Associate Degree in Applied Business specialising in TOURISM & EVENTS

LIVE. LEARN. DO.

Image credit: Aaron Horsley
Associate Degree in Applied Business

specialising in TOURISM & EVENTS

Do you want to create extraordinary experiences for Tasmanians and our visitors?

The course has been developed in consultation with government, tourism operators and events organisations throughout Tasmania, ensuring that graduates have the skills and knowledge to pursue a successful career in the tourism and events industries.

Discover the exciting world of tourism and events!

This specialisation will focus on key elements of the tourism and events industries in Tasmania and beyond. The course will explore relevant, contemporary topics like commercial development in protected areas, sharing authentic Tasmanian stories with our visitors and managing tourism growth for the benefit of industry and community. Your events studies will bring out your creative side, as you delve into events design and management, and their social, cultural and environmental impacts.

Building on core business subjects, the tourism and events specialisation aims to produce highly competent and innovative paraprofessionals with a well-informed understanding of tourism and events and their significant contribution to the economy.

Dive into Tasmania’s thriving tourism and events industries through real life experiences.

The course is actively supported by some of Tasmania’s leading tourism and events practitioners. You will have the opportunity to learn from them directly, through industry workshops, case studies, work placements and other hands-on projects. This provides a great opportunity to apply your formal learning and develop real insights into these dynamic industries.

Lucy’s Story

STUDENT, ASSOCIATE DEGREE IN APPLIED BUSINESS

“If someone is considering University College, I would say definitely go for it. It is really hands-on, and much different from how I anticipated university to be. I’m finding that there’s a lot more things that you can really take to jobs and roles that you want to do in the future. I think that it’s these things that future employers are going to look at as really desirable qualities in somebody that they want to hire, because we’ve done the practical side of things.”

Learn more

Want to know more? Learn about our courses and download our starter pack at: utas.edu.au/college

Apply

Ready to take the next step? Apply online or book a call to talk to us at: utas.edu.au/college/apply