International Tourism and Events Management

Glasgow Caledonian University

Content

This programme develops your cultural understanding of events and tourism, and how they impact on society and the environment. You will be equipped with business and management knowledge incorporating an international perspective. This includes planning, marketing, and staffing through to risk assessment and securing funding to create, manage and deliver successful events and tourism initiatives.

Year 1
Enterprising Behaviours for the Business Professional; Principles of Marketing; Welcome to the World of Tourism and Events; Fundamentals of Financial Management; Introduction to Tourism and Event Studies; Option module (including languages).

Year 2
Ethics and Responsible Leadership; Creating and Designing Experiences; Tourism and Event Operations; Event Delivery and Management; Managing in the Destination; Option module.

Year 3
Entrepreneurship for Business, Society and the Professions; Tourism and Event Policy; Financial Decision Making in the Tourism and Event Industry; Re: Imaging the Destination; Business Research Methods: Theory and Practice; Option module.

Year 4
Honours Dissertation, Current Issues in Tourism and Events; Critical Tourism and Event Studies; Event Tourism in Context; Option module.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

2H3V

Course Length

4 years

Faculty

Glasgow School for Business and Society

Department

Fashion, Marketing, Tourism and Events

Entry Requirements

2027 entry requirements

Standard entry: 4 Highers at ABBB.

Widening access entry: 4 Highers at BCCC.

A Foundation Apprenticeship is accepted as equivalent of a Higher at B.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

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