Hospitality and Tourism Management - Event Management Major

Overview

Do you enjoy creating unforgettable experiences and bringing plans to life? Whether it's a lively music festival or a crucial business convention, the Hospitality and Tourism Management program specializing in Event Management can help you manage it all with finesse and professionalism.

This program prepares you for a fast-paced industry that values enthusiasm and adaptability. Gain a thorough understanding of the hospitality sector, paving the way for event job opportunities. Learn both theoretical knowledge and practical skills from experienced industry experts.

You'll develop your communication, problem-solving, and interpersonal skills while gaining expertise in guest experience, sales and marketing strategies, and leadership.

Dive into the world of event and meeting planning, learning about various event types, from large-scale conventions to intimate VIP events. You'll partner with industry leaders and bring events to life on and off campus, both large and small.

Other skills you'll gain include contracts expertise and event operations, project planning and costing. You'll learn how to negotiate with stakeholders and produce events that exceed client expectations. You'll become skilled at project management, drafting detailed plans to ensure events stay within scope and budget.

If you enjoy working in a team and collaborating to achieve common goals, this dynamic industry awaits you. You will be able to explore diverse job roles available worldwide. Roles include event or banquet operations roles, special events manager, wedding or event coordinator, and facilities or venue manager.

Eventually, you'll be ready for operations management, business development, and marketing roles. You could even start your own events or venue management business. The Hospitality and Tourism Management program specializing in Event Management will help pave your path to success in this exhilarating industry.

Traits, skills and aptitudes

Those in event planning tend to be directive, social and innovative.

You need:

- excellent communication and presentation skills
- excellent organizational and time management skills
- problem-solving skills
- the stamina and energy required to work long hours
- the ability to negotiate and mediate
- the ability to work well with lots of different people
- attention to detail
- the ability to work well under pressure and make decisions quickly.

You should enjoy working with a variety of different people and organizing and coordinating activities.

Academic path

Graduates of this program may continue their education in the SAIT Bachelor of Hospitality and Tourism Management program and earn their degree with a further two years of study.

Learn more about program and institution transfer options.

Professional designations and certifications

You'll acquire key industry certifications in Workplace Hazardous Materials Information System (WHMIS), food safety, ProServe, and

hospitality and tourism awareness.

All these certifications must be completed in your first semester.

Credentials

After successfully completing this program, you'll receive a SAIT Hospitality and Tourism Management diploma with a specialization in Event Management.

Practicum, Co-op and Work Integrated Learning

Between your first and second year, you'll complete an internship where you'll complete 400 hours of industry work.

The choice of worksite is flexible and can include hotels, restaurants, tour operators, car rental agencies, resorts, and other approved hospitality and tourism operations.

You'll also apply your knowledge and skills to plan a large-scale event from start to finish with your classmates as part of a capstone project. Working with this group, you'll determine the role that best suits your skillset and create all the documentation needed to effectively run the event.

Admission requirements

Applicants educated in Canada

All applicants must demonstrate English language proficiency and meet the following requirements or equivalents.

- at least 50% in Math 30-1 or Math 30-2 or Pure Math 30 or at least 60% in Applied Math 30
- at least 50% in English Language Arts 30-1 or at least 60% in English Language Arts 30-2.

SAIT accepts high school course equivalents for admission for applicants educated outside Alberta.

International requirements

All applicants who were educated outside of Canada must demonstrate English Language proficiency and provide proof they meet the program admission requirements with an international document assessment. Find out what educational documents are accepted and assessment options.

SAIT may also accept courses completed at certain international post-secondary institutions.

Costs

2024/25 tuition and fees

The following costs are effective as of July 1, 2024.

Domestic Students

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$6,600	$1,608	$8,208
2	2	$6,000	$1,608	$7,608
			Total cost:	**$15,816**

The estimated total cost of tuition and fees for domestic students is based on the recommended course load per year.

International Students

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$20,130	$1,608	$21,738
2	2	$18,300	$1,608	$19,908
			Total cost:	**$41,646**

The estimated total cost of tuition and fees for international students is based on the recommended course load per year.

Books and Supplies

Books and supplies are approximately $1,000 - $1,500 per full-time year.

This is a bring-your-own-device program with a standard computer hardware and software requirement. See the specific requirements on our computers and laptops page.

Find your booklist on the SAIT Bookstore's website. The booklist will be available closer to the program start date.

Can't find your program or course? The bookstore didn't receive a textbook list. Contact your program directly to determine if they're still refining course details or if you're in luck; no textbook purchase is required this term.