Master of Tourism
The Graduate Tourism Program
National Centre for Australian Studies
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In the twenty-first century the ‘international tourism industry’ can more accurately be described as the global movement of people for a variety of motivations including; business, study, work, conferences and exhibitions, leisure, special events, working holidays and visiting friends and relatives.

The Master of Tourism degree is:
- Innovative (focusing on the contemporary trends driving the industry)
- International (taking a global perspective on mobility and development)
- Engaging (with the industry, destinations and communities).

Founded in 1989, the Master of Tourism at Monash University recognises that the current era of rapid global change is increasing demands for highly skilled managers in the international tourism industry or associated industries in the fields of media and communications, public relations, advertising, market research or development.

The Master of Tourism is Australia’s leading, longest-running and most innovative industry-focused specialist postgraduate tourism program, and has been designed to prepare you for careers within the tourism industry or in government agencies concerned with sustainability, planning and the environment.

The course gives you the opportunity to build upon your previous undergraduate qualifications and experience by expanding your knowledge in key academic fields such as marketing/ international marketing, environmental studies, information technology, cultural heritage studies and development, special events, planning studies, natural resource management and sustainability.

Additionally, the strong industry integration of the program, together with a range of innovative international study opportunities, offers you a strategic advantage in establishing a career in the managerial side of the industry.

Two year and eighteen month study options

Students have the ability to undertake either the 18 month Master of Tourism degree or extend their study to two years full time by transferring into the extended degree, the Master of International Sustainable Tourism Management (MISTM).

Industry relevance

Tourism is regarded as the world’s fastest growing industry, and the Asia-Pacific region has been identified by the United Nations as the fastest growing zone. Australia is widely recognised internationally for its skill in the strategic management and marketing of the industry and is therefore the logical base for you to study.

Some of the key issues addressed in the Master of Tourism include:
- Where will this growth in the global industry come from?
- What is the right mix of tourists to attract to specific destinations?
- What role can sustainable tourism play in development and the poverty alleviation in Emerging Economies?
- What segments of the market offer the greatest growth prospects?
- What are the developmental and planning issues associated with managing this growth?
- What are the associated impacts of tourism on the environment?
- What are the impacts of external shocks such as terrorism on the industry?
- How will technologies such as the internet and social media impact on the structure of the industry?

International Industry Engagement Program

All students have the opportunity to gain a Monash Abroad travel scholarship to participate in our international industry engagement program in destinations such as:
- Estonia
- Fiji
- Vietnam
- Germany (ITB Berlin)

This comprises the opportunity to spend a semester on an industry research internship (Estonia), attend the world’s largest tourism fair (ITB Berlin) or participate in our field-school on tourism development in emerging economies in Fiji or Vietnam.

Outstanding graduate outcomes

Our graduates have found employment in government, private sector tourism organisations or become young entrepreneurs establishing their own firms both in Australia and internationally.

Employment outcomes include:
- State, regional and national tourism offices
- Entrepreneurs in establishing tourism firms
- Management consultancy firms
- Advertising agencies
- Market Research and Information Technology firms
- Adventure tourism companies
- The convention and incentive industry
- Special events management
- Cultural attractions (e.g. galleries, museums)
- Internet communication companies
- Media and TV research/journalism
- Airlines, Airports and tour operators
- Local government tourism agencies
- International education industry
- Banking and Finance industry.

Our students have progressed to work for the following companies; Tourism Australia (Australia, UK, Hong Kong, USA and Germany), United Nations World Tourism Organization (Spain), Tourism Victoria (Australia, UK, Germany), Tourism Tasmania, Tourism Northern Territory, Gold Coast Tourism, Tourism Noosa, Tourism Queensland, Destination Gippsland, Federal Department of Tourism and Resources, Federal Department of Immigration, Lonely Planet Publications, Melbourne Airport, Qantas Airlines, Jetstar Airlines, Healsville Sanctuary, Parks Victoria, Tourism Ireland (USA), Abu Dhabi Tourism Authority, Hills Balfour PR (UK), Melbourne Museum, Melbourne Convention and Exhibition Centre, Tourism Alliance Victoria, Geelong Otway Tourism, Eco Beach Wilderness Retreat, Melbourne University Recruitment, Monash International Recruitment, SNV (Dutch aid

Program strengths

Our academic teaching staff members are innovative researchers and established industry professionals who are currently conducting industry-funded research projects in Australia and abroad.

