Introduction
This course is co-ordinated by UNSW’s Tourism and Hospitality Management Unit at the Australian School of Business. The five-week, 75-hour course comprises lectures, industry case studies and presentations, field excursions and travel throughout some of the most prominent and diverse tourist destinations in Australia. At these locations students come face-to-face with tourism and event management issues facing public and private organisations across the broad spectrum of sectors in the tourism industry.

Course Content
The combination of theory and real-life tourism and event management case studies provides students with a uniquely engaging and enriching way of learning how Australia is addressing the challenge of sustainability, within the context of tourism and event management. Through field trips to businesses and key attractions at the various geographic locations, students experience first-hand the behind-the-scenes operations necessary for orchestrating the great ‘tourist theme park’ which is Australia. Additionally, students will gain key insights into how the Australian tourism industry is preparing to sustain itself in an increasingly competitive world tourism market. The interdisciplinary approach utilised throughout the course, incorporating marketing, business and event management, sociology and psychology aims to equip students with the knowledge and skills that can be used in a range of industries and future careers.
Today tourism is the world’s largest industry and its biggest employer. The significance of tourism to the Asia Pacific region and in particular Australia is in line with this trend. From small beginnings a mere 20 years ago, tourism is now Australia’s largest revenue earner and, according to independent research (Tourism NSW), is America’s most desirable destination. Australia has been described as ‘the world’s greatest tourist playground offering the most exciting and diverse range of experiences imaginable’. Students participating in this course visit many of its stunning natural, cultural and man-made attractions. In doing so, they will discover the marketing and management techniques that have been used to create such impressive tourism growth, whilst conserving the natural and built heritage environments credited with attracting tourists in the first place.

**Locations**

The program commences in Darwin, in the ‘Top End’ of Australia. Students begin their coursework here and also travel into the World Heritage-listed Kakadu National Park for a three day camping excursion.

From Darwin students travel to Melbourne, Australia’s second largest city and ‘the sporting and cultural capital of Australia’.

The course then travels to UNSW’s Kensington campus where they study and live on campus until a weekend on the Gold Coast, before arriving at the final location of the program in the tropical North, Cairns.