

Sustainable Tourism Management

DUAL DELIVERED

THE GORDON + DEAKIN UNIVERSITY



Three qualifications in three years:

Diploma of Sustainability • Advanced Diploma of Tourism • Bachelor of Management

Tourism – a growth industry and economic powerhouse.

The tourism industry is one of the most dynamic sectors of the Victorian economy. It is estimated to be worth approximately \$16 billion and employ 7.1% of the total workforce*.

International visitor numbers are set to expand in Victoria and domestic tourism is also huge, with 15.8 million domestic overnight visitors in 2010 – almost three times the population of Victoria!

The majority of tourism-related businesses employ around 20 staff, including substantial numbers of young people.

*Based on 2007/2008 figures sourced from Tourism Victoria and the Federal Department of Foreign Affairs and Trade websites.

What is Sustainable Tourism?

The United Nation's World Tourism Organization defines Sustainable Tourism as an enterprise or business that balances environmental, economic and socio-cultural impacts in tourism development. Sustainable Tourism aims to:

- Make optimal use of environmental resources, while maintaining natural heritage and biodiversity.
- Observe the socio-cultural values of communities where tourism development occurs; promoting tolerance and respect of cultures and people.
- Promote viable, long-term and sustainable economic practices, which provide benefits to all communities and people involved in tourism.

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Great career choice. Great career opportunities.

If you are after a job that is both satisfying and interesting, there are many career outcomes with tourism:

- **Tour Operations Manager** – a varied role, you'll be responsible for managing and leading in a tourism-related business such as a beach resort, a tour company and more.
- **Tourism Professional** – many city councils and shires have tourism professionals who promote local tourism in their municipalities, for example the Great Ocean Road, Goldfields and the Grampians.
- **Park Ranger** – spend your working life outdoors in one of Australia's beautiful National Parks
- **Adventure Tourism Manager** – combine a love of the great outdoors and adventure in this exciting role.
- **Research, Management or Marketing roles** – within State or Federal Government departments such as Tourism Victoria and the Federal Department of Foreign Affairs and Trade.
- **Eco Tourism Specialist** – you'll be responsible for managing or consulting to a tourism-related business that trades on its environmental credentials.

Your path to success - Sustainable Tourism Management

The new courses in Sustainable Tourism Management are dual delivered - you will be a Deakin University and Gordon student at the same time.

Students will attend classes at both The Gordon City Campus and Deakin Waurn Ponds Campus to attain their qualifications. The courses will explore issues in management, marketing, ethics and the environment, giving you a firm grounding for a successful career in the Tourism Industry.

ON CAMPUS	FULL TIME 3 YEARS	VTAC CODE 15451: BACHELOR OF MANAGEMENT/ ADVANCED DIPLOMA OF TOURISM
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Entrance Requirements/ Prerequisites

- A study score of at least 25 in English (ESL) or 20 in any other English.

Selection Mode

- Year 12 – ATAR and additional information provided in VTAC Pi Form.
- Non-Year 12 – GPA (if relevant) and additional information provided in VTAC Pi Form.
- Students should attend an Information Session (see dates below)

Further Study Options

- Graduate Certificate
- Graduate Diploma
- Honours
- Masters
- PhD

INFORMATION SESSIONS

8 September 2011

6.30pm, City Campus, Cafe on Track, Little Malop St Geelong

12 September 2011

6.30pm, City Campus, Auditorium, G3.35

21 August 2011

The Gordon Open Day (City)

12.30pm, Building G South, Auditorium, L3

Deakin Open Day (Waurn Ponds)

1pm, Building KA, Room 3.410

For more information contact
The Gordon Customer Service Centre
on 5225 0800

www.deakin.edu.au
www.thegordon.edu.au



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