THE GRADUATE TOURISM PROGRAM

Master of International Sustainable Tourism Management

monash.edu/tourism
THE GRADUATE TOURISM PROGRAM

SCHOOL OF LANGUAGES, LITERATURES, CULTURES AND LINGUISTICS
(FACULTY OF ARTS)

In the twenty-first century the ‘international tourism economy’ 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 subsidised field school in destinations including Fiji, The Baltic States of Estonia and Latvia and ITB Berlin)
- Engaging (with the industry, destinations and communities, via guest speakers and fully university funded domestic industry field schools in Sydney and Hobart)

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 and destination development and management.

The Graduate Tourism Program is Australia’s leading, longest-running and most innovative industry-focused specialist postgraduate tourism program. The GTP was founded following the rapid expansion of international tourism in Australia in the 1980s with the specific objective of providing ‘employment ready’ graduates to manage the growth of the industry.

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.

CAMPUS LOCATION

The Master of International Sustainable Tourism Management is taught at the Monash 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 about the campus visit: www.monash.edu/study/why-choose-monash/our-locations/caulfield

For information and a short video on studying in Melbourne, visit: monash.edu/study/life-in-melbourne

INTERNATIONAL INDUSTRY ENGAGEMENT PROGRAM

You will have the opportunity to gain partial funding via a Monash Abroad travel grant to participate in our international industry engagement program in destinations such as:

- Estonia
- Fiji
- Germany (ITB Berlin)
- Latvia

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

THE GRADUATE TOURISM PROGRAM

SUSTAINABLE TOURISM MANAGEMENT

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 and the management of the tourism economy.

The United Nations World Tourism Organization (UNWTO) is forecasting that the growth rate for emerging economies will be double the rate of advanced economies in the years leading to 2030 (UNWTO Tourism Towards 2030).

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 economic development with a particular emphasis on emerging economies and the development of sustainable 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 diversifying benefits from international and domestic tourism.

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 Graduate Tourism Program are:

- The contemporary and ongoing industry experience of our academic staff;
- Strategic integration of the course with the tourism industry in Australia and internationally;
- An international focus across the program; and
- 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. 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.
COURSE DURATION

Depending on your background and study needs, 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 accepting credit as applicable to your circumstances, or you can elect to complete the full two year (96 point) degree.

INDUSTRY RELEVANCE

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?
- What segments of the market offer the greatest growth prospects?
- What are the developmental and planning issues associated with managing this growth?
- How do we manage “overtourism” in specific destinations?
- What role will “smart tourism” play in making the industry sustainable?
- What are the associated impacts of tourism on the environment?
- How will technologies such as the internet and social media impact on the structure of the growth of the industry?

ACCELERATED PROFESSIONAL PROGRAM (ONE YEAR)

Students in the 72 point degree have the opportunity to accelerate their degree and complete their studies in one year. You accelerate your program by taking intensive units over the winter break (Late June/July) and summer A semester. 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 taken over summer semester (APG5930). Alternatively students can complete a Research Project or Internship over summer semester.

This professional program is specifically suited for industry professionals who wish to take a limited time out of the workforce.

GRADUATE CERTIFICATE (ONE SEMESTER)

A graduate certificate is also available over one semester full time for both domestic and international students and 2 semesters part time for domestic students. In this program students take two of the four compulsory core units for 24 points of study (APG5039, APG5177, APG5077, APG5555). This is a perfect option for current industry executives looking to upgrade their qualifications.

Further information can be found here.

monash.edu/pubs/2019/handbooks/courses/A4009.html

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 and digital marketing agencies
- Market research / information technology firms
- Adventure tourism companies
- The conversion and incentive industry
- Special events management
- Cultural attractions (e.g. galleries, museums)
- Internet communication companies
- Airlines, airports and tour operators
- Local government tourism agencies
- International education industry
- Banking and finance industry.

The opportunities an offer during this course are second to none. The combination of practical theory, field schools and hearing from industry professionals provides valuable insights into the tourism industry both in Australia and abroad. Through attending ITB Berlin and networking with members of the industry, I was able to pursue an internship with an advertising agency in London, where I worked with a number of international tourism boards on trade and consumer marketing campaigns.”

SARAH HARRISON

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)

“…providing me with the industry perspective.”

KEVIN HARRIS, MANAGING DIRECTOR, MDS IDEAS

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 internship with an exchange semester.

