you to become more independent, reflective and self-managed in your approach to study, learning and time management. Additionally, the orientation module aims to build on pre-existing skills and experience to</p>	No change

	<p>make for a smooth transition to Higher Education and the challenges it presents. Furthermore, the aim is to introduce you to the meaning and purpose of research, and to introduce a range of ideas and techniques enabling you to conduct and present basic research themselves within the context of tourism.</p>	
	<p>Introduction to Hospitality Core module - (20 Credits)</p> <p>The aims of the module are introduce students to the key concepts of Hospitality management, explore the different areas and range of hospitality organisations, to Identify important areas of legislation and regulation that affect the hospitality industry and to evaluate the impacts of hospitality industry.</p>	No change
	<p>Current Trends in Issues in Tourism, Events and Hospitality Core module - (20 Credits)</p> <p>The module aims to identify key internal and external factors shaping the contemporary tourism, events and hospitality industries. Topics typically covered in this module are, festivals, conferences, crisis management, adventure tourism, religious events and tourism, dark tourism, film and television events and tourism. These will provide the framework from which to identify contemporary issues emerging within the tourism events and hospitality industries. This module is designed to respond flexibly to current affairs and events throughout the world.</p>	No change
	<p>Marketing Principles and Practice for Tourism, Events, Sport and Hospitality Core module - (20 Credits)</p> <p>The aim of this module is to provide you with an introduction to marketing, its basic concepts and an overview of marketing theories within the context of the tourism, leisure and events industries. You will explore the development of the marketing concept and examine the ways in which it differs from the production, product, and sales approaches to business. This will develop into a wider understanding of the</p>	No change

	differences between the operational role of marketing and how it is applied as an organisational focus.	
	<p>Introduction to Accounting for Tourism, Events, Sport and Hospitality Core module - (20 Credits)</p> <p>The module will introduce you to the basic forms of financial recording, double entry bookkeeping, and how figures need to be adjusted to produce a trial balance at the end of an accounting period. The trial balance will lead to the production of the two main financial statements, the balance sheet and profit and loss account for a sole trader. You will also be able to develop an understanding of accounting concepts and regulations within the context of tourism.</p>	No change
	<p>Contemporary Language Core module - (20 Credits)</p> <p>You will have the opportunity to study a contemporary language. You may be able to either continue a language which you have previously studied or start a new language.</p>	No change
	<p>Residential Fieldtrip 1 Core module - (20 Credits)</p> <p>This module offers you a chance to study events in practice during your free residential field trip. You will typically stay in a major/mainstream tourist destination and carry out fieldwork in the daytime and present your findings to tutors in the evenings. You will complete all the assessed coursework while you are on the trip so when you return to the UK, this module is finished*.</p>	subject to another exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions. If the latter applies, this will involve you in field exercises which reflect those which you would have undertaken at the destination, for example, carrying out visitor and resident surveys of perceptions of tourist activity in Tenerife, using social media for the circulation of a questionnaire. Creative use of online resources would allow you to complete the academic tasks that you would have completed in the field.
Optional year 1		
	N/A	No change
Core year 2		
	<p>Research Methods in Action Core module - (20 Credits)</p> <p>The aim of this module is to build on Developing Academic and Professional Skills from the first year, and to provide you with</p>	No change

	<p>an understanding of the research process as well as the various methods that can be employed to collect and analyse data within the context of tourism, events, sport and/or hospitality. To achieve this, the module strives to encourages you to understand the theoretical underpinnings of research methodologies, and also to apply it to address a range of research scenarios; thus, providing a sound basis for the preparation of a Research Project or an Individual Study in your third year.</p>	
	<p>Hospitality Operations Management / Hospitality Resources Management Core module - (20 Credits)</p> <p>The aim of the module is to provides a critical understanding of Hospitality Operations Management as the central activity in the management of resources and provision of goods in services in hotels, restaurants, visitor attractions, retail and service businesses. It also examines some of the more challenging management issues, with a particular focus on the efficient and effective use of resources to provide a quality of customer service as the basis for creating stakeholder values.</p>	No change
	<p>Project Management for Tourism, Events, Sport and Hospitality Core module - (20 Credits)</p> <p>All events are projects that need to be managed and the aim of the module is to provide you with an understanding of project management and its role within contemporary tourism, events, sport and hospitality environments. Through this module you will explore the role of the project manager and project management team, analyse the different ways in which projects can be organised and apply project planning methodologies to a team based assignment.</p>	No change
Optional year 2		
	<p>Residential Field Trip 2 Optional module - (20 Credits)</p> <p>The aims of the module are to provide an opportunity to study at first hand various issues in tourism and hospitality</p>	<p>subject to another exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions. In the case of the latter we will recreate the experience of the fieldtrip online. This will involve you in field exercises</p>

