



**LE CORDON BLEU®**  
AUSTRALIA

**||||** BACHELOR OF BUSINESS  
**TOURISM MANAGEMENT**

**||||** BACHELOR OF BUSINESS  
**CONVENTION & EVENT MANAGEMENT**



*"This course is directly related to what happens in tourism everyday."*

## Sascha Stone

Alumna - Le Cordon Bleu Master of Gastronomic Tourism & Tourism Development Officer, City of Swan



# |||| BACHELOR OF BUSINESS TOURISM MANAGEMENT

This three-year bachelor's degree will teach you what it takes to become an innovative leader in the fast-paced tourism industry. It will encourage your creative thinking and enhance entrepreneurial skills vital to your management career.

This degree will build your knowledge of tourism planning and development, with the marketing and business expertise vital for success. It combines global trends and perspectives with a focus on local development, and human resources skills with people-oriented and cross-cultural communication. The tourism sector is currently experiencing niche growth in the culinary and gastronomic sectors.



- Open up to cultural diversity and global hospitality in the exciting events industry.
- Learn from others in a business community where you can realise your potential.
- Improve business outcomes using innovative design approaches to conventions and events.

## PATHWAYS & OPPORTUNITIES

### TOURISM ENTREPRENEUR

(Airbnb, Wi-Fi Finder app)

### TOURISM OPERATIONS

(Sales, Tourism Manager, Marketing)

### GUIDES

(Tour Manager, Specialist Guides, Tour Guide Owner)

### ATTRACTION & THEME PARKS

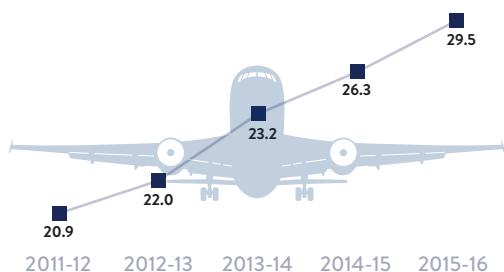
(Operations, Public Relations, Guest Service)

### VISITOR INFORMATION SERVICES

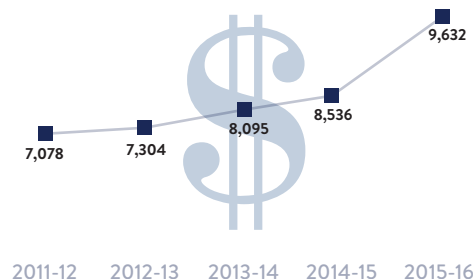
(Strategic Planning, Marketing Manager, Regional Manager)

## INDUSTRY STATISTICS

**29.5 MILLION**  
VISITORS TO WESTERN AUSTRALIA



**ESTIMATED SPEND (\$m)**







LE CORDON BLEU®  
AUSTRALIA

*"The Le Cordon Bleu Alumni Network is already helping me focus on my chosen career path."*

**Daniel Han**

Le Cordon Bleu Bachelor of  
Business Food Entrepreneurship



BACHELOR OF BUSINESS

## CONVENTION & EVENT MANAGEMENT

Become a multi-skilled convention and event manager with this three-year bachelor's degree. It will empower you with design management knowledge, and the marketing and business expertise essential to your success.

This degree will immerse you in event planning, economic principles, media management, sponsorship and evaluation, convention and event design, and food and beverage service. Convention and events is a major growth sector in Australia, with employment opportunities in a multi-billion dollar worldwide industry.



- Learn why the tourism industry attracts the best in marketing, business and management.
- Specialise in cultural and gastronomic tourism, sustainability, event management, IT, destination branding and marketing.

### PATHWAYS & OPPORTUNITIES

#### EVENT ENTREPRENEUR

(EventMobi app, Eventbase app, Eventbrite)

#### ATTRACTION & THEME PARKS

(Sports & Recreation Manager, Event Manager)

#### HOTELS

(Event, Meetings, Conference Manager, Wedding Coordinator)

#### CONVENTION CENTRES & STADIUMS

(Event, Meetings, Conference Manager)

#### WINERIES AND OTHER VENUES

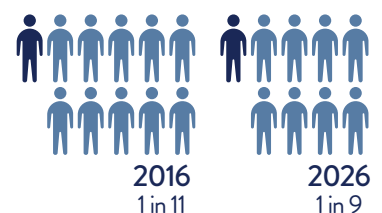
(Winery Guide, Venue Manager, Sales Manager)



Tourism/Events make up 9.8%  
of the world's GDP of \$7.2 trillion

**\$11.67 b**

to be invested in infrastructure  
development in Western Australia



Tourism/Events employs 284 million  
people globally and is forecasted to  
employ 370 million people by 2026



*Perth's proximity to Asia means that many Asian nations share the same time zone.*

*Western Australia has some of the finest food and wine producing regions in the world and is the destination for millions of visitors each year - the perfect location for you to get hands-on experience.*



## WHY STUDY IN PERTH?

Perth provides a safe environment to study and has a strong economy. It is a resource-rich growth state, providing the opportunity for industry work experience and part-time work while you study.

Perth is one of Australia's most exciting cities, offering a dynamic mix of nightlife, restaurants, and cultural experiences, as well as clear blue skies, white beaches and beautiful parklands and gardens.

In 2016, Perth was ranked in the top 10\* of the most liveable cities in the world

*\*Economist Intelligence Unit.*



## WORK INTEGRATED LEARNING

Le Cordon Bleu's Work Integrated Learning (WIL) provides students with the opportunity to develop the skills and knowledge needed to achieve career goals within the dynamic tourism and events industry. WIL assigns students one year (2 x 6 month placements) of their 3 year programme to work and learn in Australian and international tourist/event businesses.

*“ Enhance your career prospects in Le Cordon Bleu's Work Integrated Learning programme and graduate with the confidence you need to achieve your goals ”*



**Dr Janine Ashwell**  
(National WIL Coordinator)

### Delivery Partner

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Government of **Western Australia**  
North Metropolitan **TAFE**

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