Whilst studying MBA elective units at our European partner institution, students participate in a Monash supervised industry research consultancy project. (Only available from September – December each year). All students who study for part of their degree overseas are eligible to receive a Monash Abroad grant from the university.

Further international opportunities include:
- Monash International Exchange Programs
- The Monash Abroad Research Grants
- The Monash Abroad Work Experience Program
- The Monash Abroad Industry Placement Program
- The Monash Abroad Travel Grant
- The Monash Abroad Study Abroad Program
- The Monash Abroad Study Abroad with Industry Program
- The Monash Abroad Study Abroad with Research Program
- The Monash Abroad Study Abroad with Culture Program
- The Monash Abroad Study Abroad with Community Program
- The Monash Abroad Study Abroad with Education Program
- The Monash Abroad Study Abroad with Environment Program
- The Monash Abroad Study Abroad with Global Health Program
- The Monash Abroad Study Abroad with Heritage Program
- The Monash Abroad Study Abroad with Human Rights Program
- The Monash Abroad Study Abroad with Indigenous Studies Program
- The Monash Abroad Study Abroad with International Relations Program
- The Monash Abroad Study Abroad with Peace Studies Program
- The Monash Abroad Study Abroad with Poverty Alleviation Program
- The Monash Abroad Study Abroad with Public Policy Program
- The Monash Abroad Study Abroad with Security Studies Program
- The Monash Abroad Study Abroad with Sustainability Program
- The Monash Abroad Study Abroad with Technology Program
- The Monash Abroad Study Abroad with Urban Studies Program
- The Monash Abroad Study Abroad with Women’s Studies Program
- The Monash Abroad Study Abroad with World Languages Program
- The Monash Abroad Study Abroad with Art History Program
- The Monash Abroad Study Abroad with Architecture Program
- The Monash Abroad Study Abroad with Art and Design Program
- The Monash Abroad Study Abroad with Business Program
- The Monash Abroad Study Abroad with Communications Program
- The Monash Abroad Study Abroad with Computer Science Program
- The Monash Abroad Study Abroad with Economics Program
- The Monash Abroad Study Abroad with Engineering Program
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- The Monash Abroad Study Abroad with Geology Program
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- The Monash Abroad Study Abroad with Music Program
- The Monash Abroad Study Abroad with Philosophy Program
- The Monash Abroad Study Abroad with Physics Program
- The Monash Abroad Study Abroad with Psychology Program
- The Monash Abroad Study Abroad with Psychology of Music Program
- The Monash Abroad Study Abroad with Religion Program
- The Monash Abroad Study Abroad with Sociology Program
- The Monash Abroad Study Abroad with Zoology Program

International research internships provide valuable insights into the tourism industry across the globe. Students have the opportunity to take part in industry research consultancy projects with tourism boards and organisations in a range of destinations. Students are able to work with industry professionals and gain valuable experience in areas such as product development, marketing, sales, and tourism planning.

Our students have progressed to work for the following companies:
- Abu Dhabi Tourism Authority
- Hills Balfour PR (UK)
- Tourism Alliance Victoria
- Melbourne Museum
- Melbourne Convention and Exhibition Centre
- Geelong Grey's Tourism
- Eco Beach Wilderness Retreat
- Melbourne University Recruitment
- Monash International Recruitment
- SNV (Dutch aid organization)
- Roy Morgan Research
- Melbourne Cricket Club
- Excitissimo (S. Asia)
- Ministry of Tourism (Tonga)
- Monash International Recruitment
- Melbourne Convention and Exhibition Centre
- Melbourne Airport
- Jetstar Airlines
- Qantas Airlines
- Tourism Noosa
- Tourism Northern Territory
- Gold Coast Tourism
- 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)

Position titles of our alumni include:
- Manager Distribution Partnerships
- Marketing Manager
- Executive Director Marketing
- Business Development Manager
- Youth Tourism
- Head of Airlines Business Development
- Online Product Manager
- Brand Development Manager
- Market Analyst
- Manager, Tourism Development
- Manager International Marketing
- 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

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)
- UNESCO (Paris)
- Tourism Ireland (Australia)
- Visit Victoria (Australia, UK, Germany)
- Tourism Tasmania
- Tourism Northern Territory
- Gold Coast Tourism
- Tourism Noosa
- Tourism Queensland
- Destination Gippsland
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COURSE STRUCTURE

Structure shown for students undertaking a 72 point, 18 month, 3 semester degree with a bachelors degree in a related discipline in the humanities, science or business. (You can commence in either semester one or two. All core units are offered in a semi intensive block mode over 6 weeks. You will take two block mode units per semester.)

