



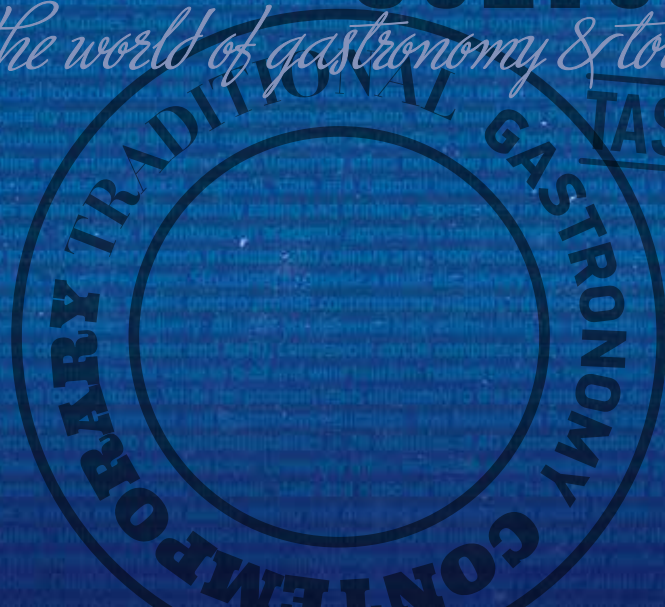
Le Cordon Bleu
Master of Gastronomic Tourism

Community

**COMMUNICATE
CULTURE**

Explore the world of gastronomy & tourism

TASTE & PLACE

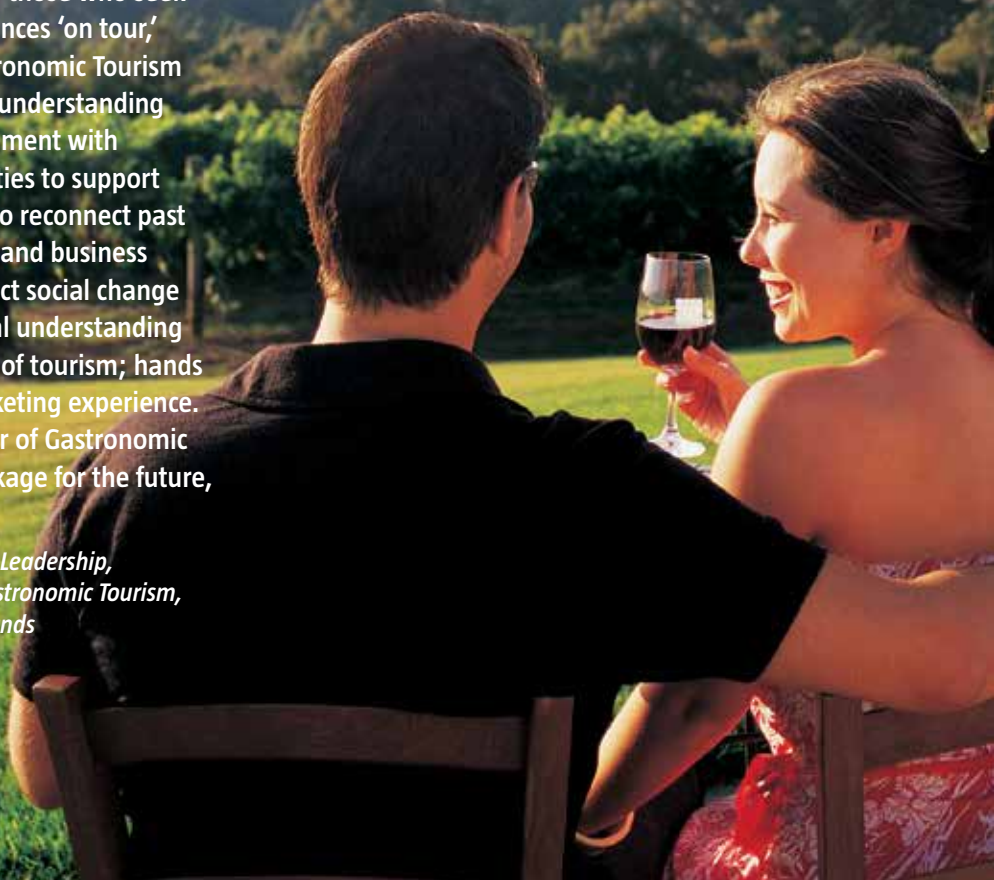


A program that explores every facet of the food and wine tourism experience



'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, Manager, Educational Leadership, Le Cordon Bleu Australia, Lecturer in Gastronomic Tourism, author of Food Culture in the Pacific Islands



'The Master of Gastronomic Tourism provides a unique learning environment that is quite different to traditional on-campus study environments. The online delivery encourages the development of relationships between students and lecturers, and the small cohort allows for more intimate discussion and interaction.'

*Sarah Gibbons,
Le Cordon Bleu Master of
Gastronomic Tourism Student*



TERROIR PROVENANCE WINE & CUISINE



The Le Cordon Bleu Master of Gastronomic Tourism is designed for those with a passion for gastronomy and for professionals seeking related careers in hospitality, media or tourism. Uniquely, it combines an academic approach to understanding food and drink within historical, cultural, and contemporary contexts, integrated with tourism, business and management applications.