The key strengths of the Master of Tourism are:
- The contemporary and ongoing industry experience of our academic staff
- Strategic integration of the course with the tourism industry in Australia and internationally
- Strong links between innovative research and teaching
- An international focus across the program
- The opportunity for all students to participate in industry fieldwork as part of their studies.

These factors give us the ability to critically evaluate tourism and to be on the cutting edge of industry developments. GTP staff are widely regarded as research pioneers in the field of high yield-independent travel/backpacker research and the associated impacts on urban tourism and the development of small and medium size enterprises. The GTP is also building an emerging research strength in tourism development in emerging economies.

The Master of International Sustainable Tourism Management (MISTM) (two years/four semesters) aligns with the Australian government’s recently released post-study work rights visas for international students. So as an international student, you can benefit from an extra six months at Monash to extend your Master of Tourism degree*, consolidate your capabilities, nurture your international networks and have the opportunity to automatically gain a two year ‘work experience visa’ in Australia upon graduation.

*Students must complete at least 12 points of Master of Sustainability units.
organization), Roy Morgan Research, Melbourne Cricket Club, Exotissimo (S.Asia) Ministry of Tourism (Tonga), Ministry of Tourism (Tanzania), Sheraton Hotels and Resorts, Intrepid Tours, Stockholm Convention Bureau amongst others.

The position titles of our alumni include: Manager Distribution Partnerships, Marketing Manager, Executive Director, Marketing and Communications, Business Development Manager; Youth Tourism, Head of Airline Business Development, Online Product Manager, Brand development manager, Market analyst, Manager, Tourism development, Manager, International marketing, Group and event manager, Director Global marketing, Manager brand strategy, Advertising and media services co-ordinator.

Campus location

The Master of Tourism is taught at the Caulfield campus adjacent to Caulfield railway station which is conveniently located only twelve minutes by rail from the centre of Melbourne. The vast majority of lectures are offered in the early evenings between 5pm and 9pm and campus locations vary with the units taken. A direct tram links the campus with the popular beachside suburb of St Kilda.

For information and a short video on studying in Melbourne, please refer to the ‘Study in Melbourne’ website.

www.studymelbourne.vic.gov.au

International exchanges

Like the industry, the Master of Tourism is highly internationalised and gives you the opportunity to apply to undertake a semester of your studies overseas on exchange. All students who study for part of their degree overseas are eligible to receive a travel scholarship from the university. (In 2013 the value of this travel scholarship was $2500).

Our specific exchange partners include;

- Uppsala University (Uppsala), Sweden
- Estonian Business School (Tallinn), Estonia
- University of Latvia (Riga), Latvia

The Graduate Tourism Program has developed an innovative program in Europe with the northern most Baltic state of Estonia. Masters students can apply to participate in a research focused internship with the Estonian Business School and the Estonian Tourism Industry in Tallinn, assisting the industry develop in this rapidly emerging destination. (see www.visitestonia.com)

Tourism, by its very nature invites cross disciplinary study and Monash with its world-class teaching reputation and international focus, is the university best positioned in the Asia-Pacific region to take advantage of the opportunities in the industry. Although based in Australia, the course is highly internationalised and over the last few years our alumni includes students from the following countries.

- Bhutan
- Brunei
- Cambodia
- Canada
- Chile
- China
- Czech Republic
- Columbia
- Ecuador
- El Salvador
- Estonia
- Finland
- France
- Germany
- Guatemala
- Hong Kong (China)
- India
- Indonesia
- Iran
- Kazakhstan
- Japan
- Latvia
- Mauritius
- Mexico
- Mongolia
- Mozambique
- Norway
- Oman
- Philippines
- Poland
- Russia
- Singapore
- South Africa
- South Sudan
- Sweden
- Switzerland
- Tanzania
- Thailand
- Tonga
- Turkey
- United Kingdom
- United States
- Vanuatu
- Venezuela
- Vietnam

Research-led teaching

Our teaching staff members, led by Dr. Jeff Jarvis and Dr. Vicki Peel, continue to undertake industry-funded research projects, both locally and internationally. These active research links shape our curriculum and ensure its contemporary relevance. They also ensure that you will be exposed to the very latest developments in the field and be taught by academic staff at the forefront of their industry.

