



LE CORDON BLEU

Master of Gastronomic Tourism.

 **Southern Cross**
University



PHOTO COURTESY OF RANDY LARCOMBE



Rather than narrowly appealing to those who seek exceptional food and wine experiences ‘on tour’, the Le Cordon Bleu Master of Gastronomic Tourism offers students a multidisciplinary understanding of food and drink cultures; engagement with local communities; real opportunities to support sustainable foodways; the ability to reconnect past and present; events management and business skills development; options to effect social change through regional initiatives; ethical understanding of the economic and social impact of tourism; hands on product development and marketing experience. In short, the Le Cordon Bleu Master of Gastronomic Tourism is a holistic education package for the future, par excellence.

DR ROGER HADEN, ACADEMIC DIRECTOR,
LE CORDON BLEU AUSTRALIA

The only online degree in the world leading to an advanced qualification in gastronomy & tourism.

Invest in your passion for gastronomy with our online postgraduate degree aimed at those wishing to be involved in the exciting world of food and wine tourism. Experience a broad range of subjects from a multidisciplinary approach embracing history, cultural studies, management and aesthetics; from gastronomic history and taste cultures to events planning and design, food writing and multimedia.

Course content is delivered online allowing you to study from anywhere in the world in a timeframe suited to your life or work commitments.

A diverse range of food, wine and tourism-related career pathways.

International focus - study with others from around the world who share your desire for knowledge in this exciting field.

Use case studies and content drawn from various food/tourism cultures.

You will be supported by an enthusiastic and well informed group of academic staff and can study single units of interest within the degree.

Annual (optional) residential offered to all students.



I've been patiently building my skills waiting for the right topic to stir me. And here it is – Gastronomic Tourism.

MEERA RAJ, CURRENT STUDENT AND DIRECTOR OF FOOD AND BEVERAGE,
INTERCONTINENTAL KUALA LUMPUR



The Master of Gastronomic Tourism degree has given me the opportunity to not just build on previous qualifications but, most importantly, further my knowledge in the specific field of food and wine tourism. The course material directly relates to my current employment and in a way validated a lot of the work I've done in the past. It has given me greater clarity of thought on the subject, introduced me to new ideas and has provided stimulation for personal growth in the future.

SASCHA STONE, TOURISM MARKETING OFFICER
CITY OF SWAN, WESTERN AUSTRALIA



The Le Cordon Bleu Master of Gastronomic Tourism has strengthened my appreciation for food and wine and has given me the opportunity to study a range of topics from the history of gastronomy through to destination marketing. The course has allowed me to build on my existing knowledge and qualifications and has provided me with the foundation for an exciting and rewarding career in gastronomic tourism.

**JANE DUNCAN, CURRENT STUDENT AND TOURISM OFFICER,
REGIONAL VICTORIA**

To qualify for the postgraduate students must complete consisting of 8 core units and 4 foundation units



Part A - Core units

Must complete all 8 core units:

- > Tourism and Hospitality Management
- > Principles of Gastronomy
- > Gastronomic Tourism
- > Gastronomy and Communication
- > Events Management
- > Food and Drink in Contemporary Society
- > Research Methods for Tourism and Hospitality
- > Industry Research Project *(double-weighted unit)*

Part B - Elective units

Must complete 3 elective units:

- > Food and Wine Writing
- > Aesthetics of Food and Wine
- > Food and Wine Technology
- > Marketing
- > Information and Communication Technology for Tourism
- > Service Management for Tourism and Hospitality
- > Tourism and Hotel Professional Development *(only if completing the internship)*
- > Tourism and Hotel Internship *(double-weighted unit)*

Part C - Foundation units

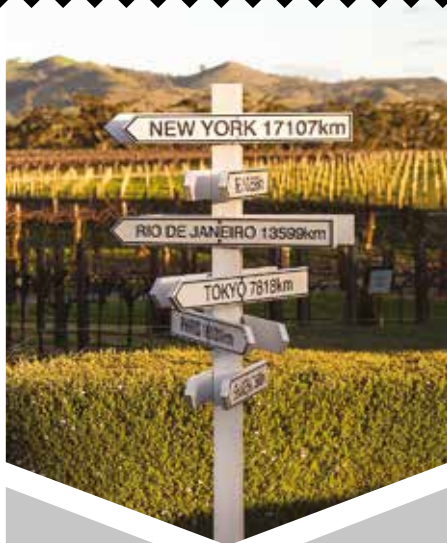
*These units are only applicable for students who have not completed a bachelor degree in a cognate discipline or been granted advanced standing.

