

# TOURISM & EVENTS

With almost 25 years' experience of tourism education and research, the University of Westminster is consistently ranked as one of the best universities for teaching quality and research in this area. When studying at Westminster, you will develop the skills necessary to successfully plan and manage tourism and event experiences in the private, public and third sector from the perspective of destinations and venues, local authorities, corporate businesses and not-for-profit organisations.

Westminster is one of the few universities in the UK to bring together all the disciplines that inform the design and development of our cities. From tourism to sustainable development, architecture to transport, events to urban design, housing to planning, all are central to our urban futures.

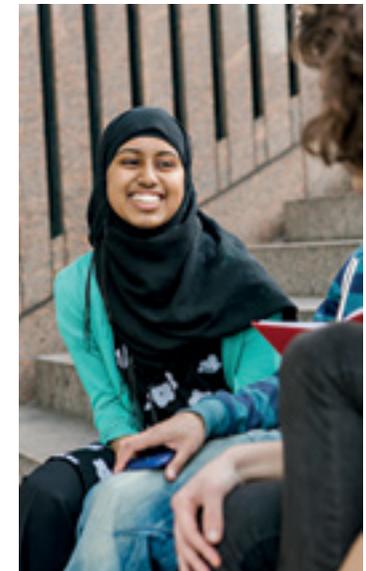
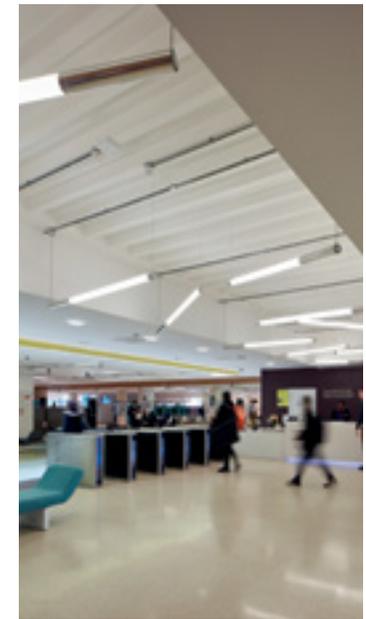
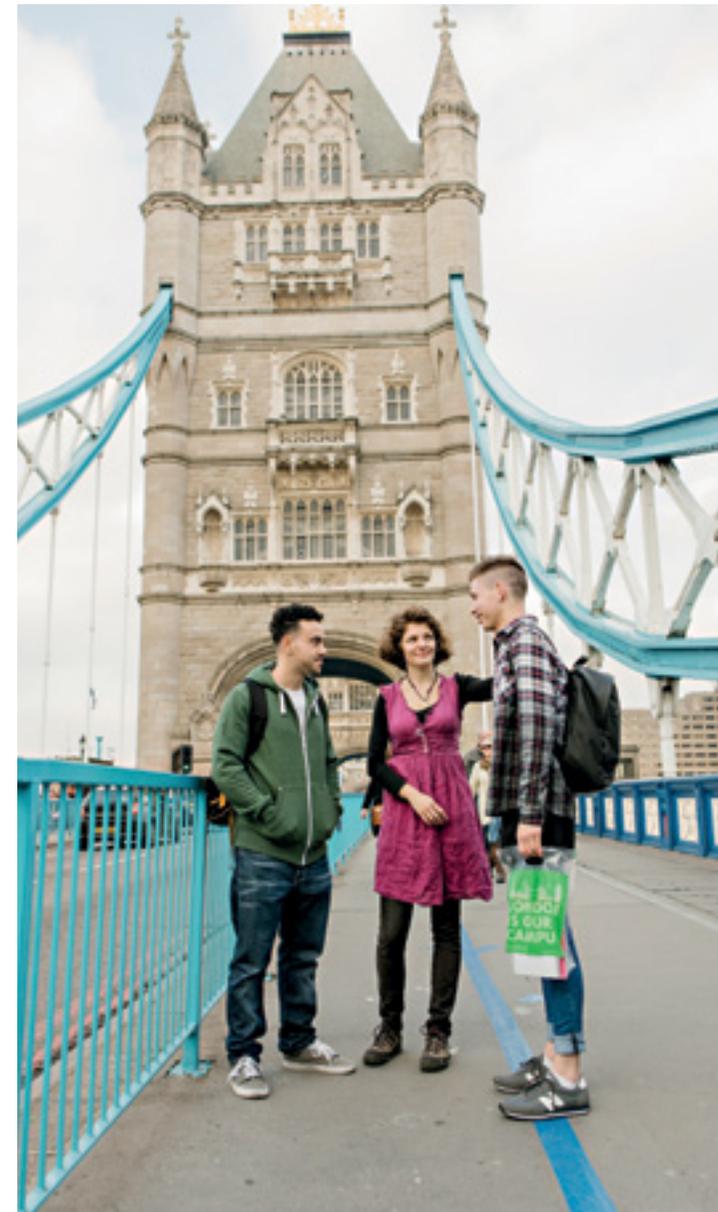
## Teaching and learning

Teaching and learning takes place in a number of ways, including lectures, seminars, tutorials, private study, individual and group project work. We strongly believe field trips can make a huge contribution to student learning and we take full advantage of our superb location to visit central London hotels, event venues, visitor attractions and cultural sites. You will have the opportunity to undertake a residential field trip each academic year, ranging from historic UK cities and seaside resorts to Mediterranean islands.

