



# 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

### Career opportunities

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

### Membership

- Queensland Tourism Industry Council
- Pacific Asia Travel Association

- Ecotourism Australia
- Council for Australasian Tourism and Hospitality Education

### LOCATIONS

Sunshine Coast

Moreton Bay

Online

### QTAC CODE

012061

014161

015024

### MINIMUM SELECTION THRESHOLD

ATAR - 55.00 / OP -- / Rank - 55

### DURATION

3 years full time or equivalent part time

### COMMENCE

Semester 1 or Semester 2

### RECOMMENDED PRIOR STUDY

English; General Maths, Maths

Methods or Specialist Maths

### MORE INFORMATION

Contact Student Central

[information@usc.edu.au](mailto:information@usc.edu.au)

+61 7 5430 2890

[usc.edu.au/bu362](http://usc.edu.au/bu362)

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Note: Study options and semester of offer can vary depending on the study location. For full details, visit [usc.edu.au](http://usc.edu.au).



Rise, and shine.