Topics range from sustainability and food security to contemporary trends in cuisine and culinary arts; from food writing for media to the history of gastronomy and the restaurant; and from small business management to entrepreneurship and the application of ethical business practices in tourism operations.

Graduates

The program 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, hospitality management and gastronomy education, was founded in Paris in 1895. Through its international faculty Le Cordon Bleu is dedicated to preserving and passing on the mastery and appreciation of gastronomy and the culinary arts to over 20,000 students from 70 different nationalities, in 20 countries at 40 schools including Sydney, London and Tokyo.

Southern Cross University

A pioneer of tourism education in Australia and a leading provider of interactive distance education (online learning), Southern Cross University offers undergraduate and postgraduate offerings in tourism and hospitality education.

The School of Tourism and Hospitality Management enjoys long-standing professional relationships with the tourism industry at local, regional, state and national levels and has developed a strong international culture. The high calibre staff offer a contemporary industry-relevant and quality learning experience.



'A spine tingling course that has challenged theories and observations based on my personal and professional experiences.'

*Christo Armstrong,
Le Cordon Bleu Master of
Gastronomic Tourism Student*

‘The Le Cordon Bleu Master of Gastronomic Tourism offers students a chance to capitalise on a growing trend in global tourism. A passion for region-specific food and wine is really a huge part of the travel industry, and agricultural areas, such as here in the Barossa, but also all over Australia, have so much to offer in terms of food culture and history. We are growers and producers and are proud of our own micro-culture of local food production. The opportunity to showcase this to our visitors (whether local, interstate or from abroad) is one most local farmers and producers are gripping with both hands. Training is so essential to truly make the most of this hankering for holistic gastronomic experiences, and courses such as this ensure strong agricultural areas will continue to appeal to travellers, not just for their beauty but for the behind-the-scenes glimpse they offer into food production.’

Maggie Beer, Australian cook, food author, restaurateur, farmer, and food producer

Course Structure

To qualify for the postgraduate award of Le Cordon Bleu Master of Gastronomic Tourism students must complete 12 units, which consist of 6 core units (Part A) and 6 elective units (Part B). Intermediate awards (early exit points) are offered at Graduate Certificate (4 units) and Graduate Diploma (8 units) levels.

Each year consists of three trimesters. Each trimester is approximately 12 weeks in duration. Students can study one or two units per trimester. Students should anticipate a commitment of no less than 10 hours per unit per week (300 hours per unit). Please note that not all units can be studied in each trimester.

Core Units (Part A)

Students study the following 6 core units (in any order):

- Principles of Gastronomy
- Food & Drink in Contemporary Society
- Gastronomic Tourism
- Gastronomy and Communication
- Tourism and Hospitality Management
- Event Planning and Management

Elective Units (Part B)

Once the six core units have been completed students may opt to study six single-weighted elective units or four single-weighted units, plus the double-weighted research component, during which an independent study focusing on an aspect of Gastronomic Tourism is carried out.

- Entrepreneurship
- Strategic Marketing of Destinations and Hotels
- Event Design Principles
- Food and Wine Technology
- Aesthetics of Food and Wine
- Food & Wine Writing
- Independent Study in Gastronomic Tourism (equivalent to two units)

Students graduate at a Southern Cross University ceremony with a parchment authorised by the University which also bears the seal of Le Cordon Bleu.

Delivery

Distance education (online learning) is an excellent option for students wishing to study around family, work and personal commitments. Southern Cross University uses leading online technologies that are highly interactive and promote collaboration and a sense of community.

- All units are delivered fully online using the interactive, easy to navigate MySCU virtual learning environment
- Students can study online from anywhere in the world
- Units are taught by suitably qualified academics with extensive industry experience
- Students are supported in their studies by a postgraduate student support team
- This course is accredited to meet The International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) standards of excellence.

Entry Requirements

- Bachelor degree
- Applications from individuals without relevant qualifications will also be considered based on relevant expertise and specialist experience. Students accepted on this basis will initially be admitted for the Graduate Certificate.
- English Language Proficiency (Academic IELTS 6.0 with no band score below 5.5)

Southern Cross University and Le Cordon Bleu jointly assess all applications. Entry will be based on merit and will be subject to class availability.

Commencement Periods

January, May, September

Program Fees

Information on fees for Le Cordon Bleu programs is available at www.lecordonbleu.com.au

Australian citizens may be eligible for FEE-Help.



LOCAL
ARTISAN
ETHICS

‘I find this such an exciting time in terms of regional tourism, as rural communities are only just starting to recognise and tap into the increasingly avid appetite many tourists have for regional food and drink experiences. The potential of farmers’ markets, on-farm experiences, cooking classes, food and wine tours, and restaurants showcasing local produce to add to the tourism experience and revitalize and encourage growth in rural and regional communities is still largely untapped. It’s wonderful to be standing on the cusp of so much potential opportunity to create unique regional gastronomic experiences that benefit both tourists and the communities they visit.’

Belinda Jeffery, award-winning cookbook author, chef, food writer and TV food presenter

Le Cordon Bleu Master of Gastronomic Tourism

Graduate Certificate in Gastronomic Tourism - 6 months	Graduate Diploma in Gastronomic Tourism - 15 months	Master of Gastronomic Tourism 2 years
Any four CORE units	All six CORE units PLUS two ELECTIVE units	All six CORE units PLUS either: six ELECTIVE units or four ELECTIVE units and Independent Study in Gastronomic Tourism



For more information or to register:
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taste

