THE GRADUATE TOURISM PROGRAM

Master of Tourism
Master of International Sustainable Tourism Management

monash.edu/tourism
The Master of Tourism is designed for those who wish to focus on the marketing and management side of the industry.

In the twenty-first century the ‘international tourism industry’ can be more accurately described as the global mobility 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 Graduate Tourism Program (GTP) is:
- Innovative (focusing on the contemporary trends driving the industry)
- International (taking a global perspective on mobility and development), and providing you with an opportunity to attend a partially funded field school in an emerging economy.
- Engaging (with the industry, destinations and communities, via guest speakers and field schools).

Founded in 1989, the Graduate Tourism Program 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 Graduate Tourism Program is Australia’s leading, longest-running and most innovative industry-focused postgraduate tourism program.

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

In response to the changing industry landscape we offer two different degrees. Both masters degrees are based on the same core units however have different electives that let you specialize your degree.

MASTER OF TOURISM

The Master of Tourism is designed for those who wish to focus on the marketing and management side of the industry.

The Master of Tourism is Australia’s longest running and most industry focused specialist graduate tourism program designed to prepare you for diverse careers within tourism and associated industries.

The course provides you with in-depth understanding of the structure of the tourism industry. It facilitates the development of skills and techniques to develop tourism policies and practices in a global setting and to manage tourism and small and medium enterprise development. The course also has a strong focus on understanding the tourism economy of destinations, event management and strategic management issues such as maximising yield, facilitating dispersion and addressing seasonality patterns inherent in the industry. The course also includes a partially-funded field-school to study the patterns of development within an emerging economy in the Asia-Pacific region.

MASTER OF INTERNATIONAL SUSTAINABLE TOURISM MANAGEMENT

While sustainable tourism management practice is embedded across both programs, the Master of International Sustainable Tourism Management is designed for students with a special interest in developing a deeper understanding of environmental, economic and social sustainability strategies for the tourism industry. Sustainability represents an increasingly influential facet of tourism planning, development, governance and management, encompassing a diversity of sectors as the industry continues to expand globally.

The United Nations World Tourism Organization (UNWTO) is also forecasting that the growth rate for emerging economies will be double the rate of advanced economies in the years leading to 2030 and that a sustainable industry can therefore play a significant role in development.

This course draws on best practices within the broad realm of the tourism industry, policy governance and research, to develop a critical understanding of the relationships between tourism and sustainable development with a particular emphasis on emerging economies and the development of small and medium sized enterprises within them.

Effective planning and policy making for international tourism, and for the management of environmental, socio-cultural and economic consequences, requires well qualified managers with a broad and deep understanding of global business activity, and of the conceptual and applied issues involving tourism and sustainability issues.

This course addresses tourism’s potential to be compatible with the achievement of a range of objectives, including developing sustainable organisations, urban and rural development/ regeneration, natural resource management and wildlife conservation, and diversifying benefits from international and domestic tourism.

COURSE DURATION

Depending on your background and study needs, the Master of Tourism (MOT) and the Master of International Sustainable Tourism Management (MISTM) can be taken over two years (96 points), eighteen months (72 points) or one year (48 points).

Your required course duration can be reduced from the full two years by accessing credit to a maximum of 50 per cent of the course requirements for previous graduate level studies. Credit or exemptions up to a maximum of 24 points is available for a bachelor degree level qualification in a related discipline (an arts, humanities or business degree). No previous study of tourism is required. A further 24 credit points is available for an honours degree level qualification in a related discipline.

You have the option of accessing credit as applicable to your circumstances, or you can elect to complete the full two year (96 point) degree. International students who successfully complete the 96 point option may then be eligible to apply for the Australian two year post study work rights visa.

ACCELERATED PROFESSIONAL PROGRAM (ONE YEAR)

An accelerated one year full time professional coursework program (Master of Tourism) is available for students with a related undergraduate degree who want to maximise their study time. You commence this program in late February each year (Semester 1) and by mid December your coursework program is completed with an intensive industry field school to an emerging economy.