	management in the context of a specific destination*.	which reflect those which you would have undertaken at the destination, for example, carrying out visitor and resident surveys of perceptions of tourist activity in Malta, using social media for the circulation of a questionnaire. Creative use of online resources would allow you to complete the academic tasks that you would have completed in the field.
	<p>Tourism and Events Policy and Development Optional module - (20 Credits)</p> <p>This module aims to provide you with an understanding of the nature and basis of tourism and events policies as well as examining the policy making process and the factors which influence this at a variety of geographical scales. Through providing an understanding of the role of tourism and events as a means of development and sustainability.</p>	No change
	<p>Managing Business Performance Optional module - (20 Credits)</p> <p>The aim of the module is to introduce and develop an understanding of the fundamental concepts and techniques of management accounting and apply these techniques to tourism, events, sport and hospitality in an appropriate way whilst, appreciating their strengths and limitations. It also aims to help you to understand how management accounting information may be used for purposes of planning, decision making, performance measurement and control within organisations, in order to further the organisation's strategic objectives.</p>	No change
	<p>Event Staging Optional module - (20 Credits)</p> <p>The main aim of this module is to provide you with a grounding of knowledge of staging an event. Many parts of the tourism industry use events in their policies to encourage and boost tourism numbers. Having a basic knowledge of event management usually benefits tourism</p>	No change

	<p>students. A range of different operational examples and impacts of events are studied. As well as learning how to theme and successfully pitch for an event. Projects and the detailed tasks involved in implementing the event lifecycle will also be considered.</p>	
	<p>Tourism and Events Policy and Development Optional module - (20 Credits)</p> <p>This module aims to provide you with an understanding of the nature and basis of tourism and events policies as well as examining the policy making process and the factors which influence this at a variety of geographical scales. Through providing an understanding of the role of tourism and events as a means of development and sustainability.</p>	No change
	<p>Work Based Learning Optional module - (20 Credits)</p> <p>The aim of the module is to enable and encourage you to develop and put into practice the employability skills you need to develop to secure a good quality graduate/professional job when you graduate from your Hospitality Management degree. You will work in groups with an employer on a 'live' task and finish project.</p>	<p>These employer mentored 'live' projects will all be subject to local social distancing guidelines if required, as appropriate. It is possible that such activity will be set up with employers on an online/virtual basis.</p>
	<p>Contemporary Language Optional module - (20 Credits)</p> <p>If you enjoyed studying a contemporary language in year one, you will have the option to continue with it in year two.</p>	No change
Core year 3		
	<p>Gastronomy and Menu Design Core module - (20 Credits)</p> <p>The aim of the module are to develop and explore the relationship between food and culture, to identify the art of preparing and serving rich, delicate and appetizing food in style of a particular region or country and to understand the art and science of good eating.</p>	No change
	<p>Services Marketing Management for Tourism, Events, Sport and Hospitality</p>	No change

	<p>Core module - (20 Credits)</p> <p>The module aims to develop your understanding of the nature and complexity of Service Marketing Management in the tourism, events, sport and hospitality industries in the 21st century. The intangible nature of tourism, events, sport and hospitality means that managers have to have unique thinking and strategies in place in order to compete in these global, fast markets. This module typically analyses service management concepts such as technology, capacity management and complaint management. In addition it aims to provide you with a thorough grounding in marketing theories placing them in the context of the increasingly competitive and dynamic tourism, event, sport and hospitality environments. Typically a wide range of public and private sector providers, such as visitor attractions, destination marketing organisations, event organisations, accommodation providers and local authorities will be studied during this module.</p>	
	<p>Research Project Core module - (20 Credits)</p> <p>The module aims to provide you with the opportunity to undertake a research project in the tourism, events, sport and hospitality environment which develops your analysis, problem-solving, research and synthesis skills. Using research skills developed in the first and second years of study, you will design and execute your own piece of original research.</p>	<p>No change</p>
	<p>Individual Study or Research Project Core module - (40 or 20 Credits)</p> <p>The module aims to provide you with the opportunity to undertake a research project in the tourism, events, sport and hospitality environment which develops your analysis, problem-solving, research and synthesis skills. Using research skills developed in the first and second years of study, you will design and execute your own piece of original research.</p>	<p>No change</p>

