



# Bachelor of Tourism, Hospitality and Events



JAMES COOK  
UNIVERSITY  
AUSTRALIA

*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 in state-of-the-art facilities
- Achieve exceptional employment outcomes
  - Benefit from small class sizes
  - Connect with professional networks
- Support through scholarships for merit and equity
  - Discover great accommodation options

## **READY TODAY FOR TOMORROW**

Through a strong focus on industry standards, opportunities, and challenges, JCU Tourism produces graduates who are ready to kickstart their careers in an exciting and resilient industry.

## **TAILOR YOUR STUDY**

Leverage the flexibility of the trimester model to suit your lifestyle. Have the opportunity to maximise your study and complete your degree in the timeframe that you choose. Structure your degree progression and even build breaks into your study plans to find the perfect balance of work, family and study commitments.

## **UNIQUE PLACEMENT OPPORTUNITIES**

Obtain valuable vocational qualifications and industry experience through paid internships. Be equipped with the skills to succeed with 400 hours of professional practice.

## **GRADUATE WITH CONFIDENCE**

JCU Tourism supports you to develop an understanding of research and practice in tourism, hospitality, and events, as you build community and industry partnerships and networks.





# Bachelor of Tourism, Hospitality and Events

- ✔ Open up opportunities for a wide range of careers in tourism, hospitality, sports, events and other services across government, private and non-government sectors.
- ✔ Build an understanding of research and practice in tourism, hospitality and events as a complex field of business. Develop community and industry partnerships and networks both locally and globally, with a focus on tropical environments.
- ✔ Apply your knowledge and skills to design and deliver memorable tourism, hospitality and events experiences, and develop an industry that is sustainable and resilient.
- ✔ Partake in real-world practical placements, with opportunities for paid internships. You will gain useful vocational qualifications during this course.

## COURSE DETAILS:

<b>Locations:</b>	Brisbane, Singapore
<b>Start Dates:</b>	February, May, September (Brisbane) March, July, November (Singapore)
<b>Duration:</b>	3 years full-time
<b>Prerequisites:</b>	English (Units 3/4, C). International: English Band 1
<b>Recommended:</b>	Mathematical Methods (3/4, C)
<b>Fees:</b>	\$32,960.00*
<b>CRICOS code:</b>	0101080

+International students: estimated annual tuition fee for a full-time study load

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

# Experience has no substitute

Acquire industry-level knowledge and develop professional skills to be work-ready and ahead of the game.

## Gain valuable insight

This course comprises project-based subjects and tropical, industry-based assessment. You will develop a deep understanding of tourism, hospitality and events systems as a complex field of business.

Learn how to apply critical thinking skills to resource, analyse and synthesise information. Create solutions to tourism, hospitality and events problems with a focus on the challenges facing tropical destinations.

## Develop practical skills

Internships, professional placements, field trips and projects are all central to the JCU Bachelor of Tourism, Hospitality and Events. From your first semester, you will participate in Work-Integrated Learning (WIL) to prepare you for a fast-paced industry. In real-world settings, you will develop the ability to focus on strategic management and sustainable leadership as you work with key stakeholders to acquire and convey knowledge and goals effectively.







*“The best thing about studying this course is that you have the opportunity to go on field trips and meet organisers, managers and leaders in the industry. These people were not only a great source of knowledge, but provided career inspiration. JCU facilitates networking via events and functions very effectively. Whether you’re looking to improve, up-skill or even start from scratch in these professions, I recommend investigating the options at JCU.”*

**Matthew Bressington**

BACHELOR OF TOURISM AND HOSPITALITY





*“At James Cook University, we are making our students employable and career-ready.*

*We’re providing professional opportunities in the workplace where you can gain extensive work experience and get paid to work.*

*You can get incredible educational experience from our highly qualified and internationally renowned faculty.”*

**Dr Janice Scarinci**

LECTURER, TOURISM, HOSPITALITY AND EVENTS

## Career Opportunities

JCU Tourism, Hospitality and Events graduates are multi-skilled business professionals who find employment in diverse areas, in Australia and overseas.

Your career path could lead you to work in tourism planning, destination marketing and management agencies, government policy positions, airports, heritage agencies responsible for tourism and leisure use, tourist shopping and retail management, sports and events management, and community development agencies, among many other options.

You might also use your skills to start your own business or become a social entrepreneur.







# JCU Accommodation

Where you choose to live while studying at JCU Brisbane is an important consideration. For various accommodation options you can check out the [Choose Brisbane website](#).

Student One residences are located right in the heart of Brisbane's City Centre, only a short 200m or 3 minute walk away from the JCU Brisbane campus to either residence – Student One Wharf Street or Student One Adelaide Street. From a supermarket to coffee shops and a range of food outlets, we've got you covered.

Alternatively, international students can choose to live with a family in a homestay through the Australian Homestay Network (AHN). AHN Homestay is recommended as the best option for all new International Students visiting Australia for the first time.

Find out more at [jcu.edu.au/brisbane](http://jcu.edu.au/brisbane)



## Contact us

JCU Brisbane: 07 3001 7800

JCU Cairns: 07 4232 1000

JCU Townsville: 07 4781 5255

Freecall (within Australia): 1800 246 446

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



JAMES COOK  
UNIVERSITY  
AUSTRALIA

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