This professional program is specifically suited for industry professionals who wish to take a limited time out of the workforce. You study the four core units plus the elective units APG5555 Digital Tourism Economy term 3 (July) and APG5390 Contemporary Tourism in Emerging Economies (summer semester – November / December).
Tourism is regarded as one of the world's fastest growing industries, 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 Graduate Tourism Program 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 growth of the industry?

These factors give us the ability to critically evaluate tourism and to be on the cutting edge of industry developments. Graduate Tourism Program (GTP) staff are widely regarded as research pioneers in the field of high yield-independent travel/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 Tourism and the Master of International Sustainable Tourism Management (MSTMG) are 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 more information and a short video on studying in Melbourne, visit: studymelbourne.vic.gov.au

INTERNATIONAL INDUSTRY ENGAGEMENT PROGRAM

You will have the opportunity to gain partial funding via a Monash Abroad travel scholarship to participate in our international industry engagement program in destinations such as:
- Estonia
- Fiji
- 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 (Fiji).

*Note: field school destinations may vary on a year to year basis.

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 / information technology firms
- Adventure tourism companies
- The convention and incentive industry
- Special events management
- Cultural attractions (eg 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, Healesville Sanctuary, Parks Victoria, Tourism Ireland (USA), Abu Dhabi Tourism Authority, Hills Balfour PR (UK), Tourism Alliance Victoria, Melbourne Museum, Melbourne Convention and Exhibition Centre, Geelong Otway Tourism, Eco Beach Wilderness Retreat, Melbourne University Recruitment, Monash International Recruitment, SNV (Dutch aid organization), Roy Morgan Research, Melbourne Cricket Club, Exotissimo (S. Asia) Ministry of Tourism (Tonga), Ministry of Tourism (Tanzania), Sheraton Hotels and Resorts, Intrepid Tours, Tourism Chile, Stockholm Convention Bureau, MDS Ideas (UK) and many more.

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, Tourism and major events advisor, North American market manager, Head of strategic partnerships and emerging markets, Regional development manager, Advertising and media services co-ordinator.

“I have hired a number of Monash graduates in recent years to work in our digital branding agency. I have been impressed with the level of industry integration offered in the program, such as the opportunity to attend ITB Berlin or to undertake an internship in Estonia, as it produces graduates with job ready skills and a strategic industry perspective.”

Kevin Harris, Managing Director, MDS Ideas London, UK (mdsg.eu)

INTERNATIONAL EXCHANGES AND INDUSTRY RESEARCH INTERNSHIPS

Like the industry, the Graduate Tourism Program is highly internationalised and gives you the opportunity to apply to undertake a semester of your studies overseas on a unique program that combines a Monash supervised international industry internship with a European exchange for a semester.

Whilst studying MBA elective units at our European partner institution, students participate in a Monash supervised industry research consultancy project within an emerging tourism economy. (Only available from September – December each year. See visitestonia.com). All students who study for part of their degree overseas are eligible to receive a travel scholarship from the university. (In 2017 the value of this travel scholarship was $3,400). All students who study for part of their degree overseas are eligible to receive a travel scholarship from the university. (In 2017 the value of this travel scholarship was $3,400). All students who study for part of their degree overseas are eligible to receive a travel scholarship from the university. (In 2017 the value of this travel scholarship was $3,400). All students who study for part of their degree overseas are eligible to receive a travel scholarship from the university. (In 2017 the value of this travel scholarship was $3,400). All students who study for part of their degree overseas are eligible to receive a travel scholarship from the university. (In 2017 the value of this travel scholarship was $3,400).