Optional year 3		
	<p>Visitor Attraction and Venue Management Optional module - (20 Credits)</p> <p>The module aims to offer students a wide and comprehensive understanding of how visitor attraction management is concerned with minimizing the pressure and negative impact of visitor concentration within a destination attraction and/or event. The emphasis will be on the main techniques of how visitor management ensures that the sheer number of visitors does not detract from the general enjoyment of the attraction and/or event, prevent a proper appreciation of it or cause physical harm to historic resources.</p>	No change
	<p>Business Professional Ethics and Law for Tourism, Events, Sport and Hospitality Optional module - (20 Credits)</p> <p>The aim of this module is to help you develop an understanding of ethical theory, the ability to evaluate the relationship between business and society, and to encourage students to develop their own individual perspective as ethical decision makers. You are encouraged to critically evaluate business ethics and law-making policies within the context of the tourism industry.</p>	No change
	<p>Strategic Financial Management Optional module - (20 Credits)</p> <p>The aim of this module is to develop your understanding of financial investment techniques and develop awareness and knowledge of changes that exist in organisational strategic management. If you wish to continue your studies of financial matters within tourism, leisure and events environments you may find this module interesting.</p>	No change
	<p>Contemporary Language Optional module - (20 Credits)</p> <p>If you enjoyed studying a contemporary language in year one and year two, you will have the option to continue in year three.</p>	No change
	<p>Project Management 2 for Tourism, Events, Sport and Hospitality</p>	No change

	<p>Optional module - (20 Credits)</p> <p>Building on the second year Project Management module you will continue to develop your project management skills but this time not only working in groups, but also managing a 'live' project on an individual basis.</p>	
	<p>Tourism, Conservation and Development Optional module - (20 Credits)</p> <p>This module examines and evaluates debates concerning the development and conservation claims made for ecotourism, and the development of large resorts. Concepts explored typically include community participation and the multiplier process.</p>	<p>No change</p>

How you'll learn

<p>Teaching</p>	<p>You will be taught through a combination of lectures, seminars and practical sessions. You will typically have around 12-14 contact hours per week depending on what modules you select.</p> <p>Seminars in smaller groups will enable you to discuss and develop your understanding of topics covered in lectures. In addition, you will meet with your academic personal tutor.</p> <p>All programmes are informed by the University's Learning and Teaching Strategy 2015-2022.</p>	<p>The Business School will be delivering your Hospitality course using a 'blended' approach using range of teaching methods. This potentially offers the best of both worlds: great face-to-face teaching in small groups, including seminars, workshops and tutorials, support by a mix of online interactions to help you understand and explore your subjects. We will be using video conferencing tools used in the business world to facilitate meetings, for example Collaborate (accessed through Blackboard) and exploring the use of Microsoft teams as well. This blended approach will be flexible so we can meet your individual needs and adapt as the world around us changes. We will still be covering the same content as we would have done under normal circumstances and will be assessing you against the same learning outcomes.</p> <p>Contact hours are defined as hours in which a student interacts through thoughtfully structured activity to include:</p> <ul style="list-style-type: none"> · On-site face-to-face teaching · Synchronous live digital teaching · Asynchronous digital activities as part of structured learning (for example, running a discussion activity regarding an aspect of the current topic through Blackboard Collaborate, Padlet or Blackboard Discussion Boards). A pre-recorded lecture presentation provided via ReCap can also be included in this definition provided it is part of a broader structured activity.
<p>Independent study</p>	<p>When not attending lectures, seminars, workshops or other timetabled sessions you will continue learning through self-study. Typically, this involves reading journal articles and books, undertaking research in the library, working on projects, and preparing for coursework assignments/examinations, workshops and seminars.</p>	<p>No change</p>

