

TOURISM AND EVENTS

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 relationship between tourism and events and the wider environment, developing the skills you need to successfully manage tourism and 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.

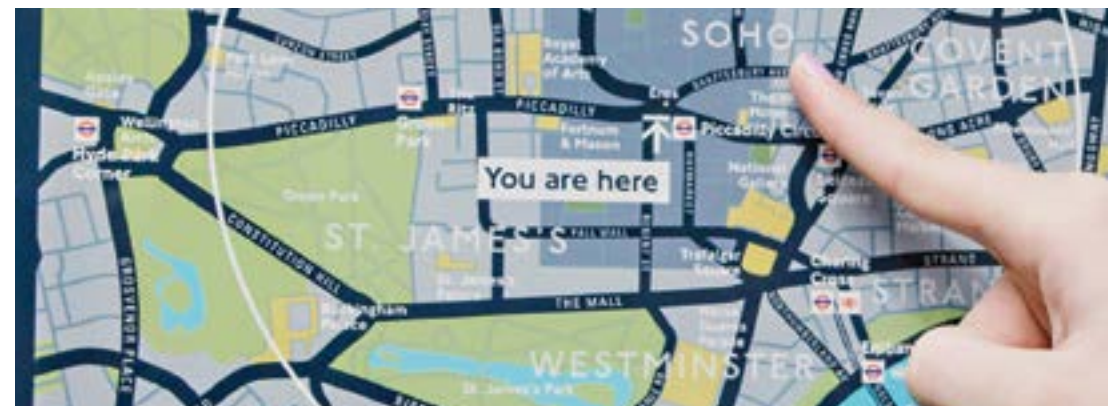
The tourism and event sectors are exciting industries to work in and fascinating subjects to study. In the UK, the tourism sector is projected to grow at a faster rate than the overall economy and a steady growth in skilled employment in the industry is predicted over the next 20 years.

Our graduates find success in a variety of areas including events management, destination planning and marketing, in both the public and private sectors.



90% of Tourism students say staff are enthusiastic about what they are teaching

Postgraduate Taught Experience Survey (PTES) 2016



EVENT DESIGN AND MANAGEMENT MA

Events and conferences play an essential role in the business, cultural and sporting life of all countries. In recent years an exciting new profession has emerged with conference/events planners and managers organising a diverse range of events, and marketing the great variety of destinations and venues in which they take place.

This course is specifically designed for people who want to enter, or make further progress in, management-level careers in the fast-expanding field of events and conferences.

London is an ideal place in which to study events and conference management. A regular host of world class sports and culture events such as Wimbledon, the London Marathon, Notting Hill carnival and the London Fashion Week, as well as one-off mega events such as the London 2012 Olympic and Paralympics games and the 2015 Rugby World Cup, London is widely recognised as a world events capital. With several hundred conference venues and an abundance of international business and leisure events, London is a world leader in this dynamic industry.

Course content

This course teaches you how and why events/conferences are conceptualised, planned and marketed.

You will also learn how events and conferences contribute to enriching the lives of communities and improve communications in business, politics and professional life. The dissertation will give you further opportunity to research a conference or events topic in depth. The course is taught by experienced academics and industry practitioners, providing valuable insight into this exciting industry sector.



Length of course: one year full-time or two years part-time, starting in September

Location: Central London (Marylebone)

Faculty: Architecture and the Built Environment

Course fees and funding: see course web page and westminster.ac.uk/fees

Entry requirements: see page 216

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

Core modules

- Conference and Events Planning
- Dissertation
- Event Concepts
- Events and Conference Marketing

Option modules

- Delivering the Event Experience
- Exploring Creative Experiences for Attractions and Events
- Festivals, Culture and Place
- Mega Events
- Professional Practice
- Tourism and Cities

Associated careers

Graduates from this course enter a wide range of careers, in both the private and the public sectors, in Britain and internationally. These careers range from conference and events planning, to venue management, to destination marketing.

Some choose to work with specialist organisations, such as convention bureaux, while others opt to work as professional conference organisers, event managers and venue promoters. Some students go on to pursue Doctoral studies.

TOURISM MANAGEMENT MA

Tourism is an increasingly important part of our lives, and the tourism industry is one of the few global industries forecast to grow in the long term. Managing this rapidly growing industry to meet visitors' demands in a sustainable way is exciting and challenging.

This well-established course will give you the knowledge, analytical abilities and skills you need to make a career as a tourism professional. You will study at the heart of London, one of the world's leading tourism destination. Site visits, integrated in the course modules, will allow you to explore a wide variety of aspects of the dynamic tourism industry.

Annual student feedback for the course is very positive, with teaching, staff contact and course content receiving particular praise. This reflects the tourism team's efforts to provide a valuable and effective course as well as a supportive, friendly and stimulating environment for your studies. Staff teaching on the course are active researchers, and their teaching is informed by both their own research and their engagement with industry.

Course content

You will learn about the nature and characteristics of the tourism industry, and explore how it can be marketed, managed and planned, examining cases from around the world.

A range of option modules allows you to focus on your particular interests, and to explore the links between the different aspects of tourism. A dissertation gives you the chance to research a tourism topic of your choice in depth.



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westminster.ac.uk/tourism-management-ma

Core modules

- Dissertation
- Strategic Tourism Marketing
- Tourism Concepts
- Tourism Policy and Destination Management

Option modules

- Exploring Creative Experiences for Attractions and Events
- Festivals, Culture and Place
- Mega Events
- Professional Practice
- Tourism and Cities

Professional recognition

This course is recognised by the Tourism Management Institute (TMI) meaning you can be confident it will give you knowledge, understanding, skills and experience which will fully prepare you for a career in tourism management.

Associated careers

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