THE GRADUATE TOURISM PROGRAM

Master of International Sustainable Tourism Management

monash.edu/tourism
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.

During the rebound from COVID-19 the industry is placing stronger emphasis on the importance of sustainable and regenerative tourism.

THE GRADUATE TOURISM PROGRAM (GTP) IS:

- Innovative (focusing on the contemporary trends driving the industry and the post Covid 19 recovery).
- 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 domestic field schools).

Founded in 1989, 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 train 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 and are subject to university and government travel regulations.

The GTP is regarded as the premier industry integrated masters program in Australia. We have a proud tradition of developing the future leaders of the international industry with our alumni ranging from serving tourism ministers to entrepreneurs all driving sustainable and regenerative development. Our graduates drive change*  

DR JEFF JARVIS: PROGRAM DIRECTOR

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.

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.

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 the management of the tourism economy.

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.

Students from Thailand, India, Australia, Oman and Estonia on an industry study tour to North Queensland where students undertake field work as part of their learning experience.
COURSE DURATION

Depending on your background, 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 long term growth 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:

- How will the industry rebound from COVID-19?
- 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?
- What factors caused “over-tourism” and what are the implications for destination management.
- What role will “smart tourism” play in making the industry sustainable.
- What are the associated impacts of tourism on the environment?

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 HRARIS, MANAGING DIRECTOR, MDS IDEAS LONDON, UK (MDSLTD)

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 (November - February). This program is specifically suited for industry professionals who wish to take a limited time out of the workforce.

GRADUATE CERTIFICATE (ONE SEMESTER)

A 24 point graduate certificate is also available over one semester full time for both domestic and international students and 2 semesters part time for domestic students.

FLEXIBLE STUDY OPTIONS (DOMESTIC STUDENTS)

Domestic students have the opportunity to commence their study in “flex” mode, where they can be based outside of Melbourne and undertake core unit study via zoom workshops and field school participation where applicable. (*Flexible study options vary by unit).

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 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.

- Estonian Business School (Tallinn), Estonia

Graduate Ms Cheryl Tan speaks about her international internship experience: youtube.com/watch?v=p32Omt3XmlI

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 convention 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.

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,
- 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 (Great Ocean) Tourism,
- Eco Beach Wilderness Retreat,
- Melbourne University Recruitment,
- Monash International Recruitment,
- SNV (Dutch aid organization),
- Roy Morgan Research,
- Melbourne Cricket Club,
- Excisstoss (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.

Position titles of our alumni include:

- Manager Distribution Partnerships,
- Marketing Manager,
- Executive Director Marketing and Communications,
- Business Development Manager: Youth Tourism,
- Head of Airlines Business Development,
- Online Product Manager,
- Brand Development Manager,
- Market Analyst,
- Manager, Tourism Development,
- Manager International Marketing,
- Group and Event Manager,
- Manager Brand Strategy,
- Manager 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.
COURSE STRUCTURE
Structure shown for students undertaking a 72 point, 18 month, 3 semester degree with a bachelor's degree in a related discipline in the humanities, science or business. You can commence in either semester one or two.

COMPULSORY CORE UNITS
You will complete the following core units in block mode during your first year:
- APG5389 Tourism Industry and Marketing
- APG5117 Applied Tourism Research and Data Analytics
- APG5609 Sustainable Tourism Development and Planning
- APG5555 Digital Tourism Economy
- APG5128 Cultural Tourism and Events Management

Students will also be required to complete a 6 point "professional development" elective unit in their first year.

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.

APG5609 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 destination development. The issues associated that drive both undertourism and overtourism in destinations are reviewed.

APG5555 Digital Tourism EconomyThis unit looks at the impact of digital business models on industry disruption. The rise of the digital economy is having on the global 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.

APG5128 Cultural Tourism and Events Management. This unit explores trends, theory and practice in the sustainable development and management of cultural and special events product. Students engage with examples of cultural and events tourism product through local field work and industry engagement.

INTERNATIONAL INDUSTRY ENGAGEMENT PROGRAM ELECTIVE UNITS
Students have the unique opportunity to participate in university subsidised international experiential industry focused field schools located both in the Asia-Pacific and Europe.

APG5390 Contemporary Tourism and Development in Emerging Economies in intensive mode. Students examine the dynamic internal and external factors that influence destination development and the role of the tourism industry in regional development. (This unit includes a university subsidised industry field school to an emerging destination such as Fiji or to regional Australia.)

APG5183 International Tourism Marketing Research Project 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 in the Baltic States. This field school to Europe is subsidised by Monash and all students also obtain an additional Monash Abroad travel grant.