	<p>Your module tutor will direct you towards specific readings and/or activities to complete before class.</p> <p>For the final year individual study/research project in year three, you will undertake independent research. You will work under the supervision of a member of the course team. You will meet with your supervisor regularly.</p>	
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Overall workload	Your overall workload typically consists of 12-14 contact hours, depending on what module you take. For each 20-credit module, your study time is about 10 hours a week. During the duration of the residential field trips, the work load will be more intense, as these modules are mostly done during the trip.	In the case another exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions and the residential fieldtrip converting to the online alternative, you will complete an equivalent number of hours in the 'online' field.
Academic input	<p>The lecturing team consists of highly qualified academics. They have a range of expertise and experience. Many members have staff have worked in the tourism industry and this enables them to bring industry relevant knowledge to their lectures.</p> <p>All our team members either hold a doctoral, masters and/or teaching qualifications. They have experience in delivering research-informed teaching. Most members of staff are widely travelled and come from or have lived in a variety of countries, making them ideal to teach the subjects in tourism. You should note members of the teaching team might change.</p>	No change
How you'll be assessed		
	Throughout your course you will be assessed using a range of methods including written assignments which could be an essay, business report or portfolio, as well as presentations and project work. In some modules you will also be assessed through exams*. You will experience individual assessment as well as group work. In year three you will produce a Research Project or Individual Study on an events topic of your choice. A supervisor will be appointed to help guide you through the process.	If there was a further exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions, you will complete 'take home' time constrained exams.
Fees		
UK/EU	Full-time £9,250	No change
	Part-time £4,625	No change
Overseas	Full-time £13,000	No change
	Part-time N/A	No change

Course specific costs		
Field Trips (including trips abroad and trips to museums, theatres, workshops etc)	The seven day residential international field trip is included in your fees and currently includes breakfast and evening meals. Additional cost needed for lunch (around five Euros per day) and drinks, (around five euros per day).	No change
Text books	£100.00 for year one for core text books that should be bought in the first four weeks of starting. (It may be possible to find much cheaper second hand copies) £100.00 for year one and two that will be bought throughout that time period. (It may be possible to find cheaper second hand copies).	No change
Professional accreditation	N/A	No change
Industry links	N/A	No change
Other important information		
	<p>Work experience During your hospitality course, you may be offered a variety of internships and work experiences. This is an evolving and changing programme to ensure you get the best opportunities. We currently have students doing internships at Visit Kent, Shepherd Neame Visitor Centre and Buzzlines Travel to name just a few. Our very active and successful Tourism and Event Research* Hub also works hard to establish industry links. In year 2 you will be able to take a workplace/work-based learning module which will enable you to complete a 'live' task and finish project with employer support.</p> <p>A recent internship with the Hub was entitled 'Supporting young people accessing meaningful work placements in the Kent visitor economy: a business stakeholders' perspective'. This 10 week project was a collaboration between the Tourism and Events Research Hub, and Destination Management Organisation, Visit Kent. The project was designed to support an exciting initiative focusing on skills and career progression for young people in the sector:</p>	<p>Work experience, placements and internships and 'live' projects will all be subject to local social distancing guidelines if required, as appropriate. It is possible that such activity will be set up with employers on an online/virtual basis.</p>

	<p>the 'Kent Hospitality, Tourism and Transport Guild'. The intern worked on a project 'to explore the perceptions of business stakeholders about the opportunities and barriers related to the provision of work placements for young people in the visitor economy', supported throughout by the project lead at Christ Church and Visit Kent.</p> <p>Kristina Zelinkova, a third-year Tourism Management student, was selected as designing the winning concept and logo on a live project with Visit Kent, for the newly developing initiative, the Kent Hospitality, Tourism and Transport Guild.</p> <p>Some current members of the tourism teaching staff are from, grew up in or studied in countries from across the world. This includes Cyprus, Ghana, Malawi, Nigeria and the USA. Between us we can speak several languages and play a variety of musical instruments.</p> <p>Other information Industry stakeholders regularly contribute to the lecture programme to enhance the student experience and we hold an annual student conference at which the region's employers come to talk to our students about the key challenges they face in the workplace and the best graduate routes into working in the hospitality industry.</p> <p>"The course gave me a good insight of the hospitality and tourism industry. So when I started working in a hotel there are many things that I could relate with. Even the assignments is not only theory based, they are also applicable in the workplace. For this reason, I decided to go a step further to enhance my career opportunities and success, by enrolling in the Masters course."</p> <p>Patricio, student</p>	<p>If there was a further exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions, will continue to invite industry speakers to contribute to your courses where they are happy to do so using video-conferencing technology.</p>
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