

TOURISM MANAGEMENT



Course Description

The Bachelor of Business (Tourism Management) is delivered through a combination of lectures and tutorials conducted by the Central Institute of Technology, Perth Campus. This degree gives graduates an entrée into the expanding tourism sector, one that is experiencing niche growth in culinary and gastronomic tourism and event management.

Those seeking management roles, marketing, or other business

opportunities will benefit from this program, which combines global trends and perspectives with a focus on local development, human resources skills with people-oriented and cross-cultural communication.

Tourism has developed into a sophisticated and flexible industry, supported by significant budgets, cutting edge technologies and complex logistics. Whole communities stand to benefit from the combined efforts of all

stakeholders of any tourism enterprise. Tourism therefore offers a wide range of employment opportunities for students interested in fields as diverse as IT and marketing specific localities; supply chain economics and the development of sustainable food and wine trails; or conservation and global strategies for business growth.

The tourism manager needs to be a hands-on innovator who can deconstruct problems from a range of different perspectives, recognise what it takes to progress and take the lead in delegating or outsourcing to relevant players who can deliver the best results.

CRICOS Code

089883B

Course Details



Perth

Admission Dates

January & July

Duration

3 years full time

On Campus Yes No

Entry Requirements

IELTS Academic:

6

With no band score below 5.5.

Satisfactory completion of Year 12 or equivalent interstate/overseas secondary education is required. Applicants must be 18 years of age when the course commences.

Age:

18

Tuition Fee

International:

\$75,976

Domestic:

\$75,976

Career Pathways

Tourism Officer, Tourism Consultant, Adventure Tour Operator, Destination Marketing Specialist, Small Business Entrepreneur, Tourism Policy Planner, Business Development Manager, Catering and Convention Sales Manager, Resort Manager, Operations manager, Logistics Manager, Public Relations Manager, Tourism Communications Manager.



Subjects / Programs

Stage 1: ON CAMPUS (6 MONTHS)

SUBJECT / UNITS

- Communication
- Accounting Principles and Practices
- Introduction to Tourism
- Tourism Management
- Food and Beverage Service
- Tourism Planning and Development
- Sustainable, Cultural and Eco-Tourism
- The Gastronomic Tourism Experience

Stage 2: PROFESSIONAL EXPERIENCE 1 (6 MONTHS)

- Professional Experience 1 (Theory)

Stage 3: ON CAMPUS (6 MONTHS)

SUBJECT / UNITS

- Hospitality Financial Management
- Human Resource Management
- Introduction to Marketing
- Tourism Business Planning
- Media Management, Sponsorship and Evaluation
- Service Industry Theory and Practice
- Economic Principles

Stage 4: PROFESSIONAL EXPERIENCE 2 (6 MONTHS)

- Professional Experience 2 (Theory)

Stage 5: ON CAMPUS (12 MONTHS)

SUBJECT / UNITS

- Strategic Management
- Entrepreneurship and Business Management
- Risk Management
- Destination Branding and Marketing
- Business Law for Tourism and Events
- Major Events and Tourism
- Ethical Management for Tourism and Events
- Creative Thinking and Innovation

Industry Placement

Included Yes No

Length: 2 X 6 months industry placement

Professional Experience enables you to apply the skills and techniques learned on-campus during your course of study in a real tourism business. With assistance from Le Cordon Bleu's Career Services team, these work-based learning experiences will become the foundation for an exciting career in the tourism industry.

Course Credit

Available on Application

Fee-Help

Available

Eligible Australia citizens can access FEE-HELP for all or part of their tuition fees. Access to FEE-HELP is subject to confirmation by the Australia government.

Delivery Partners

Central Institute of Technology

30 Aberdeen St,
Northbridge WA 6003

Tel: 1300 300 822



Web: www.lecordonbleu.com.au

Email: australia@cordonbleu.edu

Australia Wide Toll Free: 1800 064 802