Westminster is No 1 for tourism and events in London (Complete University Guide, University Subject Tables 2020). With more than 20 years of excellence in teaching tourism and events, we can help your career take off at the University of Westminster.

Our courses explore the separate but related industries of tourism and events, developing the skills you need to successfully manage tourism or stage events in host destinations. Events are deeply entwined with place and they play an increasingly important role in drawing visitors and raising the profile of our cities. This is why we put the relationship between events, tourism and place at the centre of our teaching. Additionally, we benefit from the wider cross-disciplinary opportunities that stem from our location in the School of Architecture and Cities.

The tourism industry is one of the largest employers globally and provides a wider variety of career opportunities for our graduates, while the professionalisation of the events industry has also seen a significant growth in employment options over the past decade.

Our courses, updated in 2018 to recognise the important changes taking place in these creative and exciting industries, ensure Westminster remains a leader in the delivery of quality tourism and event management courses.
TOURISM AND EVENTS

TOURISM MANAGEMENT MA

Length of course: one year full-time or two years part-time, starting in September
Location: Central London (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page: westminster.ac.uk/tourism-management-ma

Core modules
- The Business of Tourism
- Tourism Marketing and Entrepreneurship
- Destination Development – Case Study Perspectives
- Research and Communication Skills
- Dissertation

Option modules
- Creating the Attraction and Event Experiencescape
- Global Festivals and Events
- Professional Practice
- Tourism, Culture and Society

Professional recognition
This course is recognised by the Tourism Management Institute (TMI), the professional association for destination managers. You can be confident that you will gain the knowledge, understanding, skills and experience which will fully prepare you for a career in tourism management.

The University of Westminster is also a long-standing member of the Association for Tourism in Higher Education (ATHE) in the UK and the International Association for Tourism and Leisure Education (ATLAS).

Associated careers
Graduates of this course have gone on to establish careers in a wide variety of fields around the world. They are working for national and regional tourism organisations, undertaking marketing roles within destinations, with transport organisations such as airlines or working for companies specialising in business tourism and incentive travel. Some of our graduates have launched their own travel agency business, whilst others work in a variety of management roles in hotels and in consultancy roles for tourism research organisations.