CAPSTONE UNITS
Students must take one of the following 12 points ‘capstone units."
- APG5390 Contemporary tourism development in emerging economies
- APG5044 Professional internship
- APG5856 Research project
- APG5183 International tourism marketing research project
- APG5969 Advanced Simulation

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.

MASTER OF INTERNATIONAL SUSTAINABLE TOURISM MANAGEMENT (MISTM) THREE SEMESTER/72 CREDIT POINT OPTION
(COURSE CODE: A6012)

FIRST SEMESTER (Compulsory Core Units)

<table>
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<tr>
<th>48 credit points</th>
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<tbody>
<tr>
<td>APG5389 Tourism Industry and Marketing (12 points)</td>
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SECOMMONITARY CAPSTONE
(12 credit points)

The following five compulsory core units (42 points) and a 6 point compulsory "professional development" unit.

- APG5389 Tourism Industry and Marketing (12 points)
- APG5117 Applied Tourism Research and Data Analytics (6 points)
- APG5609 Sustainable Tourism Development and Planning (12 points)
- APG5555 Digital Tourism Economy (8 points)
- APG5390 Contemporary Tourism and Development in Emerging Economies (12 points)
- APG5969 Advanced Simulation (12 points)

And one 6 point Professional development elective, such as:
- APG5471 Leadership in Intercultural Environments
- APG966 Academic and Professional Presentation Skills
- APG967 Professional enhancement

2 YEAR DEGREE*

*Students have the option to extend to the 2 year, 96 point degree by taking an additional 24 points of electives, which can include additional capstone units.

Popular Elective Units
(Units vary year by year)
- ENS5010 Global challenges and sustainability
- ENS5020 Perspectives on sustainability
- APG5452 Cultural events, exhibitions and festivals
- APG5122 Corporate sustainability
- APG5398 Digital media technologies
- APG5067 Cultural economy and sustainable development
- APG5434 Sustainability measurement
- MKF5926 Integrated Marketing Communication
- APG5900 Cultural Economy
- APG5662 Cultural and Creative Industries
- APG5182 Digital Management and Production
- APG8005 Project Planning and Management in International Development
- APG5386 Strategic Communications in a Digital Era
- APG5374 Data Analytics in Communications
- APG5380 Public Relations in a Global Context
- APG5381 Crisis Communications and Issues Management

2 year degree option with a related undergraduate degree.
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 australiawards.gov.au

INTERNATIONAL ALUMNI

Although based in Australia, the course is highly internationalised. Over the last few years our alumni includes students from the following countries.

Bangladesh
Belarus
Belgium
Bhutan
Bolivia
Brazil
Brunei
Cambodia
Canada
Cape Verde
Chile
China
Czech Republic
Colombia
Ecuador
El Salvador

Maldives
Sri Lanka
Vietnam

Australia
Canada
New Zealand
United States

Scholarship opportunities

The challenge of managing tourism growth in emerging economies.

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 OLESEN (ECUADOR)

“The hands-on industry focused experience in the degree was fantastic! The highlights of my program included having professional class mates 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.”

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.”

NIKLAS 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.”

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 best development 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.”

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.”

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 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 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 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.”

DANIELA RUIZ (CHILE)

“When your passion is sustainable tourism and marketing, the Graduate Tourism Program gave me the perfect balance of theory, practical 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.”

What our Alumni think

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TAILORED MASTER’S

If you’re enrolled in a 96-point (2 years full-time) program, you can tailor your course to suit your needs, by taking up to 24 credit points of complementary electives from any Arts master’s by coursework program.

ACCELERATED 1 YEAR MASTER’S

If you’re eligible to enrol in a 72-point 1.5 years full-time program, you may also have the option of completing the course via intensive mode over a 10-month period.

INDUSTRY FIELD SCHOOLS

Unique subsidised industry field schools will take you to destinations including Fiji, 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 in, The Journal of Baltic Studies, Tourism Management and Tourism Geographies amongst others.

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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 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 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.

STAFF ASSOCIATED WITH THE PROGRAM

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ACCELERATED 1 YEAR MASTER’S

If you’re eligible to enrol in a 72-point 1.5 years full-time program, you may also have the option of completing the course via intensive mode over a 10-month period.

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 (Tasmania) and Hobart (Tasmania) are included in the core units.

RESEARCH PATHWAY

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 (APGISG65) as part of your degree.

LEADERSHIP OPPORTUNITIES

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

Students undertaking a field school on tourism development in emerging economies in the Yasawa islands (Fiji)
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

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