Scholarship opportunities

Students from emerging economies may be able to apply for fully funded scholarships from AusAID including return airfares under the ‘Australia Awards’ scheme. (Scholarship holders have their course fees paid and received a yearly payment of $430,000 as a contribution to their living expenses in 2013). We have had a number of AusAID alumni from countries such as Bhutan, Botswana, Indonesia, Maldives, Mongolia, Tahiti, Tanzania, Tonga and Vietnam who are now working in tourism and development. Please contact AusAID or the Australian Embassy in your own country for further information.

www.australiaawards.gov.au

In addition students can also apply for Endeavour postgraduate award scholarships through the Australian Government.

www.deewr.gov.au/endeavourawards
Course structure

(Students can commence in both semester one or two)

Master of Tourism (18 month option, 72 credit points)

The course commences in semester one (March – June) with two integrated core units addressing the demand and marketing perspective of the industry. The core unit APG4389 Tourism Industry and Marketing explores the structure of the global industry with an emphasis on analysing the key driving forces stimulating growth. In addition, the unit addresses the role of destinations and individual companies in stimulating demand through marketing. Part of the course involves working directly with leading companies on real business problems. (This unit includes an industry study tour to Sydney).

The second core unit, APG5717 Applied Industry Research and Practice, students will be familiarised with existing secondary research resources in tourism and the processes of managing and conducting primary research from project conception to completion. (This unit includes industry visits to leading market research firms in the tourism industry).

In the second semester (July – November) students take two units that focus on product and destination development. APG4710 Cultural Tourism and Special Events is a core unit which explores the use of history and culture in the creation of unique tourism products and the increasingly important role played by special events such as festivals, exhibitions and sporting events in destination development. (This unit includes an industry seminar series with leaders in the events industry and site visits to major cultural tourism enterprises).

APG4709 Sustainable Tourism Development and Planning explores the supply side of the tourism industry including the role of tourism infrastructure, transport, planning and visitor management for sustainable tourism development. (This unit includes an industry study tour to a regional destination outside Melbourne such as the Yarra Valley wine region, the Mornington Peninsula or the Great Ocean Road).

Over the summer semester (November – December) students have the opportunity to take the unit APG4390 Contemporary Tourism and Development in Emerging Economies in intensive mode (Monash Abroad Travel Scholarship available). APG4390 is an elective unit which explores sustainable tourism development from a destination-wide perspective, particularly the Asia-Pacific region. Students examine the dynamic internal and external factors that influence destination development and the role of the tourism in poverty alleviation and regional growth. (This unit includes an industry field school to an emerging destination such as Fiji or Vietnam. Additional travel costs are associated with this unit).

In their final semester Master of Tourism students have the opportunity to take a range of electives such as APG5724 Research Project (International Tourism Marketing: ITB Berlin). This research focused unit takes students to the global industries largest symposium and travel fair in Berlin, Germany in March. (Monash Abroad Travel Scholarship available). Students also have the opportunity to undertake units such as APG5718 Industry Internship, APG5894 Communications Theories and Practices, MKF5601 Social Media Marketing, MKX9261 Integrated Marketing Communications or FIT5057 Project Management. (Other elective units available on approval from the course director).

Master of International Sustainable Tourism Management (2 year option)

Students undertaking the 96 point – 2 year Master of International Sustainable Tourism Management complete an additional semester (24 points) of which at least 12 points must come from units linked to the Master of Sustainability, such as APG4390 Contemporary Issues in Development Practice, APG5805 The Art and Business of International Development, APG4628 Doctrines of Development, APG4627 Research in Political Ecology.

For international students the completion of the Master of International Sustainable Tourism Management can provide them with an automatic two year post study work visa for Australia. For more information please go to the Australian Government website.

www.immi.gov.au/students/knight/faq-post-study-work-arrangements.htm

Program vision

The Graduate Tourism Program embraces the broader objectives of the university with regard to innovation, engagement with the industry and the broader community and having a strong international focus.

Industry integration

The Graduate Tourism Program has an international industry advisory board that reviews the direction of the program to ensure it remains on the cutting-edge of industry developments. The advisory board includes representatives from the government, international universities, the private sector, management consultants, operators and media companies. To provide students with relevant industry experience, a range of guest speakers are invited to present ‘industry seminars’ throughout the year. Students are also actively encouraged to research and develop tourism enterprises in their studies, and encouraged to arrange work placements in their desired field.

