OUR VISION

Victoria University’s vision for Tourism and Hospitality is to prepare highly desirable graduates for careers in tourism and hospitality. We aim to provide excellence in teaching and learning that is supported by research on socially responsible and environmentally sustainable tourism that supports communities in Australia and overseas.

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CRICOS Provider No. 00124K
EXPERTISE IN EDUCATION AND RESEARCH

HISTORY OF TOURISM AND HOSPITALITY
Tourism and Hospitality has a 40 year history of teaching, research and community service in:

- event management
- hospitality
- tourism

TOURISM AND HOSPITALITY STRENGTHS
Tourism and Hospitality strengths in education and research include:

- entry level courses for bar attendants, cooks, tourist information officers, and waiters
- courses for supervisors and middle managers, including head chefs, cooks, house managers, travel agents, and travel and events leaders
- courses for senior management, including hotel or resort managers, hospitality business development managers, events managers, and restaurant managers
- research in:
  - destination management
  - wine, food, sport and major events
  - tourism labour markets and volunteers
  - impact of climate change on tourism

TOURISM AND HOSPITALITY STUDENTS
Approximately 61% of Tourism and Hospitality students are female, 39% are male, of which 31% of local students live in the Western region of Melbourne and 2% located offshore. Approximately 57% of students are full time and 42% of local students speak languages other than English.

TOURISM AND HOSPITALITY COURSES
Tourism and Hospitality offered 33 courses in 2009. Most courses were delivered by:

- School of Hospitality, Tourism and Marketing
- School of Business and Hospitality

TOURISM AND HOSPITALITY CAREER PATHWAYS
We offer learning pathways to enable students to design their own career. Students can move from secondary school to courses at a Certificate level through to Diploma, Degree and PhD. Pathways include transitions from:

- Certificate II Operations to Certificate III or IV in Operations
- Certificate IV in Tourism to Diploma of Tourism
- Diploma of Business and Enterprise (international VU students only) to Bachelor of Business (Hospitality Management)
- Advanced Diploma of Hospitality Management to the Bachelor of Business (Hospitality Management)
- Bachelor of Business (Hospitality Management) to postgraduate degrees by coursework or research

TOURISM AND HOSPITALITY RESEARCH
Tourism and Hospitality research projects produce new knowledge that can be applied in all aspects of the tourism and hospitality industry. Research is focused on developing the industry and promoting the sustainable performance of local communities and the environment.

Tourism and Hospitality projects, via the Centre for Tourism Services and Research, include applied research in Australia and overseas on:

- issues surrounding the social impacts of tourism on communities and destinations
- climate change adaptation policies and strategies to assist tourism whilst protecting and growing local livelihoods
- sustainability benchmarking focused on environmental, economic and social indicators
- the role that events can play in helping to build or change the image of a destination
- evaluating the efficiency, effectiveness and economic impact of events
- statistical models to estimate the impact of various attributes on consumer choice
- profiling volunteers, including the length and frequency of their service, as well as the duration of shifts and motivating factors
TOURISM AND HOSPITALITY INDUSTRY PARTNERS

Tourism and Hospitality is part of an extensive network of experts committed to excellence in teaching, learning and research in tourism and hospitality. These partnerships provide students with opportunities for learning in the workplace and collaboration on research projects that deliver real benefits to industry and the broader community.

Our industry partners include:

- Sustainable Tourism Cooperative Research Centre
- Le Cordon Bleu
- Sofitel Melbourne
- Victorian Event Industry Council
- Victorian Tourism Industry Council
- Parks Victoria
- Tourism Victoria
- Melbourne Exhibition and Convention Centre
- Museum Victoria
- Geelong Otway Tourism
- Tourism Tasmania
- Business Events Council Australia
- Tourism Australia
- Association of Australian Convention Bureau
- Tourism and Transport Forum Australia
- United Nations World Tourism Organisation

TOURISM AND HOSPITALITY INTERNATIONAL LINKAGES

Victoria University has recently partnered with Le Cordon Bleu. This partnership will enable us to deliver high quality, internationally recognised culinary training by developing executive chefs and culinary managers for employment in Australia and across the Asia Pacific region. The seamless provision of vocational education and training and higher education learning makes this program unique.

TOURISM AND HOSPITALITY FACILITIES

Tourism and Hospitality facilities include:

- Events Pro industry software to organise events for external clients
- Full front office opportunities to build a hotel in a simulated environment
- Fully operational restaurants with commercial training kitchens
- Tourism-simulated learning experiences such as virtual enterprise linked to Global Ballooning

CAMPUSES

Campuses for delivery of the majority of courses are located at Footscray Park, Footscray Nicholson, and Werribee Campuses. Industry-based delivery also occurs on site at locations such as the Academy Sofitel.

CONTACT DETAILS

Telephone 03 9919 4000
www.vu.edu.au/industry-sectors