COMPULSORY CORE UNITS

You will complete the following 4 core units in block mode during your first year of study:

- APG5389 Tourism Industry and Marketing
- APG5717 Applied Industry Research and Practice
- APG5077 Cultural and Nature Based Product Management
- APG5555 Digital Tourism Economy

In semester one 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.

In the second core unit, APG5717 Applied Industry Research and Practice, 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 students take two core units that focus on product and destination development and the role of the digital economy. APG5077 Cultural Tourism and Nature Based Product Development explores the use of history and culture in the creation of unique tourism products and the increasingly important role played by the natural environment. (This unit includes a compulsory industry field school to Sydney that is funded by Monash.)

APG5555 Digital Tourism Economy 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, smart tourism, virtual reality tourism and the impact of digital business models on industry disruption.

KEY TOURISM ELECTIVE UNITS

Students have the opportunity to take the elective unit APG5609 Sustainable Tourism Development and Planning in intensive mode.

This unit explores the supply side of the tourism industry including the role of tourism infrastructure, transport, planning and visitor management for sustainable tourism destination development. The issues associated that drive both underdevelopment and overtourism in destinations are reviewed. (This unit will include a subsidised field school within Australia.)

* The field school destination for APG5609 will be confirmed at the start of each academic year.

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 Grant 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).*

In semester one each year you have the opportunity to take APG5018 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 and to some of Europe's fastest growing tourism economies. This field school to Europe is subsidised by Monash and all students also obtain an additional Monash Abroad travel grant.

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:

APG5366 - Strategic communications in a digital era. This unit develops knowledge and skills in strategic communications across public, private and non-profit sectors. In today’s world, everyone from politicians, to business leaders, to environmental and human rights groups, look to the fields of communications and media to advance their strategic aims and goals. In a digitally-integrated era, the technologies of global communications are increasingly in everyone’s hands.

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.

INDUSTRY INTEGRATION

The Graduate Tourism Program has an 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.

MASTER OF INTERNATIONAL SUSTAINABLE TOURISM MANAGEMENT (MISTM) (COURSE CODE: AE0012)

<table>
<thead>
<tr>
<th>COMPULSORY CORE UNITS (Taxed in first year) 48 credit points</th>
<th>COMPULSORY CAPSTONE (12 credit points)</th>
<th>COMPULSORY SUSTAINABILITY UNIT (12 credit points)</th>
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<td>The following four core units:</td>
<td>One of the following capstone units:</td>
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<tr>
<td>APG5389 Tourism Industry and Marketing (12 points)</td>
<td>APG5390 Contemporary Tourism and</td>
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<td>APG5044 Professional Internship (12 points)</td>
<td>Development in Emerging Economies</td>
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<tr>
<td>APG5856 Research Project (Individual topic) (12 points)</td>
<td>APG5044 Professional Internship</td>
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<td>APG5183 International Tourism Marketing Research</td>
<td>APG5856 Research Project (Individual</td>
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<td>Project (ITB Berlin)</td>
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<td>2 YEAR DEGREE*</td>
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<td>50 Credit points</td>
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Note: Students can also select additional Sustainability or Capstone units.

APG5390 Contemporary Tourism and Development in Emerging Economies (12 points)
APG5044 Professional Internship (12 points)
APG5856 Research Project (Individual topic) (12 points)
APG5183 International Tourism Marketing Research Project (ITB Berlin) (12 points)
+ 24 points of additional free elective units
APG5471 Leadership in Intercultural Environments (6 points)
APG5470 Managing Multicultural Teams (6 points)
MKF5926 Integrated marketing communication (6 points)
APG5900 Cultural economy (12 points)
APG5662 Cultural and creative industries (12 points)
APG5182 Digital Management and Production (12 points)
APG5805 Project planning and management in international development
APG5366 Strategic communications in a digital era (6 points)
APG5374 Data analytics in communications (6 points)
APG5380 Public relations in a global context (6 points)
APG5381 Crisis communications and issues management (6 points)

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

LU NA (CHINA)
“During my time as a student in the Graduate Tourism Program I benefitted 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 as well as attending and having exposure to the very latest developments in the field.”

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.”

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 interacts 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.”

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 and international field trip capacity as well as a public relations role.”

ANDREW MEEK
“The Graduate Tourism Program at Monash University 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 now have established my own tourism company in Europe.”