Our specific exchange partners include:
- Estonian Business School (Tallinn), Estonia
- Graduate Ms Cherivil Tan speaks about her international internship experience: youtube.com/watch?v=p320m7XmVZw
Although based in Australia, the course is highly internationalised. Over the last few years our alumni includes students from the following countries.

| Bangladesh | Hong Kong | Russia |
| Belgium    | China     | Saudi Arabia |
| Bhutan     | Indonesia | Sri Lanka |
| Bolivia    | Iran      | Singapore |
| Brunei     | Italy     | South Africa |
| Cambodia   | Kazakhstan| South Sudan |
| Canada     | Kenya     | Sweden |
| Cape Verde | Japan     | Switzerland |
| Chile      | Latvia    | Tanzania |
| China      | Maldives  | Thailand |
| Czech Republic | Mauritius | Tonga |
| Colombia   | Mexico    | Turkey |
| Ecuador    | Mongolia  | United States |
| El Salvador| Mozambique| United Kingdom |
| Estonia    | Nepal     | United Arab Emirates |
| Finland    | Netherlands| Emirates |
| France     | Nigeria   | United States |
| Germany    | Norway    | Vanuatu |
| Greece     | Oman      | Dominica |
| Guatemala  | Philippines| Vietnam |
| Honduras   | Portugal  | Vietnam |

**Scholarship opportunities**

Students from emerging economies may be able to apply for fully funded scholarships from the Australian Government including return airfares under the ‘Australia Awards’ scheme. We have had a number of Australia Award 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 the Australian Embassy in your own country for further information australiaawards.gov.au

**Course Structure**

"Structure shown for students undertaking a 72 point, 18 month, 3 semester degree with a related bachelor's degree in Arts or Business (You can commence in either semester one or two. All core units are offered in a semi intensive block mode over 6 - 8 weeks. You will take two block mode units per semester.)"

**Compulsory core units for both degrees**

- APG5389 Tourism Industry and Marketing
- APG5717 Applied Industry Research and Practice
- APG5729 Cultural Tourism and Event Management
- APG5609 Sustainable Tourism Development and Planning

In semester one (March – early May) you will take two integrated core units addressing the demand and marketing perspective of the industry. The core unit APG5389 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. (This unit includes a university subsidised industry study tour to Sydney*).

In the second core unit, APG5717 Applied Industry Research and Practice, (term 2, May – June) students will be introduced to existing secondary research resources in tourism and the processes of managing and conducting primary research from project conception to completion.

In the second semester (late July – September) students take two core units that focus on product and destination development. APG5720 Cultural Tourism and Events Management 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 a university subsidised industry study tour to Tasmania*).

APG5609 Sustainable Tourism Development and Planning (trimester 3, mid September – mid November) 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 a university subsidised industry study tour to a regional destination outside Melbourne*).

**Scholarship available.**

You have the opportunity to take APG5390 Contemporary Tourism and Events Management exploring 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 a university subsidised industry study tour to Tasmania*).

APG5609 Sustainable Tourism Development and Planning and Plannning (term 3, mid September – mid November) 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 a university subsidised industry study tour to a regional destination outside Melbourne*).

**Key tourism elective units**

In term 3 (July) students have the opportunity to take the elective unit APG5555 Digital Tourism Economy in intensive mode. This unit looks at the impact the rise of the digital economy is having on the global tourism industry. Topics include, social media marketing, big data analysis, virtual reality tourism and the impact of digital business models on industry disruption.

Over the summer semester (November – December) you have the opportunity to take the elective unit APG5390 Contemporary Tourism and Development in Emerging Economies in intensive mode (Monash Abroad Travel Scholarship available). Students examine the dynamic internal and external factors that influence destination development and the role of the tourism industry in regional economic growth. (This unit includes a university subsidised industry field school to an emerging destination such as Fiji*). You can access a partial scholarship from Monash Abroad to assist you in participating in this unit. You can hear a past student discuss his experience taking this unit on this short video: youtube.com/watch?v=fye-opyt5Gw

In semester one (March – April) each year you have the opportunity to take APG5183 International Tourism Marketing Research Project (ITB Berlin). This research focused unit will take you to the world’s largest symposium and travel fair in Berlin. (Monash Abroad Travel Scholarship available).