## Employability

The employability of our students is vitally important; we actively encourage and support you in enhancing your career potential and embed experiential learning opportunities throughout the course. Our lecturers bring to the classroom a variety of industry experience in tourism and events thanks to a network of local, national and international connections. Our graduates progress into a wide range of employment throughout the world, in small businesses as well as large public sector organisations and multinationals, including national tourism organisations, airlines, tour operators, heritage organisations, conference and convention bureaux, event agencies, and event venues.

See also: Business & Management p62



Study spaces at Marylebone Campus and tourist attractions around London

## TOURISM AND EVENTS MANAGEMENT BA Honours

**Length of course:** Three years full-time

**UCAS code:** N890

**Campus:** Central London (see map p192)

**Typical offer for September 2018:** A Levels – BBB; International Baccalaureate – 28 points; Pearson BTEC Level 3 Extended National Diploma – DDM. See also entry requirements on p185.



This course is designed for students who have an interest in the tourism sector generally and are keen to focus on the dynamic field of events management. The course is structured to provide a combination of the practical elements of events management with an in-depth understanding of the influence of events on businesses and society, and their role in developing destination product and destination image.

The course takes an international perspective and includes a field trip in each year of study. Its modular structure, comprising core (mandatory) modules and option modules, allows you to specialise and create your own course pathways. The modular system also includes the opportunity to learn a language throughout the course.

For module information and further details, please visit: [westminster.ac.uk/tourism-and-events](http://westminster.ac.uk/tourism-and-events)

**“The lecturers are always friendly and ready to help you in any way they can. I would say the highlight of my course would be the trips you get to do every year, as well as the fact that in the third year I got to create, run and manage my own event!”**

**Holly Clarke**  
Tourism and Events Management BA Honours, graduate

## TOURISM PLANNING AND MANAGEMENT BA Honours

**Length of course:** Three years full-time

**UCAS code:** NK84

**Campus:** Central London (see map p192)

**Typical offer for September 2018:** A Levels – BBB; International Baccalaureate – 28 points; Pearson BTEC Level 3 Extended National Diploma – DDM. See also entry requirements on p185.



Tourism is a major component of the global economy and has now become an established academic discipline, with roots in geography, economics, sociology, planning and business.

Located in the heart of London, we offer an unrivalled and stimulating environment in which to study tourism. This course explores the relationship between tourism and the wider environment, developing the skills you need to successfully evaluate and manage tourism in host destinations. It focuses on destinations – the planning, development and regeneration of destinations, the role of government policy, and the contribution of tourism to the built environment. The course is accredited by the Tourism Management Institute (TMI), the professional association for destination management in the UK.

For module information and further details, please visit: [westminster.ac.uk/tourism-and-events](http://westminster.ac.uk/tourism-and-events)



**“The course offered me a wide range of modules which covered the whole tourism industry: from heritage and culture to event planning, from airport management to sporting events tourism, and the choice of studying a new foreign language (I studied Spanish for all three years).”**

**Emanuela Peluso**  
Tourism Planning and Management BA Honours, graduate

## TOURISM WITH BUSINESS BA Honours

**Length of course:** Three years full-time

**UCAS code:** NN18

**Campus:** Central London (see map p192)

**Typical offer for September 2018:** A Levels – BBB; International Baccalaureate – 28 points; Pearson BTEC Level 3 Extended National Diploma – DDM. See also entry requirements on p185.



This course is designed for those wishing to enhance their business skills, while learning about the dynamics of the tourism industry, one of the world’s most entrepreneurial and sustainable economic sectors. We are seeking students who have demonstrated ability, potential and self-motivation, and who have a genuine interest in learning about the tourism industry and the challenges of this fascinating sector.

The course focuses on the business of tourism – its role in post-industrial economies, the business inter-relationships between destinations, modes of travel, hotels and visitor attractions, and the crucial role of marketing and management in successful tourism enterprises. It will enable you to develop your business management acumen and explore key themes such as information and management systems, financial analysis, and marketing.

For module information and further details, please visit: [westminster.ac.uk/tourism-and-events](http://westminster.ac.uk/tourism-and-events)

**“This was such a stimulating course, with practical experience in how the tourism industry works. The transferable skills help you understand what you will be doing in the workplace before you even start working. The teachers are outstanding and really passionate about tourism and everything they teach.”**

**Aymen Tabbakha**  
Tourism with Business BA Honours, graduate

