

Master of Tourism Leadership (MTLead) 2019 Program Structure

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

To be eligible to enrol in the Master of Tourism Leadership 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 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 8 units from the [Master of Tourism Leadership list](#), comprising -

- 8 units from Part A; and
- 12 units from one field in Part B; and
- 4 units from another field in Part B, or other courses approved by the Head of School.

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

MASTER OF TOURISM LEADERSHIP – STUDY PLAN SERVICE MANAGEMENT

Program code: 5549

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

Courses	Units
FIRST SEMESTER	
TOUR7000 Industry Research and Consultancy	2
TOUR7033 Critical Issues in Tourism, Hospitality and Events	2
TOUR7035 Advanced Research Methods and Analysis	2
HOSP7050 Designing Food and Beverage Experiences	2
SECOND SEMESTER	
TOUR7034 Change and Innovation in Tourism, Hospitality and Events	2
HOSP7053 Service Leadership in Hospitality	2
Elective	2
[TOUR7060 Research Thesis I OR [TOUR7070 Professional Consultancy Project I	2*
THIRD SEMESTER	
Elective	2
[TOUR7060 Research Thesis I OR [TOUR7070 Professional Consultancy Project I	6*
Total Units	24

* Total of 8 units spread over two semesters

MASTER OF TOURISM LEADERSHIP – STUDY PLAN SERVICE MANAGEMENT

Program code: 5549

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

Courses	Units
FIRST SEMESTER	
TOUR7000 Industry Research and Consultancy	2
TOUR7034 Change and Innovation in Tourism, Hospitality and Events	2
HOSP7053 Service Leadership in Hospitality	2
Elective	2
SECOND SEMESTER	
TOUR7033 Critical Issues in Tourism, Hospitality and Events	2
TOUR7035 Advanced Research Methods and Analysis	2
HOSP7050 Designing Food and Beverage Experiences	2
[TOUR7061 Research Thesis II OR [TOUR7071 Professional Consultancy Project II	2*
THIRD SEMESTER	
Elective	2
[TOUR7061 Research Thesis II OR [TOUR7071 Professional Consultancy Project II	6*
Total Units	24

* Total of 8 units spread over two semesters

MASTER OF TOURISM LEADERSHIP – STUDY PLAN TOURISM DEVELOPMENT

Program code: 5549

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

Courses	Units
FIRST SEMESTER	
TOUR7000 Industry Research and Consultancy	2
TOUR7033 Critical Issues in Tourism, Hospitality and Events	2
TOUR7035 Advanced Research Methods and Analysis	2
TOUR7053 Tourism in Developing Economies	2
SECOND SEMESTER	
TOUR7034 Change and Innovation in Tourism, Hospitality and Events	2
TOUR7051 Destination Management and Marketing	2
Elective	2
[TOUR7060 Research Thesis I OR [TOUR7070 Professional Consultancy Project I	2*
THIRD SEMESTER	
Elective	2
[TOUR7060 Research Thesis I OR [TOUR7070 Professional Consultancy Project I	6*
Total Units	24

* Total of 8 units spread over two semesters

MASTER OF TOURISM LEADERSHIP – STUDY PLAN TOURISM DEVELOPMENT

Program code: 5549

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

Courses	Units
FIRST SEMESTER	
TOUR7000 Industry Research and Consultancy	2
TOUR7034 Change and Innovation in Tourism, Hospitality and Events	2
TOUR7051 Destination Management and Marketing	2
Elective	2
SECOND SEMESTER	
TOUR7033 Critical Issues in Tourism, Hospitality and Events	2
TOUR7035 Advanced Research Methods and Analysis	2
TOUR7053 Tourism in Developing Economies	2
[TOUR7061 Research Thesis II OR [TOUR7071 Professional Consultancy Project II	2*
THIRD SEMESTER	
Elective	2
[TOUR7061 Research Thesis II OR [TOUR7071 Professional Consultancy Project II	6*
Total Units	24

* Total of 8 units spread over two semesters

MASTER OF TOURISM LEADERSHIP – STUDY PLAN TOURISM MARKETING

Program code: 5549

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

Courses	Units
FIRST SEMESTER	
TOUR7000 Industry Research and Consultancy	2
TOUR7033 Critical Issues in Tourism, Hospitality and Events	2
TOUR7035 Advanced Research Methods and Analysis	2
EVNT7052 Event Marketing, Sponsorship and Fundraising	2
SECOND SEMESTER	
TOUR7034 Change and Innovation in Tourism, Hospitality and Events	2
TOUR7032 Marketing and Distribution Research Project	2
Elective	2
[TOUR7060 Research Thesis I OR OR [TOUR7070 Professional Consultancy Project I	2*
THIRD SEMESTER	
Elective	2
[TOUR7060 Research Thesis I OR OR [TOUR7070 Professional Consultancy Project I	6*
Total Units	24

* Total of 8 units spread over two semesters

MASTER OF TOURISM LEADERSHIP – STUDY PLAN TOURISM MARKETING

Program code: 5549

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

Courses	Units
FIRST SEMESTER	
TOUR7000 Industry Research and Consultancy	2
TOUR7034 Change and Innovation in Tourism, Hospitality and Events	2
TOUR7032 Marketing and Distribution Research Project	2
Elective	2
SECOND SEMESTER	
TOUR7033 Critical Issues in Tourism, Hospitality and Events	2
TOUR7035 Advanced Research Methods and Analysis	2
EVNT7052 Event Marketing, Sponsorship and Fundraising	2
[TOUR7061 Research Thesis II OR [TOUR7071 Professional Consultancy Project II	2*
THIRD SEMESTER	
Elective	2
[TOUR7061 Research Thesis II OR [TOUR7071 Professional Consultancy Project II	6*
Total Units	24

* Total of 8 units spread over two semesters

MASTER OF TOURISM LEADERSHIP – STUDY PLAN VISITOR MANAGEMENT

Program code: 5549

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

Courses	Units
FIRST SEMESTER	
TOUR7000 Industry Research and Consultancy	2
TOUR7033 Critical Issues in Tourism, Hospitality and Events	2
TOUR7035 Advanced Research Methods and Analysis	2
TOUR7031 Visitor Management	2
SECOND SEMESTER	
TOUR7034 Change and Innovation in Tourism, Hospitality and Events	2
TOUR7050 Special Interest Tourism	2
Elective	2
[TOUR7060 Research Thesis I OR OR [TOUR7070 Professional Consultancy Project I	2*
THIRD SEMESTER	
Elective	2
[TOUR7060 Research Thesis I OR OR [TOUR7070 Professional Consultancy Project I	6*
Total Units	24

* Total of 8 units spread over two semesters

MASTER OF TOURISM LEADERSHIP – STUDY PLAN VISITOR MANAGEMENT

Program code: 5549

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

Courses	Units
FIRST SEMESTER	
TOUR7000 Industry Research and Consultancy	2
TOUR7034 Change and Innovation in Tourism, Hospitality and Events	2
TOUR7050 Special Interest Tourism	2
Elective	2
SECOND SEMESTER	
TOUR7033 Critical Issues in Tourism, Hospitality and Events	2
TOUR7035 Advanced Research Methods and Analysis	2
TOUR7031 Visitor Management	2
[TOUR7061 Research Thesis II OR [TOUR7071 Professional Consultancy Project II	2*
THIRD SEMESTER	
Elective	2
[TOUR7061 Research Thesis II OR [TOUR7071 Professional Consultancy Project II	6*
Total Units	24

* Total of 8 units spread over two semesters