KIPREEN AHO (TONGA)
“Studying in the Graduate 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 FISON (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 Graduate 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 the tourism industry 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.”

DANIELA RUIZ (CHILE)
“When your passion is sustainable tourism and marketing, the Graduate Tourism Program gave me the perfect balance of academic industry knowledge and relevant academic skills to prepare me for a career in the industry. After graduation I secured full time employment in Australia for a state tourism marketing department.”

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

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“The Graduate Tourism Program at Monash University 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 now have established my own tourism company in Europe.”

KIPREEN AHO (TONGA)
“Studying in the Graduate 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 FISON (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 Graduate 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 the tourism industry 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.”

DANIELA RUIZ (CHILE)
“When your passion is sustainable tourism and marketing, the Graduate Tourism Program gave me the perfect balance of academic industry knowledge and relevant academic skills to prepare me for a career in the industry. After graduation I secured full time employment in Australia for a state tourism marketing department.”
Tallinn, Estonia, a “professional internship” study abroad location and a UNESCO world heritage site.

If you’re enrolled in a 96-point INDUSTRY FIELD SCHOOLS program, you can tailor your course to suit your needs, by taking up to 24 credit points of complementary electives from any other Arts field schools to Sydney (Tasmania) (NSW) (2 years full-time). If you’re eligible to enrol in a 72-point program, you may also have the option of completing the course via intensive mode over a 10-month period.

If you’re a high-achieving student you may seek permission to undertake a research thesis, as prerequisite for future enrolment in a higher degree by Research such as a PhD.

You can also take a 12 point research project unit (APG5856) as part of your degree.

TAILORED MASTER’S

ACCELERATED 1 YEAR MASTER’S

PROFESSIONAL INTERNSHIPS

Includes a unique opportunity to undertake an international research consultancy internship in Estonia. Domestic internships also available via the Monash Work Integrated Learning (WIL) team.

RESEARCH PATHWAY

LEADERSHIP OPPORTUNITIES

Develop your leadership skills and take advantage of professional development workshops in the Arts Graduate Leadership Program.

Additional lecturers: 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.

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 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 Visit Victoria, the Committee for Melbourne, 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 research projects in association with industry partners on tourism education and development in East Africa. Jeff has made a substantial contribution to the fields of sustainable regional tourism development specifically through industry focussed studies that have delivered practical outcomes. Vicki also has 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 DIRECTOR: ASSOCIATE PROFESSOR VICTORIA PEEL

Dr Peel has a research reputation in the combined fields of Australian studies and sustainable tourism development, with particular emphasis on cultural tourism, the independent traveller and education tourism markets. Across these interdisciplinary interests, Vicki’s research themes have consistently addressed issues of historical and contemporary travel experiences and the spatial relationship and dynamic that underpins tourism at heritage places. Vicki has made a substantial contribution to the fields of sustainable regional tourism development specifically through industry focussed studies that have delivered practical outcomes. Vicki has also 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 MADELENE BLAER

Dr Blaer has an industry focused research profile in the fields of tourism and the media, the digital tourism economy and sustainable tourism development patterns. She holds an executive leadership position with Travel and Tourism Research Association (TTRA) Asia Pacific Chapter and has coordinated industry research conferences in Australia, China, UAE, Vietnam and USA. Dr Blaer’s PhD focused on digital innovations in tourism publishing. Madelene has published in Annals of Tourism Research, Journal of Sustainable Tourism, Current Issues in Tourism, e-Review of Tourism Research and Tourist Studies.

INDUSTRY FIELD SCHOOLS

Unique subsidised industry field schools will take you to destinations including Fiji, Estonia, Latvia and ITB Berlin. Domestically fully funded field schools to Sydney (NSW) and Hobart (Tasmania) are included in the core units.

Students from Thailand, India, Australia, Oman and Estonia on an industry study tour to North Queensland where tourism is one of the major drivers of the economy.

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HOW TO APPLY

Fees, funding and application procedure (domestic students)
For Australian students applicants ‘full fee’ based places have a deferred payment option via government loans. This scheme is known as FEE-HELP.
For more information see the Australian Government website: studyassist.gov.au/sites/StudyAssist
Applications are made online directly to Monash University: monash.edu/admissions/apply/online

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)
To view a short video on the program: monash.edu/tourism

facebook.com/MonashArts
twitter.com/Monash_Arts

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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Master of International Sustainable Tourism Management CRICOS code 078909K