

# TOURISM & EVENTS

The University of Westminster has more than 20 years of expertise in tourism education and research, and is ranked as the top London university offering tourism degrees (*The Guardian* 2016 rankings).

Our courses explore the relationship between tourism and the wider environment, developing the skills you need to successfully evaluate and manage tourism in host destinations. As a tourism and events student you will be a member of the Faculty of Architecture and the Built Environment, based at our recently refurbished Marylebone Campus – one of the few faculties in the UK to bring together all the disciplines that inform the design and development of our cities. From tourism to property, architecture to transport, events to urban design, housing to planning – these subjects are all central to discussions about urban futures, and because they are all brought together under one roof there is the opportunity to work across normal boundaries.

## Teaching and learning

Teaching and learning takes place in a number of ways, including lectures, seminars, tutorials, private study, and individual and group project work. We also strongly believe that field trips can make a huge contribution to student learning and course enjoyment and we take full advantage of our superb location to make visits to London hotels, event venues, visitor attractions and cultural sites. At undergraduate level our students can also undertake a residential field trip each year, ranging from historic UK cities and seaside resorts to Mediterranean islands.

## Employability

The employability of our students is vitally important and we actively encourage and support you in enhancing your career potential. Our graduates progress into a wide range of employment throughout the world, in small businesses as well as large public sector and multinationals, including national tourism organisations, airlines, tour operators, heritage organisations, conference and convention bureaux, event planning companies, and conference venues.

See also: Business & Management p66 • Property & Construction p158



Students exploring London

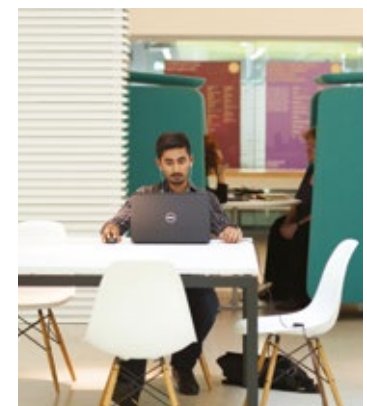


Ranked as  
the **top**  
**London**  
university  
for Tourism

Data from *The Guardian* 2016 league table



Lecture and study spaces at Marylebone Campus





## TOURISM AND EVENTS MANAGEMENT BA HONOURS

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

**UCAS code:** N890

**Campus:** Marylebone (See p24)

**Anticipated typical offer for 2017 entry:** A Levels – BBB; International Baccalaureate – 28 points; Edexcel BTEC Level 3 Extended Diploma – DDM. See also entry requirements on p197.



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 designed to provide a combination of the practical elements of events management with an in-depth understanding of the potential impacts of events 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. The course is modular, comprising core (mandatory) modules and option modules, allowing 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 get to create, run and manage my own event!”

**Holly Clarke**

Tourism and Events Management BA Honours, second year

## TOURISM PLANNING AND MANAGEMENT BA HONOURS

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

**UCAS code:** NK84

**Campus:** Marylebone (See p24)

**Anticipated typical offer for 2017 entry:** A Levels – BBB; International Baccalaureate – 28 points; Edexcel BTEC Level 3 Extended Diploma – DDM. See also entry requirements on p197.



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. The 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).

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 and Planning BA Honours, 2014

## TOURISM WITH BUSINESS BA HONOURS

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

**UCAS code:** NN18

**Campus:** Marylebone (See p24)

**Anticipated typical offer for 2017 entry:** A Levels – BBB; International Baccalaureate – 28 points; Edexcel BTEC Level 3 Extended Diploma – DDM. See also entry requirements on p197.



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. The 2015 NSS results showed that 92 per cent of our students on the Tourism with Business BA Honours were satisfied with their course.

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

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

**Aymen Tabbakha**

Tourism with Business BA Honours, 2014

