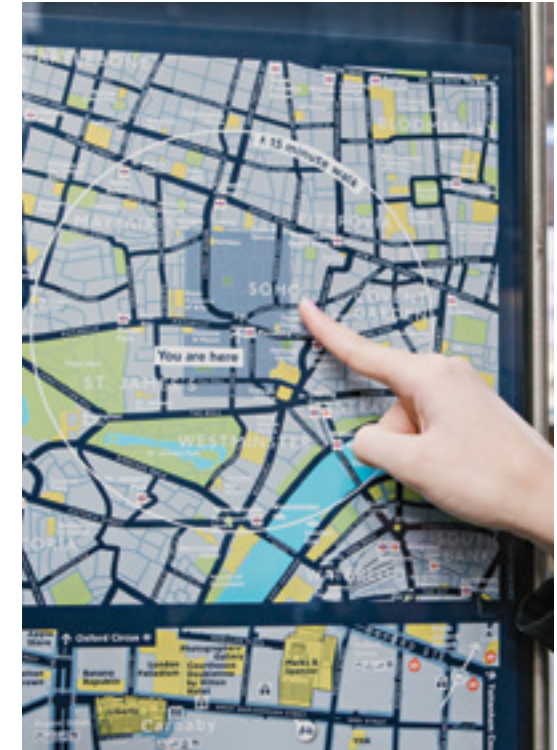# TOURISM AND EVENTS

Westminster is No 1 for tourism and events in London (Complete University Guide, University Subject Tables 2019; The Guardian University league tables 2019). 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.

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.

These 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.

Westminster **No 1** in London for Tourism and Events

Source: The Complete University Guide, University Subject Tables 2019, Hospitality, Leisure, Recreation & Tourism; The Guardian University league tables 2019, Hospitality, Event Management and Tourism)

EVENT DESIGN AND MANAGEMENT MA

Event experiences play an essential role in business, cultural and sporting life on a global scale. In recent years the role of an event manager has taken centre stage as many organisations from international government to charities and entertainment providers have recognised the vital importance of live experience in delivering business objectives, promoting cause-related messages and reaching audiences in dynamic ways. This exciting new profession encompasses a diverse range of events, taking place in a great variety of destinations and venues across the world.

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.

London is the ideal place in which to study event design and 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 and creative hub for event design. 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 takes a unique design perspective on the management of events, recognising that successful event managers are responsible for more than just the logistics of delivering events.

You will learn how events contribute to enriching the lives of communities and how they facilitate communications in professional life. You will explore the key design principles and practice that are needed to create immersive experience environments, with the opportunity to apply your knowledge and understanding to your own event delivery through our applied practice modules. Optional modules provide the opportunity to focus further on aspects of event design and management and to explore the inter-relationships with the tourism industry. The dissertation provides the opportunity to pursue your personal interests in events by researching a chosen topic in depth.

The course is taught by experienced academics and award-winning industry practitioners, who draw on their research expertise and extensive experience and connections to inspire a creative and critical approach to event management. Site visits, guest speakers and a residential field trip are all integrated into course modules to further enhance the applied design perspective.

Core modules
- Event Concept and Design
- Event Strategy
- Event Planning and Management
- Research and Communication Skills
- Dissertation

Option modules
- Airline and Air Transport Management
- Creating the Attraction and Event Experiencescape
- Delivering the Event Experience
- Global Festivals and Events
- Professional Practice
- Tourism, Culture and Society

Professional recognition
The course has links with a range of professional associations, including ILEA (the International Live Events Association), Meetings Professional International (MPI) and EVCOM (the Event and Visual Communication Association).

The University of Westminster is also a long-standing member of the Association of Event Management Education in the UK.

Associated careers
Graduates from this course have a choice of career paths, across both the private and the public sectors in Britain and internationally. Graduates are now working as managers in a range of event roles from production and design to venue management and destination marketing.

Some choose to work with specialist organisations, such as event agencies or convention bureaux, while others opt to work as professional conference organisers, event planners and managers or venue promoters. Students have also followed a more entrepreneurial path, going on to launch successful event planning businesses whilst others pursue further Doctoral studies in this emerging academic field.

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 and highly-respected 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 destinations, with staff whose research has global reach and impact. Site visits and field trips, integrated into 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 tourism experiences 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, to explore the links between the different aspects of tourism, and to learn more about the inter-relationships between tourism and events. A dissertation gives you the chance to research a tourism topic of your choice in depth.

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

Option modules
- Airline and Airport Management
- 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.

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 within tourism destinations and with transport organisations such as airlines 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.

tmi
Tourism Management Institute
www.tmi.org.uk