LET YOUR CAREER IN TOURISM, HOSPITALITY AND EVENTS TAKE OFF

UCLan is one of the best places in the UK to study tourism, hospitality and event management with an excellent international reputation.

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- MA INTERNSHIP IN INTERNATIONAL TOURISM, HOSPITALITY & EVENT MANAGEMENT

WWW.UCLAN.AC.UK/SCHOOLS/BUSINESS
These courses incorporate a mix of business management education with social science perspectives, with the opportunity to develop practical skills through work-based placements locally and internationally. Our highly employable students are encouraged to put the knowledge and theoretical aspects learnt, into action.

We have strong links with companies such as Marriott Hotels, Disney Florida and Merlin Entertainments, in addition to, government departments, charities and educational institutions. Many of our students undertake a placement within these companies, with opportunities to develop to management positions and ultimately, work for such companies after graduation.

Additionally, we support opportunities to study abroad and organise international study visits to encourage real-world learning.

Find out more about Tourism, Hospitality and Events courses at www.uclan.ac.uk/study where you will find detailed course information.
This year, our final year students travelled to Cambodia for two weeks. The aim and purpose of this educational visit was to expose the students to industry related experiences in Siem Reap with the opportunity to work with the Green Gecko Project (a school that supports children who previously lived on the streets of Siem Reap) for one week.

Working with projects such as Green Gecko provides important learning opportunities for the students to apply numerous management skills including team work, planning, project management, communication and problem solving. It also provides an opportunity to learn the significance of corporate and social responsibility – an important subject in today’s business environment!

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The students were challenged by a variety of working activities whilst at the project, such as teaching local students, working on a local farm, learning handicraft trades and skills and organising sporting activities. Some of our final years shared their thoughts about their time with the Green Gecko Project:

**Shivani** – “Personally, I learnt a lot from the children just by talking to them. The fact that they know exactly what they want in life, their motivation and drive to achieve their dreams really inspired me and reflect back to myself about what plans I have for my future.”

**Hannah** – “Working closely with such positive children was so refreshing and allowed me to consider my own life back home and realise how lucky I am.”

During the second part of their trip, the students got to explore the true Cambodia. They visited sights such as the sombre Killing Fields site, the Landmine Museum, the infamous Angkor Wat and Tonle Sap, Buddhist temples and monasteries, butterfly centres, learnt local crafts with the Backstreet Academy, experienced the Cambodia circus and much more!

This week also allowed the students to work towards research topics as part of their module assessments. Students conducted...
At UCLan you will have the opportunity to take part in some unforgettable experiences. Through placements, internships, study visits and volunteering in the UK and abroad – We’ve got you covered!

Our students this year have enjoyed a variety of opportunities, from running live events to undertaking a 48-week work placement or spending their second year studying at our Cyprus Campus. However, one of our most valued sources of course enrichment are the various trips we run throughout the year – home or away! Here’s a peek into what we got up to this year...

Reykjavik may be one of the smallest capital cities in the world but this hasn’t deterred visitors from experiencing the plethora of activities, landscapes and natural wonders Iceland possesses.

Our philosophy here at UCLan: ‘You cannot teach the finer points of the visitor and experience economy without offering visits and international experiences, we want our courses to give a real understanding of 21st Century industry and society.’

Our second year students had the pleasure of layering up in Iceland! They absorbed the Icelandic culture, strolled around the city of Reykjavik, took a dip in the famous Blue Lagoon and even caught not one – but two – glimpses of the Northern Lights!

Reflection on the trip was expressed passionately by our students:

**Cassandra (Event Management)** – “The visit was magical. From start to finish – A life-changing experience.”

**Alessandro (Hospitality Management)** – “The goal of this trip was to hunt and uncover the secrets of the Northern Lights whilst studying the destination from a management perspective. The impression I had whilst visiting Iceland was that the people are creative, lively and they live with inspiration and insight. Go there with an adventurous mind-set and you won’t be disappointed at all!”