**Capstone units for both degrees**

Students in both degrees must take one of the following ‘capstone units’ towards the end of their degree:

- APG5390 Contemporary tourism development in emerging economies
- APG5044 Professional internship
- APG5856 Research project
- APG5183 International Tourism Marketing Research Project (ITB Berlin)

**Popular cross faculty elective units**

You have the opportunity to select a wide range of electives in both the Faculty of Arts and Faculty of Business and Economics. The following are popular elective units:

- APG5894 – Communications theories and practices
- APG5805 – Project planning and management in international development

The unit surveys a range of communication practices and introduces theories appropriate to understanding and analysing them. The major practices considered include journalism, broadcasting, organisational communication, public relations, development communication, political persuasion and new media forms such as blogs and social networking sites.

- APG5805 – Project planning and management in international development

The unit cultivates knowledge of development management skills such as participatory appraisal, stakeholder analysis, gender analysis and gender-sensitive strategies, participatory planning, the logical framework (logframe) approach, project proposal writing, monitoring and evaluation.
**Master of Tourism (Course code: A6009)**

<table>
<thead>
<tr>
<th>Compulsory core units (two semesters) 48 credit points</th>
<th>Compulsory capstone (12 credit points)</th>
<th>Compulsory functional unit (12 credit points)</th>
<th>2 Year degree* (72 credit points)</th>
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</thead>
<tbody>
<tr>
<td>The following four core units:</td>
<td>One of the following capstone units:</td>
<td>One of the following compulsory units:</td>
<td>+ 24 points of additional free elective units.</td>
</tr>
<tr>
<td>APG5389 Tourism Industry and Marketing (12 points)</td>
<td>APG5390 Contemporary Tourism and Development in Emerging Economies (12 points)</td>
<td>APG5390 Contemporary Tourism Development in Emerging Economies (12 points)</td>
<td>Or other capstone units not yet completed (APG5390, APG5044, APG5856, APG5183)</td>
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<tr>
<td>APG5717 Applied Industry Research and Practice (12 points)</td>
<td>APG5044 Professional Internship (12 points)</td>
<td>APG5662 Cultural and creative Industries (12 points)</td>
<td>APG5690 Cultural economy (12 points)</td>
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<tr>
<td>APG5609 Sustainable Tourism Development and Planning (12 points)</td>
<td>APG5856 Research Project (individual project) (12 points)</td>
<td>APG5684 Communication theories and practice (12 points)</td>
<td>APG5662 Cultural and creative Industries (12 points)</td>
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<tr>
<td>APG5720 Cultural Tourism and Events Management (12 points)</td>
<td>APG5183 International Tourism Marketing Research Project (ITB Berlin) (12 points)</td>
<td>APG5182 Digital Management and Production (12 points)</td>
<td>APG5684 Communication theories and practice (12 points)</td>
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**Master of Tourism One Year Accelerated Professional Pathway – 72 points (Course code: A06009)**

<table>
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<th>Compulsory core units (two semesters) 48 credit points</th>
<th>Compulsory capstone (12 credit points)</th>
<th>Compulsory functional unit (12 credit points)</th>
<th>1 Year degree (72 credit points)</th>
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<tbody>
<tr>
<td>APG5389 Tourism Industry and Marketing (12 points)</td>
<td>APG5390 Contemporary Tourism and Development in Emerging Economies (12 points)</td>
<td>APG5390 Contemporary Tourism Development in Emerging Economies (12 points)</td>
<td>Only available with a related bachelor's degree.</td>
</tr>
<tr>
<td>APG5717 Applied Industry Research and Practice (12 points)</td>
<td>APG5044 Professional Internship (12 points)</td>
<td>APG5655 Digital Tourism Economy (12 points)</td>
<td></td>
</tr>
<tr>
<td>APG5609 Sustainable Tourism Development and Planning (12 points)</td>
<td>APG5856 Research Project (individual project) (12 points)</td>
<td>APG5555 Digital Tourism Economy (12 points)</td>
<td></td>
</tr>
<tr>
<td>APG5720 Cultural Tourism and Events Management (12 points)</td>
<td>APG5183 International Tourism Marketing Research Project (ITB Berlin) (12 points)</td>
<td>APG5182 Digital Management and Production (12 points)</td>
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**Master of International Sustainable Tourism Management (MISTM) (Course Code: A6012)**