All students in the program automatically become affiliated ‘youth’ members of the Australian Tourism Export Council (ATEC). The peak industry body for Australia’s tourism industry (www.atec.net.au).
Course structure

* Master of Tourism – (18 months/3 semesters)
* Master of International Sustainable Tourism Management – (2 years/4 semesters)
* Students can commence their degree in both semester one (March) or two (July)

Semester 1 (March – June)

APG4389  Tourism Industry and Marketing (12 points) (Core unit)
APG5717  Applied Industry Research and Practice (12 points) (Core unit)

Semester 2 (July – November)

APG4710  Cultural Tourism and Special Events (12 points) (Core unit)
And
APG4709  Sustainable Tourism Development and Planning (12 points) (Core unit)

Summer semester (November – December)

APG5390  Contemporary Tourism and Development in Emerging Economies (12 points)
* Includes international field-school
* Optional elective
* Monash Abroad travel grant available. Additional travel costs required.

Semester 3 (March – June)

24 points or 12 points of electives (if APG5390 is completed over summer). Such as:

APG5718  Industry Internship (12 points)
APG5724  Research Project (International Tourism Marketing: ITB Berlin) (12 points)
* Includes international study tour
* Monash Abroad travel grant available. Additional travel costs required.
APG5894  Communications Theories and Practices (12 points)
APG5900  Cultural Economy (12 points)
MKF5601  Social Media Marketing (6 points)
MKX9261  Integrated Marketing Communications (6 points)
FIT5057  Project Management (6 points)

Note: Other electives from the Faculty of Arts or Business and Economics are available on approval from the program director.

Semester 4 (July – October)

Master of International Sustainable Tourism Management
An additional 24 points of which at least 12 points of units linked to the Master of Sustainability. Such as:

APG4090  Contemporary Issues in Development Practice (12 points)
APG5805  The Art and Business of International Development (6 points)
APG4628  Doctrines of Development (6 points)
APG4627  Research in Political Ecology (6 points)
APG5804  Environmental Revolutions (6 points)

Up to 12 points of free electives, such as:

APG5724  Research Project (12 points)
APG5718  Industry Internship (12 points)

Note: Other electives from the Faculty of Arts or Business and Economics are available on approval from the program director.

In addition students have the opportunity to select other suitable electives from the Faculty of Arts or the Faculty of Business and Economics.

Note: Units on offer are liable to change on a yearly basis.

Alternatively, high-achieving students can apply to the course coordinator to take an exchange study program at level five at one of our partner universities.

Students with a high distinction average who hope to progress to a PhD will be invited to to take the PhD pathway unit APG5722 Industry research thesis in their final semester.
Jo Devine
“The Graduate Tourism Program offers a fantastic opportunity for graduates to gain practical skills and knowledge in one of the world's most dynamic and appealing sectors. The Program is supported by a network of experts and involves both domestic and international field trips where students have the chance to experience first hand how the industry really works. The networking opportunities I gained through the program also helped me to secure my current position at the World Tourism Organization (UNWTO) in Spain, where I am involved in a number of international projects relating to sustainability, corporate social responsibility and public private partnerships”.

Sarah Leaman
“It provides students with a perfect balance of theory and opportunities to meet and learn directly from industry professionals; on field trips or from industry seminars. You can not get that from a text book. I had the opportunity to study a semester in Estonia, where international tourism is only a recent phenomenon. The research I undertook while I was there will contribute to their national tourism research. Upon completion, I was able to gain an internship and then a full contract with the United Nations World Tourism Organization (UNWTO) in the department of Press and Communications in Madrid, Spain”.

Breda Darmody
“The Graduate Tourism Program at Monash University was quite seriously the greatest career decision I could have ever made! At the completion of the course I was able to secure full-time work with Tourism Victoria in their London Office. My role involved a high level of liaison with the UK and Scandinavian trade in both a training capacity as well as a public relations role”.

Blake Hutchison
“As someone looking to better understand the complexities of the international tourism industry the masters program equipped me with the required knowledge and confidence to pursue a career within it”.

