Build a fast-paced career from your love of new experiences

Bachelor of Business (Tourism, Leisure and Event Management)

Do you love travel and adventure? Want to help other people discover new places and experiences? Learn how to manage events, attract customers and engage stakeholders with a specialist degree built for the fast-growing tourism, recreation and event industries.

In this program you will:

- Learn about consumer needs and motivations, product development, service, stakeholder engagement, event management, policy and planning
- Take advantage of industry trends, with courses in sustainable tourism, business events and technology
- Develop skills in public speaking, communication, team work, leadership, time management, and intercultural understanding
- Benefit from direct industry engagement through guest speakers, volunteer opportunities, internships and work experience with local businesses and major events

Scholarships
Scholarships can give you money and other financial support to help you while you study. Find out more at usc.edu.au/scholarships.

Career opportunities
- Tourism or event manager
- Marketing officer
- Festival manager
- Conference manager
- Accommodation manager

Membership
- Queensland Tourism Industry Council
- Pacific Asia Travel Association

LOCATIONS          QTAC CODE
Sunshine Coast      012061
Fraser Coast        019061

MINIMUM SELECTION THRESHOLD
ATAR - 54.55 / OP - 18 / Rank - 64

DURATION
3 years full time or equivalent part time

COMMENCE
Semester 1 or Semester 2

RECOMMENDED PRIOR STUDY
English; Maths A, B or C

MORE INFORMATION
Contact Student Central
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usc.edu.au/bu362