Research into various topics such as service quality, authenticity, orphanage tourism, volunteerism, education, development and political challenges; all within the context of their degree specialism. Students took the opportunity to immerse themselves into the Cambodian culture and expressed their feelings upon return:

**Sammie-Jo** – “Overall amazing and life-changing experience, definitely given me a new outlook on life and would do it all again in a heartbeat.”

**Kelly-Marie** – “Cambodia was a life-changing experience, as it gave me an insight into what another hospitality culture is like.”

**Lecturer Amanda Payne and Dr Daniel Wright** – “To everyone at UCLan and in Cambodia who has supported and assisted in this successful and life-changing opportunity... a massive thank you from all of us!”
UCLan are renowned for developing graduates who are highly employable and have strong entrepreneurial skills. All of our degree courses offer a 48-week work placement opportunity where students can work in a real business and gain vital work experience.

We have linked up with internationally renowned companies and organisations such as Disney Florida, British Airways, Marriott Hotels, Liverpool Culture and Merlin Leisure to provide valuable placements for our students.

There are also opportunities for work experience through short internships, placements and volunteering. Many of our students have been offered permanent employment or an internship following a work experience opportunity.

**Gracie Donoghue**

**Event Management -**
Gracie undertook an Erasmus year at Hogeschool Tio – Utrecht, The Netherlands

"Studying for a year in Holland was an amazing experience as it was something I had always wanted to do since I started at UCLan. Tio is one of the best schools in the Netherlands and I am so lucky to have spent a year there with amazing teaching from industry professionals, alongside a variety of students from all over the globe.

I feel this has helped me within my degree as it has given me a cultural insight into the world of events and hospitality.

During my time at Tio, I was lucky enough to be selected as one of the general managers for the annual ‘Hotel and Event’ week where students battled it out running their own hotel. Tio Utrecht and Tio Amsterdam worked together to win, making Tio history being the first international hotel to have ever won!

This experience has most definitely developed my leadership skills, communication skills and given me the chance to make friends and network with a variety of people.

Studying at Tio also gave me hands-on experience, which I found extremely beneficial to developing the relevant skills needed to be successful. Picking up a basic understanding of the Dutch language and experiencing the Dutch culture has been beneficial to my future career goals because when I finish my time at UCLan, I would like to go back to the Netherlands to study a master’s degree and potentially live and work there in the future.”
Leigh Jones  
**Event Management Corporate Events – UCLan**

“I’ve been working within the Corporate Events team at UCLan since September 2016, which has been a really great experience – fun and challenging all at the same time. I have supported the planning and delivery of a multitude of University events, with my time predominately spent working on the Lancashire Science Festival. This event took place (29 June – 1 July 2017) and it was a great success, attracting over 12,000 visitors to the campus. The team has become my second family and I’m really going to miss them.”

Helen Deane  
**International Tourism Management - Walt Disney World, Orlando**

“I’m really enjoying working at the Walt Disney World Swan and Dolphin. The experience I have gained from working for such a large organisation will help me so much in the future.

I am fully cross-trained in all Front Office departments, and have had a large part in helping successfully roll out a brand new internal software, formed close relationships and became a trainer for new staff.

I have taken time to visit other places in the US and have learnt a number of different things about the American culture, this year has helped me grow as a person, made me think about what I want to do as a career and I really would recommend it to anyone.”

Nadia Rumyantseva  
**Event Management Graduate Vibe Tickets, UK**

“The Event Management staff provided me with plenty of support while I was looking for a suitable placement, I secured one at Vibe Tickets – which ended up being an amazing experience and secured me with a job after graduation in the same company as a ‘Marketing Executive.’

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Lucy Hodge: Business Development Manager of the Blackpool Cluster of Attractions for Merlin Entertainments Ltd.

“I really enjoyed the industry leaders that came in to speak with us, this gave me the motivation and dedication to push myself, and the realisation that I would one day be in a successful leading role.”

Other graduates have secured work with British Airways, Blackpool FC, Marriott, Hilton, Cruise 118 & Gold Medal Travel.

WHERE OUR GRADUATES ARE NOW!

Tourism is currently one of the world’s fastest growing industries and we seek to equip you with a range of transferable skills, which can be used to meet the ever-changing demands of this dynamic business.