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<tr>
<th>Compulsory core units (two semesters) 48 credit points</th>
<th>Compulsory capstone (12 credit points)</th>
<th>Compulsory functional unit (12 credit points)</th>
<th>2 Year degree* (96 Credit points)</th>
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</thead>
<tbody>
<tr>
<td>The following four core units:</td>
<td>One of the following capstone units:</td>
<td>One of the following compulsory units:</td>
<td>+ 24 points of additional free elective units.</td>
</tr>
<tr>
<td>APG5389 Tourism Industry and Marketing (12 points)</td>
<td>APG5390 Contemporary Tourism and Development in Emerging Economies (12 points)</td>
<td>APG5390 Contemporary Tourism Development in Emerging Economies (12 points)</td>
<td>Such as APG5555 Digital Tourism Economy</td>
</tr>
<tr>
<td>APG5717 Applied Industry Research and Practice (12 points)</td>
<td>APG5044 Professional Internship (12 points)</td>
<td>APG55067 Cultural Economy and Sustainable Development (12 points)</td>
<td>Including other capstone units not yet completed (APG5390, APG5044, APG5856, APG5183)</td>
</tr>
<tr>
<td>APG5609 Sustainable Tourism Development and Planning (12 points)</td>
<td>APG5856 Research Project (individual topic) (12 points)</td>
<td>+ Compulsory 12 points of sustainability units</td>
<td></td>
</tr>
<tr>
<td>APG5720 Cultural Tourism and Events Management (12 points)</td>
<td>APG5183 International Tourism Marketing Research Project (ITB Berlin) (12 points)</td>
<td>APG5182 Digital Management and Production (12 points)</td>
<td></td>
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</tbody>
</table>

*2 year degree option with a related undergraduate degree. **18 month degree taken with a semester of credit granted for a related undergraduate degree.

**POST STUDY WORK VISA (INTERNATIONAL STUDENTS)**

The completion of the 96 point degree option can provide international students with a two year post study work visa for Australia.

For more information please go to the Australian Government website: www.border.gov.au/Trav/Stud/Post

**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.
WHAT OUR ALUMNI THINK

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. 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.”

Niels Olsen (Ecuador)
“The hands-on industry focused experience in the degree was fantastic! The highlights of my program included having professional classmates from different nationalities, learning from professors with a broad knowledge and practical experience in the industry and finally, living in Melbourne. During my final semester, I completed a research internship with a major industry operator in Fiji where I was able to put into practice what I learnt. Without a doubt, this masters has given me a competitive advantage in building my career in the industry.”

Jo Devine
“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 a position at the World Tourism Organization (UNWTO) in 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.”

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.”

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.”
Nikos Golfinopoulos (Greece)

“As tourism becomes a leading driver of global-growth, the Master of International Sustainable Tourism Management gives you the skill set to become a world-class tourism professional. Strongly focused on research and hands-on experience, the course challenged me to achieve new heights and thoroughly understand how tourism interconnects with a destination’s economic, social, and environmental aspects. In three words; International, Cutting-edge, Industry-linked. Upon completion I secured employment with the UNWTO in Spain working on the Silk Road Programme.”

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. 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.”

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.”

Anthony McIntosh

“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.”

