

**Master of International Tourism & Hospitality Management (MITHM)  
Graduate Diploma of International Hospitality Management  
Graduate Certificate of International Hospitality Management**

**Standard Duration**

Graduate Certificate of IHM – 1 trimester  
Graduate Diploma of IHM – 3 trimesters  
MITHM – 4 trimesters

**Fast Track**

Graduate Certificate of IHM – 1 trimester  
Graduate Diploma of IHM – 2 trimesters  
MITHM – 3 trimesters

**Total No. of Subjects**

Graduate Certificate of IHM – 4  
Graduate Diploma of IHM – 8  
MITHM – 12

**Intakes**

March, July and November

**OVERVIEW**

The Master of International Tourism & Hospitality Management is an innovative masters level qualification that combines tourism, hospitality and business management to give students the management skills required to be a tourism and hospitality industry professional.

The Graduate Certificate and Graduate Diploma provide shorter more focussed programs.

**CAREER OPPORTUNITIES**

JCU has strong industry links and has innovative partnerships with industry and educational institutions both locally and overseas. This provides the opportunities for JCU students to pursue careers not only in the dynamic tourism and hospitality industry, but also in associated marketing and public relations.

**PROFESSIONAL RECOGNITION**

All tourism subjects at JCU are recognised by the World Tourism Organisation as providing world-class tourism education since 1993.

**COURSE STRUCTURE**

A mix of tourism, hospitality and business management subjects provide the core knowledge for managerial careers in the tourism & hospitality industries.

**GRADUATE CERTIFICATE OF IHM  
Take both**

- TO5202** Economic Decision Making in the Hospitality Industry  
**TO5204** Ethics in the International Hospitality Industry

**Plus two (2) from**

- LB5202** Marketing & Innovation  
**LB5203** Sustainable Enterprise  
**LB5205** Human Relations in the Workplace  
**LB5208** Leadership in Contemporary Organisations

**GRADUATE DIPLOMA OF IHM  
Take all four (4)**

- TO5201** Strategic Management & Development in the Hospitality Industry  
**TO5202** Economic Decision Making in the Hospitality Industry  
**TO5203** Hospitality & Gastronomy: Social, Private & Commercial  
**TO5204** Ethics in the International Hospitality Industry

**Plus two (2) from**

- LB5202** Marketing & Innovation  
**LB5203** Sustainable Enterprise  
**LB5205** Human Relations in the Workplace  
**LB5208** Leadership in Contemporary Organisations

**Plus two (2) from**

- TO5101** Tourism Systems Analysis  
**TO5104** Tourist Management Strategies  
**TO5102** Tourism Operations Management  
**TO5103** Global Destination Competitiveness

**MASTER OF INTERNATIONAL  
TOURISM & HOSPITALITY  
MANAGEMENT**

**Take all twelve (12)**

- TO5101** Tourism Systems Analysis  
**TO5203** Hospitality & Gastronomy: Social, Private & Commercial  
**TO5104** Tourist Management Strategies  
**TO5202** Economic Decision Making in the Hospitality Industry  
**TO5102** Tourism Operations Management  
**TO5201** Strategic Management & Development in the Hospitality Industry  
**TO5204** Ethics in the International Hospitality Industry  
**TO5103** Global Destination Competitiveness  
**LB5202** Marketing & Innovation  
**LB5203** Sustainable Enterprise  
**LB5205** Human Relations in the Workplace  
**LB5208** Leadership in Contemporary Organisations

**ACADEMIC ENTRY  
QUALIFICATIONS**

An undergraduate degree in any discipline or other qualifications deemed equivalent; or evidence of professional experience that meets the approval of the Head of School or Faculty.

**ADVANCED STANDING CREDIT**

JCU recognises advanced standing credit for equivalent studies at an equivalent level from Australian or overseas universities. The credit is determined after receipt of application.

Subjects successfully completed for the Graduate Certificate and Graduate Diploma of International Hospitality Management can be credited towards the Master of International Tourism & Hospitality Management.

**POSSIBLE CAREERS**

Hotel manager, tourism operation or attraction management, tour guides, event manager, marketers, destination managers, tourism researcher.