Our BA (Hons) International Tourism Management degree focuses on employability and develops a responsive business approach to the international travel and tourism industry. The course encourages you to acquire a constructive and critical understanding of the global tourism industry and the wider socio-cultural, political, economic and environmental contexts in which it is placed.

“UCLan stood out because of the amazing lecturers, facilities and worldwide industry connections.” – Sofia Nawaz

During the first year, you will be introduced to the subject of tourism as a social science, as well as introducing key business management themes, these provide a foundation which you will develop with increasing complexity through until your critical and reflective final year.

“I had some great tutors whilst studying who really engaged me in their classes.” – Cara Roberts

Our degree focuses on employability, and you can take advantage of a paid internship on the sandwich route, providing opportunities to work within the sector throughout the world. Additionally, the programme provides the opportunity to study abroad, with students having the option to take their second year modules at our Cyprus Campus. Students can also take advantage of our local and international field visits and extensive industry links.

“I recommend students take full advantage of the opportunities available at UCLan, such as going on work placement and utilising the knowledge available within the department to achieve your full potential.” – Hayley Bartholomew
Hospitality is a global industry, where dealing with international guests may be a day-to-day occurrence. We support you to develop intercultural communication skills through our wide range of language courses.

This well-established course will give you the skills to be an effective manager within the global industry, whether you are thinking of developing your management skills to work in restaurants, bars, conferences, hotels or resorts. This industry focus is emphasised throughout all aspects of the programme, thus it will enable you to gain a competitive edge in the graduate job market. You can also personalise your study and your optional third-year work placement according to your chosen career path.

“I think UCLan was great. There are interesting, diverse modules and assessments each year, which keep you interested in the work and allow you to try new things.” – Graduate, Danny Thompson

In the early stages of your degree, you will explore the hospitality industry and its development from an international perspective. You will look into the context of human resources and the field of customer service, additionally, all students will develop skills in food and beverage operations.

The course provides a strong management orientation through the study of marketing issues alongside the analytical approach of talent management, applied research and service quality. The international nature of the industry is also considered in more detail by conducting a study of current trends in hospitality, corporate hospitality and related business events.

We support and encourage the planning of a placement year, with students taking up a range of opportunities working in 4/5* hotels in China, USA and New Zealand to the family entertainment resorts of Orlando, Florida.

“During my placement, one of my favourite departments was reception, and after graduating I was offered a permanent role. Both studying and work experience go hand-in-hand and this is how you get the most from your degree!” – Susannah Holden

WHERE OUR GRADUATES ARE NOW!

China

Students enjoy a sensational trip experiencing the Chinese culture!

The trip included visits to the Cazu Carving Stones and sightseeing around the ‘Land of the Dragons’ Chongqing. The students tried their hand at making dumplings, learning calligraphy, the Chinese language and even taking Kung Fu lessons!

“This was a journey of a lifetime for me, I had many memorable experiences, thrilling adventures and I met amazing people that I will never forget. I will always be thankful to UCLan and our lecturers for this unforgettable experience!” – Alessandro Accica
The Event industry is a vast and growing sector with a wealth of opportunities to progress within conferences, corporate events, festivals, sports and so much more!

Our BA (Hons) Event Management degree is vocationally oriented and designed for aspiring managers in the events industry. You will develop a wide range of professional and academic skills which you will then apply to organising live events throughout the course. We pride ourselves on knowing our students individually with course cohorts intentionally kept small.

“With UCLan being a smaller university you really feel a part of a community and you’re not just a number - the teachers actually know your name and are happy to help you.” – Caroline Hinchliffe

We will provide you with a strong management orientation through a study of marketing and operational issues. The study of international corporate hospitality and business events develops an insight into business events. Careers are considered within the framework of talent management, which helps those who are preparing for the placement year – which can be taken in a wide range of organisations and countries. Our links with key event employers ensure that our courses remain current and help to equip you with the skills, knowledge and experience that employers need.

WHERE OUR GRADUATES ARE NOW!

Alice Cavassa: Project Executive for Hampton Medical.

