

Real Education

Real Outcomes

Real Careers

Real Opportunities



Graduate Certificate in Tourism Futures

Progress your tourism career

The Graduate Certificate in Tourism Futures offers qualified students the opportunity to increase and develop their skills and knowledge in tourism.

Tourism is in transition and operators have witnessed some dramatic changes in the way visitors behave locally and globally. This program offers students the chance to undertake practical learning opportunities that will help them meet the challenges and opportunities tourism industries are facing.

This program has been designed for working professionals and all courses are delivered online.

Career Opportunities

The Graduate Certificate in Tourism Futures provides an opportunity for students to study tourism in a greater depth than what is possible at an undergraduate level.

It is highly valued by employers as evidence of a graduate's ability to think critically, to work independently on in-depth projects and to be able to apply theoretical knowledge directly to the workplace.

"UB's tourism programs develop in students the skills to deal with the challenges of contemporary tourism. The teaching is first rate, and the links with local partners in the program delivery helps equip students with directly relevant workplace skills."

TIM SULLIVAN
DEPUTY CEO, SOVEREIGN HILL.

Practical > Targeted > Online



Contact

If you want to apply or find out more information about how you can challenge yourself whilst increasing your knowledge and employability contact:

The Business School

Dr Elisa Backer

Call: (03) 5327 9645

Email: e.backer@ballarat.edu.au

Web: ballarat.edu.au/business



Courses

Four courses must be successfully completed in order to gain the award of Graduate Certificate in Tourism Futures. They all centre around the application of issues to the development of a project (e.g. destination or tourism product) of the student's choosing, to maximise benefits to the student and their current or future employers.

- **Today and Tomorrow's Travel**
- **Future Visitor Segments**
- **Tomorrow's Marketing**
- **Future World Tourism**

Entry Requirements

- A Bachelor degree in any discipline or equivalent.
- Applicants holding other academic or professional qualifications and/or with five years relevant professional or management work experience in tourism may also be granted admission to the program following an evaluation of their academic and professional skills.
- An IELTS entry score of 6.0 or equivalent is required.

Testimonials

"As increasing the supply of labour, skills and Indigenous participation is one of the six key planks in the national Tourism 2020 Strategy, **it is critical that people in the industry have received the education and training needed** to develop and manage Australia's tourism product. Completion of courses such as **this Graduate Certificate will help the industry realise its potential.**"

DR LEO JAGO

CHIEF ECONOMIST-TOURISM AND GENERAL MANAGER OF TOURISM RESEARCH AUSTRALIA

"Given the importance of relationships and practical experience in the tourism industry, **a project based graduate certificate** could provide a great platform for new graduates or professionals looking to progress their tourism careers"

LINDSAY GODING

MANAGER, MARKETING OPERATIONS, EASTERN HEMISPHERE, TOURISM VICTORIA

"This certificate promises to **fill a gap in the delivery of tourism training and education** in Victoria. If you are looking for **practical learning opportunities** that allow you to build a post graduate qualification in tourism, it is well worth exploring."

CHRIS BUCKINGHAM

CHIEF EXECUTIVE, DESTINATION MELBOURNE.

"As an employer of graduate and post-graduate students, we find it most helpful when the candidates have completed practical applied studies relevant to the position offered. This Graduate Certificate program delivers **targeted, direct learning that will provide an advantage** to potential job candidates."

TERRY HICKEY

DEPUTY EXECUTIVE DIRECTOR, GEELONG OTWAY TOURISM

Information in this publication was current at the time of printing (October 2012). The University reserves the right to alter any program, procedure, regulation or fee. Prospective students should read the contained information carefully and contact the relevant numbers for further information. CC_011012

1800 811 711
www.ballarat.edu.au

CRICOS Provider No. 00103D

University of Ballarat
Learn to succeed