Juan Lopez (Chile)
The course combined contemporary theory with industry seminars and field trips, which was a great approach to understanding the practicalities of working in the industry. Personally, I also enjoyed the fact that I had classmates from Australia and all over the world, which created interesting seminar discussions. In my last semester I had the opportunity to collaborate with the UNWTO undertaking a research paper on tourism development in emerging economies. This masters has clearly opened many doors to develop my career in tourism.

Anthony McIntosh
“As a student with an ambition to work with the tourism industry, the Monash Graduate Tourism Program offered me the breadth and quality of coursework to best position me to reach that goal. In addition, the course attracts students from all over the world bringing a tangible global perspective to the discussion of topics and the development of thoughts and concepts. As in many industries, it’s critical to establish professional contacts within tourism circles and the program provides many opportunities for students to engage with employees and employers across a scope of tourism businesses and government. Refreshingly, the Graduate Tourism Program is not a course anchored in textbook learning”.

What our alumni think
Field School: Nacula Island, Yasawa Islands, Fiji
Students on a study tour in Sydney
Andrew Meek
“The Graduate Tourism Program at Monash has instilled in me a depth of knowledge and interest in the industry. The innovative nature of the course has provided me with rare and valuable insights into the industry on a global level. I was fortunate enough to study in Estonia for one semester, where I researched the effect of international tourism on this emerging tourism destination. This valuable learning opportunity was a great finish to a truly unique postgraduate program. I have now established my own tourism company in Europe”.

Kipreen Aho (Tonga)
“Studying in the Masters of Tourism program at Monash University was probably the best development choice I have made in my life. During the course I had the opportunity to participate in an industry study tour to Fiji. During the trip we interacted with key industry leaders and analysed the industry from a global tourism perspective and discussed the appropriate directions of the broader development of the industry in the Pacific.”

Inga Fixon (Germany)
“As an international student from Germany, the Graduate Tourism Program expanded my knowledge of the global industry and provided me with strategic insights into the high yielding independent traveller sector. The fieldwork trip to tropical northern Australia was a great opportunity to hear from industry professionals directly”.

Lu Na (China)
“During my time as a student in the Graduate Tourism Program I benefited from gaining a greater understanding of the structure and dynamism of the global tourism industry. Upon my return to China I found a job quite easily as a marketing director for an inbound adventure tourism operator that specialises in products such as Great Wall Hiking, Cycling tours in Yunnan, 4WD Expeditions from Tibet to Nepal amongst others. During the interview, my overseas living and education experiences gained at Monash as well as my understanding of how marketing strategy is applied in the travel industry made me stand out. I am currently responsible for the international marketing of our tours to overseas wholesalers and customers directly. I also use the knowledge I gained in the course to conduct primary and secondary research to develop and design new adventure products”.

Zulaika Zakariah, (Malaysia)
“The Master of Tourism program increased my knowledge and understanding of the importance of research to the tourism development of a destination. The course provided me with a perfect balance of theory and practical experience through lectures, study tours and seminars with professionals working in the industry. Upon the completion of the program, I was offered the opportunity of entering a training program in the Tourism Malaysia Melbourne office”.
Fees, funding and application procedure (Australian students)

For Australian students applicants for the the Master of Tourism CSP (HECS) deferred payment option places may be available on a year by year basis. Other ‘full fee’ based places also have a deferred payment option via government loans. This scheme is known as FEE-HELP and all domestic students are entitled to an interest free government loan to cover their course fees in the Master of Tourism (up to the value of $93,200 in 2013). You repay this loan via small installments through the taxation system once you start earning over a prescribed amount. (eg: over $51,309 in 2013/14).

For more information see the Federal Government website: studyassist.gov.au/sites/StudyAssist

Postgraduate applications forms and details are available from the following website: www.adm.monash.edu/admissions/applyonline-instruct.html

Fees and application procedure (International students)

International students wishing to find out more about fees and apply should refer to Monash University’s guide for international students on the following website, and download a postgraduate application form www.monash.edu/study/international/postgraduate

Further information

For further information on specific units and the course please phone:

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or go to our internet site:

www.monash.edu/tourism

facebook.com/Monash.University
twitter.com/MonashUni

Cover image: students arriving by boat for an industry visit to an indigenous tourism resort development in the Yasawa Islands, Fiji.