

# Master of International Tourism and Hospitality Management



*Ready today for tomorrow*

[jcu.edu.au](http://jcu.edu.au)



# Why JCU?

## A STUDENT EXPERIENCE LIKE NO OTHER

- Access to world-class teachers
- Develop skills relevant to diverse destinations and tourism enterprises
  - Achieve exceptional employment outcomes
    - Benefit from small class sizes
  - Connect with professional networks
- Be immersed in the management of world-class tourist experiences

## GRADUATE WITH CONFIDENCE

Study with the university rated #1 in Queensland for full-time employment outcomes and starting salary\*. JCU is in the top 150 universities in the world for Hospitality and Tourism Management^.

## READY TODAY FOR TOMORROW

With a strong focus on current industry practices, opportunities and challenges, JCU Tourism produces graduates who are ready to kick-start their career. JCU is independently rated five stars for overall teaching quality†.

## WORK WORLDWIDE

Work in Australia and around the globe. JCU graduates have a broad range of transferable professional skills and industry-specific knowledge that allows them to stand out in their field.

## UNIQUE PLACEMENT OPPORTUNITIES

Be equipped to join an exciting and resilient industry that has seen rapid expansion over the decades, recovered from crises and contributes to the world's quality of life.

+ 2021 QS Stars Rankings \*2024 Good Universities Guide, PG study area  
^2023 ShanghaiRanking Global Ranking of Academic Subjects (GRAS)



# Master of International Tourism and Hospitality Management

- ✔ Live, work and study in a real-world laboratory with easy access to destinations with world-class tourism management. Maximise your expertise to become a management-level professional with expert knowledge of business operations, administration and handling international clients.
- ✔ Learn from expert lecturers who are world leaders in their fields. With a focus on sustainability, innovation, resilience to overcome adversity, and effective leadership, you will learn to analyse complex problems facing industry and society, and to make decisions using critical thinking.
- ✔ Acquire strong career planning insights and build enterprise skills. Get real-world knowledge and experience of the industry through placements and internships.

## COURSE DETAILS:

|                       |   |
|-----------------------|---|
| <b>Locations:</b>     | Cairns, Brisbane  |
| <b>Start Dates:</b>   | Cairns - January, May, September<br>Brisbane - January, March, May, July, September, November |
| <b>Duration:</b>      | 2 years full-time or part-time equivalent   |
| <b>Prerequisites:</b> | AQF level 7 bachelor degree in any discipline; or equivalent                                  |

Please visit the [handbook](#) for a detailed outline of the course structure.

James Cook University partners with Russo Higher Education Pty Ltd to deliver the programs available at our Brisbane campus.

# Ready today for tomorrow

JCU's Master of International Tourism and Hospitality Management (MITHM) is supported by high-profile industry, government and NGO partners who stand ready to provide you with work-integrated learning opportunities and are eager to hire JCU graduates.

Our industry, government and NGO connections offer a wide range of internship opportunities that will equip you for the career niche of your choice, whether that's at policy, governance, management or operational level in a government department, hotel, resort, tour operation, convention centre, destination marketing or management organisations.

Our staff are all closely involved in applied projects with a range of different tourism organisations, and linked to international associations focussed on sustainable tourism development and education. It's yet another way JCU ensures its graduates are job-ready.

As a MITHM student, you will learn from expert lecturers who are leaders in their fields, and focus on sustainability, innovation, resilience to overcome adversity, and effective leadership. You will also have the opportunity to liaise directly with industry to identify issues to be investigated for real-world research projects, providing data and analysis that will assist in future planning as well as growing your professional network.


We work closely with industry to provide opportunities for you to develop transferrable skills that employers are seeking, such as communication, teamwork, leadership and problem-solving.

*“I truly value the MITHM course. As a student from Africa, the course material has been delivered in an engaging way that aligns with my learning style. This approach has fostered a comfortable learning environment for me. I appreciate the balance between theory and hands-on experience, such as engaging field trips, which enhances my understanding of tourism here in Far North Queensland significantly. This course is equipping me with invaluable knowledge for my future career, ensuring I’m well-prepared to excel in my industry. I believe this exposure will open doors to promising job opportunities and facilitate my growth within the field.”*

**Emmanuel Ezenwa**

MASTER OF INTERNATIONAL TOURISM AND HOSPITALITY  
MANAGEMENT STUDENT





*“Through the combined Master of International Tourism and Hospitality Management - Master of Business Administration degree, I am acquiring knowledge in sustainability, innovation, and effective leadership from expert educators. Our classes go beyond the campus and textbooks; we engage with industry experts, governmental figures, and professionals from both the tourism and business sectors. This hands-on approach equips us with the tools of critical thinking, enabling us to analyse complicated issues. Our focus is on cultivating specialised business skills tailored to the tourism and hospitality sectors. Engaging in thorough research, we delve into tourist and guest behaviours, aiming to innovate and craft sustainable strategies that not only meet their needs but also enhance customer experiences and increase revenue.”*

**Abi Bantatua**

MASTER OF INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT – MASTER OF BUSINESS ADMINISTRATION

*“JCU Tourism is recognised as world leaders in tourism sustainability, visitor experience and using tourism as tool for regional and community development. You can gain professional skills in tourism and hospitality, at the same time as you can learn how to change the world to be a better place.”*

**Professor Gianna Moscardo**

COORDINATOR, MASTER OF INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT



## Career Opportunities

Become a leader in the hospitality and tourism sector with this specialist JCU postgraduate course. Advance your career and develop expert knowledge of tourism and hospitality systems, sustainable development processes and innovation in tourism planning and policy.

Your career path could lead you to work in government agencies responsible for tourism policy and planning or managing tourism in protected and heritage areas; in NGOs concerned with tourism as a tool for community and regional development; and in businesses offering transport, accommodation, food services and tours, attractions, events and festival management, destination and tourism business marketing and promotion.

Graduates find employment in roles such as Destination Marketing Managers; Social Media Marketing Consultants; Tourism Planners and Developers; Corporate Social Responsibility and Sustainability Advisors; Heritage Interpreters; General, HR, Marketing, Customer Services, Sales and Operations Managers of Tourism and Hospitality Businesses; and Sustainable Tourism Entrepreneurs.





# Postgraduate coursework applications

Apply directly to JCU, either by a form you download, complete and return, or by using the [Online Application Portal](#).

Your application must reach us before the deadline for your course.

## ENTRY REQUIREMENTS

Postgraduate courses will usually require completion of an appropriate undergraduate degree for entry. You'll need to include certified copies of qualifications and academic records with your application. For some programs, appropriate work experience or equivalent qualifications will be considered.

The entry requirements for each course are included on the Apply Now page for the course.

## FURTHER INFORMATION

To find out more, call +61 7 4781 5255 or contact the [Student Enquiry Centre](#).

## Contact us

JCU Townsville: 07 4781 5255

JCU Cairns: 07 4232 1000

Freecall (within Australia): 1800 246 446

Email: [enquiries@jcu.edu.au](mailto:enquiries@jcu.edu.au)



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