



# Master of Tourism, Hotel and Event Management (24 units)

## 2021 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 units) you must satisfy the entry requirements as outlined in the program rules. It is your responsibility to ensure that you complete all the requirements of this program in order to graduate. The following information is designed to help you plan your enrolment to meet this goal.

Further information can be found in the official program rules and course lists on the Courses and Programs website:

<https://my.uq.edu.au/programs-courses/requirements/program/5548/2021>

You are not required to submit this program plan for approval. However, if you have any questions or concerns about meeting degree requirements, especially when you are nearing the end of your program, please contact [info@business.uq.edu.au](mailto:info@business.uq.edu.au) for advice.

### Program Guidelines:

You must complete 24 units comprising:

- 6 units for all MTHEM Core Courses, and
- 2 units for all MTHEM Capstone Course, and
- 16 units from MTHEM Elective Options

Students can request to complete a second field of study. Students electing not to complete a second field of study will complete electives for the remainder of their program. Students can complete a maximum of 4 units (2 courses) of electives outside this list, subject to prior approval by Business School. These courses must be relevant to your degree and career pathway. To declare a second field of study or elective outside the course list, please contact [info@business.uq.edu.au](mailto:info@business.uq.edu.au) for advice.

No credit will be given for TOUR7020, TOUR7021, TOUR7022 or TOUR7023.

\*TOUR7040 Professional Experience may not be offered in your final semester of study. Please contact your Postgraduate Student Liaison Officer for course substitution options.

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 units)

## Undeclared - No Field of Study

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

Course Code	Course Description	Units
<b>FIRST SEMESTER</b>		
TOUR7031	Visitor Management	2
TOUR7032	Marketing and Distribution Research Project	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
<b>SECOND SEMESTER</b>		
TOUR7000	Industry Research and Consultancy	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
<b>THIRD SEMESTER</b>		
TOUR7040*	Professional Experience	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
<b>Total Units</b>		<b>24</b>



# Master of Tourism, Hotel and Event Management (24 units)

## Event Management Field of Study

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

Course Code	Course Description	Units
<b>FIRST SEMESTER</b>		
TOUR7031	Visitor Management	2
TOUR7032	Marketing and Distribution Research Project	2
EVNT7052	Event Marketing, Sponsorship and Fundraising	2
EVNT7053	Event Design, Staging and Production	2
<b>SECOND SEMESTER</b>		
TOUR7000	Industry Research and Consultancy	2
EVNT7050	International Event Issues and Strategies	2
EVNT7051	Event Planning and Project Management	2
	MTHEM Elective Options	2
<b>THIRD SEMESTER</b>		
TOUR7040*	Professional Experience	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
<b>Total Units</b>		<b>24</b>

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

Course Code	Course Description	Units
<b>FIRST SEMESTER</b>		
TOUR7031	Visitor Management	2
TOUR7032	Marketing and Distribution Research Project	2
EVNT7050	International Event Issues and Strategies	2
	MTHEM Elective Options	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
	MTHEM Elective Options	2
<b>THIRD SEMESTER</b>		
TOUR7040*	Professional Experience	2
EVNT7051	Event Planning and Project Management	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
<b>Total Units</b>		<b>24</b>



# Master of Tourism, Hotel and Event Management (24 units)

## Hotel Management Field of Study

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

Course Code	Course Description	Units
<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
	MTHEM Elective Options	2
<b>THIRD SEMESTER</b>		
TOUR7040*	Professional Experience	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
<b>Total Units</b>		<b>24</b>

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

Course Code	Course Description	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
HOSP7050	Designing Food and Beverage Experiences	2
HOSP7052	Global Hotel, Resort and Casino Management	2
	MTHEM Elective Options	2
<b>THIRD SEMESTER</b>		
TOUR7040*	Professional Experience	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
<b>Total Units</b>		<b>24</b>



# Master of Tourism, Hotel and Event Management (24 units)

## Travel and Tourism Management Field of Study

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

Course Code	Course Description	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
	MTHEM Elective Options	2
<b>THIRD SEMESTER</b>		
TOUR7040*	Professional Experience	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
<b>Total Units</b>		<b>24</b>

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

Course Code	Course Description	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
	MTHEM Elective Options	2
<b>THIRD SEMESTER</b>		
TOUR7040*	Professional Experience	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
	MTHEM Elective Options	2
<b>Total Units</b>		<b>24</b>



# Master of Tourism, Hotel and Event Management (24 units)

## Event Management and Hotel Management Fields of Study

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

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

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

Course Code	Course Description	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	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
HOSP7052	Global Hotel, Resort and Casino Management	2
<b>THIRD SEMESTER</b>		
TOUR7040 <sup>*</sup>	Professional Experience	2
EVNT7051	Event Planning and Project Management	2
HOSP7050	Designing Food and Beverage Experiences	2
HOSP7053	Service Leadership in Hospitality	2
<b>Total Units</b>		<b>24</b>

<sup>^</sup>Requires concurrent enrolment of TOUR7040 Professional Experience with the prerequisite course TOUR7000 Industry Research and Consultancy



## Master of Tourism, Hotel and Event Management (24 units)

### Event Management and Travel and Tourism Management Fields of Study

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

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

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

Course Code	Course Description	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
<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
TOUR7051	Destination Management and Marketing	2
<b>Total Units</b>		<b>24</b>

<sup>^</sup>Requires concurrent enrolment of TOUR7040 Professional Experience with the prerequisite course TOUR7000 Industry Research and Consultancy



## Master of Tourism, Hotel and Event Management (24 units)

### Hotel Management and Travel and Tourism Management Fields of Study

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

Course Code	Course Description	Units
<b>SEMESTER 1</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>SEMESTER 2</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>SEMESTER 1</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>

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

Course Code	Course Description	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>