Must complete 4 foundation units:

- > Tourism in Pacific Asia
- > Food and Beverage Management
- > Special Interest Tourism
- > Sustainable Tourism
- > Coastal and Marine Tourism
- > Hospitality: History, Politics and Culture
- > Tourism and Hospitality Sales and Promotion
- > Production Management for Convention and Events
- > Facility and Risk Management for Hospitality Operations

NOTE: While the program ultimately leads to the postgraduate degree of Le Cordon Bleu Master of Gastronomic Tourism, units are also offered for single unit entry, ideal for professional development or changing careers. Intermediate awards (early exit points) are offered at Graduate Certificate (4 units) & Graduate Diploma (8 units) levels.

Graduate award, 16 units – 3 elective units.*



INTAKES

There are three sessions per year, commencing in February, July and November. Students can commence in any session.

Industry Internships

A work integrated learning program offers students an elective option to pursue an internship as part of this Master's award. Whilst not compulsory, students can elect to undertake this internship in place of three Part B elective units:

- > Tourism and Hotel Professional Development
- > Tourism and Hotel Internship†

†double-weighted unit

Delivery

Distance education (online learning) is an excellent option for students wishing to study around family, work and personal commitments. All units are offered entirely online using the Southern Cross University MySCU virtual learning environment. Students are supported by lecturing staff and share in discussions relating to each topic. The MySCU portal includes unit learning sites and information sites where students can access resources, communication tools and useful links that are integral to their studies.

Duration

Each academic year consists of 3 sessions. Each session is approximately 12 weeks in duration. Students can study one or two units per session. Students should anticipate a commitment of no less than 15 hours per unit per week (300 hours per unit per session). Not all units can be studied in each session.

Entry Requirements

- > Bachelor/ undergraduate degree
- > Applications from individuals without relevant qualifications will also be considered, based on relevant specialist experience
- > English Language Proficiency

Southern Cross University and Le Cordon Bleu jointly assess all applications. Entry will be based on merit and will be subject to class availability. Advanced standing may be granted for previous postgraduate level study and professional experience.

This course is not available to onshore international students in Australia.

CAREER PATHWAYS

Professional food writer/reviewer

Cellar door manager

Food / wine entrepreneur

Food and wine tourism policy advisor

Food trail operator

Food / wine festival organiser

Food / wine business consultant

English Language Proficiency

Applicants from a non-English speaking background require English proficiency equivalent to:

- > Masters - Academic IELTS 6.5 (with no band score below 6.0)
- > Graduate Certificate - IELTS 6.0 (with no band score below 5.5)

Program Fees

Information on current fees for Le Cordon Bleu programs is available online at www.cordonbleu.edu. Australian citizens may be eligible for FEE-Help. See www.studyassist.gov.au for further details.

Graduation

Students graduate with the award Le Cordon Bleu Master of Gastronomic Tourism at a Southern Cross University ceremony with a parchment authorised by the University.



Collaborative delivery.

Designed for those with a passion for gastronomy and for professionals seeking related careers in hospitality, media or tourism the Le Cordon Bleu Master of Gastronomic Tourism aims to provide graduates with as broad as possible an understanding of the potential to add value to food and wine tourism related business operations. Crucially, this understanding has social responsibility at its core. Graduates will be both innovators and protectors of tradition, helping to revitalise and strengthen local and regional food cultures.

Le Cordon Bleu

Le Cordon Bleu, one of the world's most prestigious providers of culinary, gastronomy and hospitality management education, was founded in Paris in 1895. Dedicated to preserving and passing on the mastery and appreciation of gastronomy and the culinary arts through its international faculty, Le Cordon Bleu now offers world class programs through over 50 schools globally, including new campuses in Melbourne and Shanghai.

Southern Cross University

Southern Cross University is a vibrant, contemporary Australian university with beautiful campuses at the Gold Coast, Lismore and Coffs Harbour. A pioneer with more than 20 years' experience in tourism education in Australia and a leading provider of interactive distance education (online learning), Southern Cross University offers extensive undergraduate and postgraduate offerings in tourism education through the School of Business and Tourism. The University has a strong student focus and takes pride in the quality of its lecturers, many of whom are recognised as leaders in their fields.

For more information or to enrol:

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