“I will always cherish the memories of my time at UCLan, especially the great atmosphere, the exceptional tutoring from my lecturers and the excellent quality of lectures.”

Georgie Rainford: Conference and Events Coordinator at the Best Western Royal Clifton Hotel and Spa, Southport.

“The guidance, help and experience I gained through my degree was paramount to obtaining the graduate role I am in now.”

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Our graduation ceremonies mark a special time when we celebrate and recognise the success and achievements of our graduates. It is also an important occasion for all those who have encouraged and supported our graduates during their time here and we are delighted to welcome our students’ families and friends to our celebrations.

Each year, we have the pleasure of congratulating students with awards for academic excellence in their subject areas, with the addition of two new awards this year.

The day that marks the first day of the rest of your lives!

The inaugural award of two graduation prizes is honouring the memory of a much-loved UCLan academic, Lynn Train. When Lynn Train passed away suddenly in July last year, a group of her students decided to fundraise in her name. After discussions with her husband, Rod, who is the course leader for UCLan’s event management degree, it was decided the money would be used to create the Lynn Train Memorial Prizes for Enterprise and for Consultancy – two modules in which she taught. Elise, 22, from Cleveleys received the consultancy prize in addition to graduating with a First. She said:

“I am thrilled to have been awarded the Lynn Train Memorial prize for Consultancy. My time studying event management at UCLan has flown by and I feel that over the last three years, I have grown as a person.”

Liva Medine
North of England Excellence Prize
Best THE finalist on the Service Quality final year module

Gregory Magill
Davina Chaplin Memorial Prize
Best Top-Up finalist. Gift of the Division

Brett Spence
Team Spirit Event Management Prize
Best Event Management student by overall grade and industrial experience

Stephanie Fitton
Merlin Entertainments Prize for Tourism
Best International Tourism finalist by overall grade

Ting Yuan Yang
Division of the International Prize
Awarded to a THE international finalist who has excelled in their studies with placement

Kelly-Marie Staunton
Marriott Prize for Hospitality
Best International Hospitality finalist by overall grade. Kelly also won the National Student Employee of the Year for UK against other universities and ultimately; secured a dream manager’s job in Guangzhou, China with hotel giant, Marriott.

Speaking of her time at UCLan, Kelly-Marie said:

“From interacting with various cultures, choosing to study at UCLan Cyprus, working in Nashville USA, volunteering in Cambodia and being chosen to work as a graduate at the Marriott Hotel, China – UCLan has been the best four years of my academic life and has offered me the most spectacular opportunities with memorable experiences.”
THE UCLAN EXPERIENCE STARTS HERE...

WELCOME TO THE UNIVERSITY OF CENTRAL LANCASHIRE

Preston is one of the greenest cities in the country, with over two-thirds of its area being either rural or green open spaces.

Preston awarded ‘safe’ city status for nights out.

UCLAN IS RANKED IN THE TOP 3.3% OF UNIVERSITIES IN THE WORLD - Centre for World University Rankings 2017 (CWUR)

FREE SPORTS MEMBERSHIP TO OUR £13M SIR TOM FINNEY SPORTS CENTRE ON CAMPUS

We’re investing serious money in your education with our multi-million pound Campus Masterplan.

TEAM UCLAN IS THE HOME TO OVER 50 STUDENT SPORT CLUBS

Compact city centre campus - shops, bars and restaurants on your doorstep

FANTASTIC LIBRARY FACILITIES AVAILABLE 24/7 DURING TERM TIME

Our Students’ Union has over 100 clubs and societies - you can even form your own!

Preston is the best place to live and work in the North West according to the Good Growth for Cities Index.

University of Central Lancashire, Preston, Lancashire, PR1 2HE

COURSE ENQUIRIES:
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This literature was compiled in October 2017 and all reasonable care has been taken to ensure its accuracy. We cannot guarantee that all courses will be available exactly as described; it may be necessary to vary the content or availability. Material changes will be highlighted in course documentation at the time any offer is made. The full list of options indicated may not all be delivered every year.

We hope that you are happy with your UClan experience; if not we have a complaints procedure in place, please email cenquiries@uclan.ac.uk or call 01772 892400.