

# Master of Tourism, Hotel and Event Management (#24) (MTHEM (#24)) 2019 Program Structure

It is important that you read and understand the following information.

To be eligible to enrol in the Master of Tourism, Hotel and Event Management (#24) you must satisfy the entry requirements as outlined in the program rules.

The following information is designed to help you plan your enrolment. Please note it is intended as a guide only; you should check the scheduling of courses each semester. Further information can be found in the official rules and course lists under the **Program Requirements** link on the Programs and Courses website: <https://my.uq.edu.au/programs-courses/>

You are not required to submit this program plan for approval. However, if you have any questions or concerns about meeting degree requirements, please contact [info@business.uq.edu.au](mailto:info@business.uq.edu.au) for advice. It is your responsibility to ensure that you complete all the requirements of this program in order to graduate.

## **PROGRAM REQUIREMENTS**

You must complete 24 units from the [Master of Tourism, Hotel and Event Management \(#24\) list](#), comprising -

- 6 units from Part A; and
- 2 units from Part B; and
- 8 units from Part C which may comprise one field of study; and
- the remaining 8 units as a second field of study from Part C, or from a combination of courses from Part C, Part D, and/or other courses approved by the Head of School (up to a maximum of #4). Part D courses require permission from the Head of School before enrolment will be approved.

Not all courses are offered every semester and/or every year. Check course offerings prior to enrolling.

## MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24) – NO MAJOR

*Program code: 5548*

You can use this outline to plan your program structure if you are commencing in Semester 1 or Semester 2

Courses	Units
<b>FIRST SEMESTER</b>	
TOUR7031    Visitor Management	2
TOUR7032    Marketing and Distribution Research Project	2
Part C course	2
Part C course	2
<b>SECOND SEMESTER</b>	
TOUR7000    Industry Research and Consultancy	2
Part C course	2
Part C course	2
Part C course	2
<b>THIRD SEMESTER</b>	
TOUR7040    Professional Experience	2
Part C course	2
Part C course	2
Part C course	2
<b>Total Units</b>	<b>24</b>

# MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24)

## EVENT MANAGEMENT

Program code: 5548

You can use this outline to plan your program structure if you are commencing in **Semester 1**

<b>Courses</b>	<b>Units</b>
<b>FIRST SEMESTER</b>	
TOUR7031 Visitor Management	2
TOUR7032 Marketing and Distribution Research Project	2
EVNT7050 International Event Issues and Strategies	2
EVNT7053 Event Design, Staging and Production	2
<b>SECOND SEMESTER</b>	
TOUR7000 Industry Research and Consultancy	2
EVNT7051 Event Planning and Project Management	2
Part C course	2
Part C course	2
<b>THIRD SEMESTER</b>	
TOUR7040 Professional Experience	2
EVNT7052 Event Marketing, Sponsorship and Fundraising	2
Part C course	2
Part C course	2
<b>Total Units</b>	<b>24</b>

# MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24)

## EVENT MANAGEMENT

Program code: 5548

You can use this outline to plan your program structure if you are commencing in **Semester 2**

<b>Courses</b>	<b>Units</b>
<b>FIRST SEMESTER</b>	
TOUR7031 Visitor Management	2
TOUR7032 Marketing and Distribution Research Project	2
EVNT7050 International Event Issues and Strategies	2
Part C course	2
<b>SECOND SEMESTER</b>	
TOUR7000 Industry Research and Consultancy	2
EVNT7052 Event Marketing, Sponsorship and Fundraising	2
EVNT7053 Event Design, Staging and Production	2
Part C course	2
<b>THIRD SEMESTER</b>	
TOUR7040 Professional Experience	2
EVNT7051 Event Planning and Project Management	2
Part C course	2
Part C course	2
<b>Total Units</b>	<b>24</b>

# MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24)

## HOTEL MANAGEMENT

Program code: 5548

You can use this outline to plan your program structure if you are commencing in **Semester 1**

<b>Courses</b>	<b>Units</b>
<b>FIRST SEMESTER</b>	
TOUR7031 Visitor Management	2
TOUR7032 Marketing and Distribution Research Project	2
HOSP7050 Designing Food and Beverage Experiences	2
HOSP7052 Global Hotel, Resort and Casino Management	2
<b>SECOND SEMESTER</b>	
TOUR7000 Industry Research and Consultancy	2
HOSP7051 Global Hospitality Operations	2
HOSP7053 Service Leadership in Hospitality	2
Part C course	2
<b>THIRD SEMESTER</b>	
TOUR7040 Professional Experience	2
Part C course	2
Part C course	2
Part C course	2
<b>Total Units</b>	<b>24</b>

# MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24)

## HOTEL MANAGEMENT

Program code: 5548

You can use this outline to plan your program structure if you are commencing in **Semester 2**

<b>Courses</b>	<b>Units</b>
<b>FIRST SEMESTER</b>	
TOUR7031 Visitor Management	2
TOUR7032 Marketing and Distribution Research Project	2
HOSP7051 Global Hospitality Operations	2
HOSP7053 Service Leadership in Hospitality	2
<b>SECOND SEMESTER</b>	
TOUR7000 Industry Research and Consultancy	2
HOSP7050 Designing Food and Beverage Experiences	2
HOSP7052 Global Hotel, Resort and Casino Management	2
Part C course	2
<b>THIRD SEMESTER</b>	
TOUR7040 Professional Experience	2
Part C course	2
Part C course	2
Part C course	2
<b>Total Units</b>	<b>24</b>

# MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24) TRAVEL AND TOURISM MANAGEMENT

*Program code: 5548*

You can use this outline to plan your program structure if you are commencing in **Semester 1**

Courses	Units
<b>FIRST SEMESTER</b>	
TOUR7031    Visitor Management	2
TOUR7032    Marketing and Distribution Research Project	2
TOUR7052    Travel Distribution and Transport Systems	2
TOUR7053    Tourism in Developing Economies	2
<b>SECOND SEMESTER</b>	
TOUR7000    Industry Research and Consultancy	2
TOUR7050    Special Interest Tourism	2
TOUR7051    Destination Management and Marketing	2
Part C course	2
<b>THIRD SEMESTER</b>	
TOUR7040    Professional Experience	2
Part C course	2
Part C course	2
Part C course	2
<b>Total Units</b>	<b>24</b>

# MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24) TRAVEL AND TOURISM MANAGEMENT

*Program code: 5548*

You can use this outline to plan your program structure if you are commencing in **Semester 2**

Courses	Units
<b>FIRST SEMESTER</b>	
TOUR7031    Visitor Management	2
TOUR7032    Marketing and Distribution Research Project	2
TOUR7050    Special Interest Tourism	2
TOUR7051    Destination Management and Marketing	2
<b>SECOND SEMESTER</b>	
TOUR7000    Industry Research and Consultancy	2
TOUR7052    Travel Distribution and Transport Systems	2
TOUR7053    Tourism in Developing Economies	2
Part C course	2
<b>THIRD SEMESTER</b>	
TOUR7040    Professional Experience	2
Part C course	2
Part C course	2
Part C course	2
<b>Total Units</b>	<b>24</b>



# MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24)

## EVENT MANAGEMENT AND HOTEL MANAGEMENT

*Program code: 5548*

You can use this outline to plan your program structure if you are commencing in **Semester 1**

Courses	Units
<b>FIRST SEMESTER</b>	
TOUR7031      Visitor Management	2
TOUR7032      Marketing and Distribution Research Project	2
EVNT7050      International Event Issues and Strategies	2
EVNT7053      Event Design, Staging and Production	2
<b>SECOND SEMESTER</b>	
TOUR7000      Industry Research and Consultancy	2
EVNT7051      Event Planning and Project Management	2
HOSP7051      Global Hospitality Operations	2
HOSP7053      Service Leadership in Hospitality	2
<b>THIRD SEMESTER</b>	
TOUR7040      Professional Experience	2
EVNT7052      Event Marketing, Sponsorship and Fundraising	2
HOSP7050      Designing Food and Beverage Experiences	2
HOSP7052      Global Hotel, Resort and Casino Management	2
<b>Total Units</b>	<b>24</b>

## MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24) EVENT MANAGEMENT AND HOTEL MANAGEMENT

*Program code: 5548*

You can use this outline to plan your program structure if you are commencing in **Semester 2**

Courses	Units
<b>FIRST SEMESTER</b>	
TOUR7031      Visitor Management	2
TOUR7032      Marketing and Distribution Research Project	2
EVNT7050      International Event Issues and Strategies	2
HOSP7051      Global Hospitality Operations	
OR	
HOSP7053      Service Leadership in Hospitality	
<b>SECOND SEMESTER</b>	
TOUR7000      Industry Research and Consultancy	2
EVNT7052      Event Marketing, Sponsorship and Fundraising	2
EVNT7053      Event Design, Staging and Production	2
HOSP7052      Global Hotel, Resort and Casino Management	2
<b>THIRD SEMESTER</b>	
TOUR7040      Professional Experience	2
EVNT7051      Event Planning and Project Management	2
HOSP7050      Designing Food and Beverage Experiences	2
HOSP7051      Global Hospitality Operations	
OR	
HOSP7053      Service Leadership in Hospitality	2
<b>Total Units</b>	<b>24</b>

# MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24) EVENT MANAGEMENT AND TRAVEL AND TOURISM MANAGEMENT

*Program code: 5548*

You can use this outline to plan your program structure if you are commencing in **Semester 1**

Courses	Units
<b>FIRST SEMESTER</b>	
TOUR7031      Visitor Management	2
TOUR7032      Marketing and Distribution Research Project	2
EVNT7050      International Event Issues and Strategies	2
EVNT7053      Event Design, Staging and Production	2
<b>SECOND SEMESTER</b>	
TOUR7000      Industry Research and Consultancy	2
EVNT7051      Event Planning and Project Management	2
TOUR7050      Special Interest Tourism	2
TOUR7051      Destination Management and Marketing	2
<b>THIRD SEMESTER</b>	
TOUR7040      Professional Experience	2
EVNT7052      Event Marketing, Sponsorship and Fundraising	2
TOUR7052      Travel Distribution and Transport Systems	2
TOUR7053      Tourism in Developing Economies	2
<b>Total Units</b>	<b>24</b>

## MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24) EVENT MANAGEMENT AND TRAVEL AND TOURISM MANAGEMENT

Program code: 5548

You can use this outline to plan your program structure if you are commencing in **Semester 2**

Courses	Units
<b>FIRST SEMESTER</b>	
TOUR7031    Visitor Management	2
TOUR7032    Marketing and Distribution Research Project	2
EVNT7050    International Event Issues and Strategies	2
TOUR7050    Special Interest Tourism	2
OR            OR	
TOUR7051    Destination Management and Marketing	
<b>SECOND SEMESTER</b>	
EVNT7052    Event Marketing, Sponsorship and Fundraising	2
EVNT7053    Event Design, Staging and Production	2
TOUR7052    Travel Distribution and Transport Systems	2
TOUR7053    Tourism in Developing Economies	2
<b>THIRD SEMESTER</b>	
TOUR7000 <sup>^</sup> Industry Research and Consultancy	2
TOUR7040 <sup>^</sup> Professional Experience	2
EVNT7051    Event Planning and Project Management	2
TOUR7050    Special Interest Tourism	2
OR            OR	
TOUR7051    Destination Management and Marketing	
<b>Total Units</b>	<b>24</b>

<sup>^</sup> Requires concurrent enrolment of TOUR7040 with the pre-requisite course, TOUR7000.

## MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24) HOTEL MANAGEMENT AND TRAVEL AND TOURISM MANAGEMENT

*Program code: 5548*

You can use this outline to plan your program structure if you are commencing in **Semester 1**

Courses	Units
<b>FIRST SEMESTER</b>	
TOUR7031      Visitor Management	2
TOUR7032      Marketing and Distribution Research Project	2
HOSP7052      Global Hotel, Resort and Casino Management	2
HOSP7050      Designing Food and Beverage Experiences	2
<b>SECOND SEMESTER</b>	
TOUR7000      Industry Research and Consultancy	2
HOSP7053      Service Leadership in Hospitality	2
TOUR7050      Special Interest Tourism	2
TOUR7051      Destination Management and Marketing	2
<b>SUMMER SEMESTER</b>	
HOSP7051      Global Hospitality Operations	2
<b>THIRD SEMESTER</b>	
TOUR7040      Professional Experience	2
TOUR7052      Travel Distribution and Transport Systems	2
TOUR7053      Tourism in Developing Economies	2
<b>Total Units</b>	<b>24</b>

## MASTER OF TOURISM, HOTEL AND EVENT MANAGEMENT (#24) HOTEL MANAGEMENT AND TRAVEL AND TOURISM MANAGEMENT

*Program code: 5548*

You can use this outline to plan your program structure if you are commencing in **Semester 2**

Courses	Units
<b>FIRST SEMESTER</b>	
TOUR7031      Visitor Management	2
TOUR7032      Marketing and Distribution Research Project	2
HOSP7051      Global Hospitality Operations	2
HOSP7053      Service Leadership in Hospitality	2
<b>SECOND SEMESTER</b>	
TOUR7000      Industry Research and Consultancy	2
HOSP7052      Global Hotel, Resort and Casino Management	2
TOUR7052      Travel Distribution and Transport Systems	2
TOUR7053      Tourism in Developing Economies	2
<b>THIRD SEMESTER</b>	
TOUR7040      Professional Experience	2
HOSP7050      Designing Food and Beverage Experiences	2
TOUR7050      Special Interest Tourism	2
TOUR7051      Destination Management and Marketing	2
<b>Total Units</b>	<b>24</b>