A CAREER IN TOURISM

The Bachelor of Business (Tourism) is a course designed for students who want to gain skills and knowledge in management, destination development, tourism and event management.

Possible job titles relevant to graduates of the program include:
- Tourism Manager
- Tourism Research Officer
- Tourism Marketing Officer
- Cultural Tourism Manager
- Events Coordinator/Manager
- Ecotourism Project Manager
- Hotel Manager
- Public Relations Officer
- Ecotourism Guide
- Cultural Tourism Liaison Officer
- Regional Tourism Coordinator

INDUSTRY AND JOBS

The practical and theoretical knowledge you gain from the Bachelor of Business (Tourism) can usher you into fulfilling careers as soon as you graduate. You could find employment across different organisations including tour operations, airlines, cruises, officers of tourism and car rental companies.

OVERVIEW

The tourism industry is burgeoning and broad, which is ideal for those who are keen to get into the travel industry. A Bachelor of Business (Tourism) will prepare you for working in this vibrant sector by giving you the core skills in tourism management, as well as a broad range of business, management, accounting and marketing skills.

With this course you will also:
- Develop skills in management, destination development and marketing, economics, the tourist experience, tour operations and tourism policy and strategy
- Learn the fundamentals of sustainable tourism and how it affects business, tourism, events management and marketing resources
- Learn about specialisations in ecotourism, sports and special event tourism and regional tourism

For more information call 1300 762 129 or visit:
> MARTINCOLLEGE.EDU.AU/TOURISMDEGREE
Bachelor of Business (Tourism)

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2014 START DATES AND FEES

<table>
<thead>
<tr>
<th>Course</th>
<th>Location</th>
<th>Start dates*</th>
<th>Length</th>
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<tbody>
<tr>
<td>Bachelor of Business (Tourism)</td>
<td>B, OL</td>
<td>7 Jul, 3 Nov</td>
<td>2 year fast track: 12 units per year</td>
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<td></td>
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<td>3 years: 8 units per year</td>
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<td>Each unit: 14 weeks (including 1 week personal study &amp; 1 week exams)</td>
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DELIVERY

This course is available both on campus and online. Students whose personal situation does not allow them to attend campus will be able to complete the course in either a blended mode of on and off campus or fully off campus.

ONLINE LEARNING

Online Learning is the ideal way to gain a nationally recognised qualification without needing to sacrifice your work and life commitment.

Advantages of studying by Online Learning

» Adjust your study schedule to fit around other commitments
» Access our advanced eLearning platform Study Smart to collaborate with teachers and other learners
» Full support during office hours via email from a dedicated tutor
» Enjoy all the benefits of studying at Martin College – such as the Career Starter Program
» Transfer to on-campus if you wish
» Enrol any time

ENTRY REQUIREMENTS

Martin College has identified the following as entry requirements for the Bachelor of Business (Tourism) program:

» Completion of an Australian Senior Secondary Certificate of Education, or its equivalent, at an appropriate level. For example: a senior secondary certificate of education with an ATAR of 63.4/UAI of 60.0, and passes in relevant academic subjects including English; AND
» 18 years of age or over; OR
» Mature age entry (aged 21 or over) with relevant work experience OR
» Successful completion of a relevant Diploma.

ARTICULATION AND CREDIT TRANSFER

If you have completed courses at TAFE, another University provider or completed a Diploma (or higher) with us which contain equivalent content covered in the Martin College Bachelor of Business (Tourism) program, you may be considered for a credit transfer. The faculty can then provide an assessment of credit that you may be granted. We will try to advise you about any credits towards your Bachelor’s program before you are enrolled in the Bachelor of Business-Tourism at Martin College.

WHAT IS THE MARTIN COLLEGE CAREER STARTER PROGRAM?

The Career Starter Program provides a link between academic studies and your career. It is designed to help launch your career by teaching you job search skills, giving you practical experience, and helping you to find employment after you graduate.

All Martin College students can access the Career Starter Program. While you are studying, you can attend seminars given by industry-experts who will teach you how to look for work, and how to plan your career.

The Career Starter Program will support your transition into the workforce. You will be able to access a wide range of employment opportunities through the Martin College job portal.

PROGRAM STRUCTURE

To achieve a Bachelor of Business a total of 24 subjects must be completed:

» 8 core subjects at level 100
» 6 core and 2 electives subjects at level 200
» 6 core and 2 electives subjects at level 300

STUDY PROGRAM - BACHELOR OF BUSINESS (TOURISM)

LEVEL 100

» Introduction to Management
» Introduction to Marketing
» Introduction to Accounting
» Introduction to Business Law
» Effective Business Communication
» Information Management Systems
» Introduction to HRM
» Economics for Business

LEVEL 200

» Introduction to Travel and Tourism
» Travel and Tourism Operations
» Ethics and Corporate Social Responsibility
» Cultural Awareness
» Tourism Management and Development
» Understanding and Using Research
» Level 200 Elective (selected from across all Business streams)

LEVEL 300

» Strategic Management
» Regional Tourism
» Environmental/Sustainable Practice
» Tourism Policy and Strategy
» Sports and Special Event Tourism
» Professional Industry Engagement
» Level 300 Elective (selected from across all Business streams)

Graduates of this program receive the qualification of Bachelor of Business-Tourism (BUSTMC).

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