GTP Program Director, Dr Jeff Jarvis participating in fieldwork at a community tourism development project in Central Vietnam.
STAFF ASSOCIATED WITH THE PROGRAM

Program Director: Dr Jeff Jarvis

Dr Jarvis has an industry background in international marketing and advertising and has developed an international research reputation in the high yielding segment of independent travellers and backpacker tourism following the publication of his report The Billion Dollar Backpackers. He has delivered keynote presentations at the national tourism conferences of Australia, Estonia, Fiji and Kenya. He has been invited by the UNWTO to present at the World Tourism Conference and at ITB Berlin on the role independent travellers and backpackers play in the development of emerging economies. Jeff has also worked in association with the Aga Kahn Development Network (AKDN) on tourism education and development in East Africa. Jeff has published research projects in association with industry partners on patterns of tourism development throughout Australia as well internationally on Fiji, Bosnia, Cambodia, Estonia and Vietnam. He has regularly been invited to provide input to the strategic planning process of organisations such as Tourism Victoria, Tourism Australia and Tourism Fiji as well as professional media commentary on the tourism industry for the Australian Broadcasting Commission (ABC), Radio National, Radio Australia, Estonian Public Broadcasting (ETV), Sky News UK, The Age, The Herald Sun, The Australian and CNN amongst others. Jeff has published in Tourism Management, Tourism Geographies and the Journal of Baltic Studies.

Hear Dr Jarvis on ‘Tourism in Emerging Economies’ on Radio Australia profiles.arts.monash.edu/jeff-jarvis/emerging-economies

Program Director: Dr Victoria Peel

Dr Peel has a research reputation in the combined fields of Australian studies and tourism development, with particular emphasis on cultural tourism, the independent traveller and student tourism markets. Across these interdisciplinary interests, Vicki’s research themes have consistently addressed issues of historical and contemporary educational and youth travel experiences and the spatial relationship and dynamic that underpins tourism at heritage places. Vicki has made a substantial contribution to the fields of regional tourism development specifically through industry focussed studies that have delivered practical outcomes. Vicki has also recently published a book on her research looking at ‘the impact of guidebooks on tourism development’. She has provided professional commentary in areas of tourism management for The Age, The Herald Sun and CNN Asia and referees for journals including: Tourism Management, Tourism, Culture and Communication and the Journal of Australian Studies.

Program Lecturer: Dr Joseph Cheer

Dr Cheer has an extensive industry background as technical adviser to the tourism arm of the Australian Aid funded Australia-Pacific Technical College (APTC) located in Vanuatu, Fiji and Samoa. He has also held management roles in the international hotel sector and business development manager responsibilities in human resources and corporate finance. His recent PhD was based on extensive research in Vanuatu evaluating the benefits of tourism development for local communities.

Joseph maintains particular interest in the examination of micro-level change and the attendant grassroots responses to the shift from traditional, agrarian livelihoods to contemporary cash-based activities. Additionally, Joseph is interested in the way cultural and natural heritage is harnessed for development. Joseph also has an interest in regional tourism development in Australia. Joseph has published in Annals of Tourism Research, Tourism Analysis, Tourism Development & Planning, Pacific Economic Bulletin and Journal of Heritage Tourism.

* Additional lecturers: Dr Isaac Mizrachi, Dr Aija Van Der Steina, Dr Gary Lacey, Mr Peter Clay. Individual staff involved in the program may change on a yearly basis. Students also have the opportunity to hear from other academics and industry adjunct lecturers on a regular basis.

HOW TO APPLY

Fees, funding and application procedure (Australian students)

For Australian students applicants ‘full fee’ based places 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. You repay this loan through the taxation system once you start earning over a prescribed amount.

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

Postgraduate application forms and details are available from the following website: monash.edu/admissions/apply/online.html

Fees and application procedure (International students)

International students wishing to find out more about fees and to apply should refer to Monash University’s guide for international students, and follow the online application procedure, all available at the following website: monash.edu/study/international/postgraduate

FURTHER INFORMATION

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

Telephone: +61 3 9902 6011

Email: monash.edu/study (via the course enquiries link) or go to our internet site to view a short video on the program:

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

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