



How does membership to the Institute of Hospitality help your college or university?

Feedback from the faculty team

The membership helps us and our students massively. It places us in the same arena with professional bodies and offers us exposure and industry links as well as networking opportunities. With the knowledge area, it helps us to maintain currency of the curriculum including professional development opportunities. The events help to raise our profile too.

As part of the Level 4 Employability Enhancement module taught across all three of UCB's Hospitality Management programmes (IHBM/HTM & HEvM), membership of the IoH is actively promoted to all students. They are encouraged to become members in order to enhance their employment opportunities; to keep up to date with current trends within the hospitality industry and to network with industry representatives who may one day be their future employers.

Students are prompted to utilise the learning resources and opportunities available via the IoH to assist their studies. This will also provide them with an insight into the variety of careers within the sector. Students are regularly exposed to guest lecturers, who are employers in the *industry* as well as having the opportunity to visit restaurants and hotels in the local area to hear directly from employers what they want from potential employees

Which elements of the membership have you and your students used the most?

For the academic team, the resources page and networking events would be top of our list. From the student's point of view, they have had an amazing time at student events including Passion 4 Hospitality. They took part in the virtual hotel simulation event where UCB hospitality students beat off competition from around the world to scoop three trophies.

University College Birmingham

Dr Olga Kampaxi, PGCHE, FHEA, Assoc CIPD
Lecturer and Year Manager



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Feedback from students

The membership provides support for curriculum development and information on trends in the sector. Students enjoy using the online resources. The Institute of Hospitality also provides support with mentors for students.

Feedback from the faculty team

The EMS is a fantastic and unique opportunity for our students to get involved with the valuable work and research from the Institute and its members. It provides a platform to enhance and develop students' academic and professional knowledge base. We have been members for several years and have found it to be an invaluable resource to support our teaching and industry application of techniques, understanding and contemporary issues facing the industry. Student feedback on the EMS has been positive especially as they enter into their final year and the oh so dreaded dissertation. The resources help and information has proven to be of enormous importance to our students.

Our students have made use of the membership and have enjoyed participating in the annual Passion4Hospitality competition. I would highly recommend the EMS to other colleges and universities. It is a great resource to support students and academics in their learning journeys.

University of Derby
Leonard Cseh, FIH



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Feedback from the faculty team

“SDH Institute joined the EMS scheme 18 months ago to maximise the potential of our IOH membership. Through this membership, students have gained a great insight into the UK and European hospitality industry through the knowledge centre”.

“With students having access to more resources through the EMS programme, I found that our students from diploma through to master’s degree improved their assignments writing skills with greater knowledge and deeper insight”.

“The EMS scheme has enabled our students to have greater access to resources not readily available in the general domain; This has allowed our students to gain a better understanding of our industry.”

“Students have been inspired to read more through the EMS as it portable.”

SDH, Singapore

Barry Hayes, Senior Lecturer



UNIVERSITY OF PLYMOUTH

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Feedback from the faculty team

“EMS has been an invaluable element in establishing a professional outlook amongst the students at Plymouth Business School. The access to the online books and ejournals has been widely appreciated by the final year undergraduates carrying out research-based coursework and honours projects.”

University of Plymouth, UK

Mike Turner FIH, Lecturer



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“Electronic resources are not only a solution to difficult accessibility, space issues or other physical matters; they are tomorrow’s business models. Knowledge is no longer embodied in a purely physical form: it is accessible by more professionals in more ways than ever.”

Ecole Hoteliere de Lausanne, Switzerland



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Anglia Ruskin University, London, ARUL, strives to be at the forefront of delivering a positive experience for their students. The strategic driver for introducing the Hospitality, Tourism and events students to the Institute of Hospitality EMS was based on the desire to facilitate greater support to students throughout their degree and beyond. The institution already operates an employability scheme and students felt that the addition of being a member of the IOH and having access to the EMS would enhance their degree and their experience at ARUL further.

The implementation, in 2019, involved staff and student discussions to obtain a feel of how receptive both groups would be to this initiative. It was positive, and the IOH was selected as the best organisation to fulfil their stated goals. Training of the EMS and what the IOH offers was put in place with the academic team teaching on the tourism, hospitality and events modules. There were some challenges: some level 6 students felt this had come rather late in their degree but the majority of students recognised the benefits of being a member beyond their degree such as the mentoring scheme. The benefits for lecturers were being upgraded to affiliate member status which meant having access to a range of resources and being able to utilise them in the delivery of their modules and to understand student engagement with the learning materials.

The IOH student membership was launched in September 2019 and 234 students are currently registered. We will be excited to monitor the student engagement with their IOH membership and start to measure the outcomes.

Anglia Ruskin University, London

Kelly Strong, Senior Lecturer / Course Leader