

# **Graduate and Postgraduate Degree Programs in Australia**

**A Report to the CAUTHE Executive**

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## **Introduction**

Graduate and postgraduate degree programs in Australia have proliferated greatly over the last three decades from just two program offerings in the mid 1970s (both at undergraduate level) to over 88 program offerings (at undergraduate level) and 85 at postgraduate level today. This rapid growth can partly be attributed to a general increase in the number of higher education students going through the tertiary education system and it can partly be attributed to the rapid expansion and significance of the tourism industry to the Australian economy. Whilst there can be little doubt that Australian tourism higher education continues to expand and mature, a number of educational institutions are beginning to experience some softening of student demand which at best might see some slowing down of current program expansion rates and at worst may see some future rationalisation. Recent world issues such as September 11, a worldwide increase in terrorism threats generally, and epidemics such as SARS are all potential inhibitors to future global tourism growth. Although tourism continues to be a “sexy” degree study topic it has lost some of the ‘White Hot Gloss’ it enjoyed in the 1990s when student recruitment required little more than merely listing a tourism degree in the current portfolio of program offerings. Regretfully, those days are no longer with us!

At the CAUTHE Executive Meeting, held in Brisbane in February 2004, it was decided that a brief survey be carried out of all tourism and hospitality program providers in Australia. This was deemed desirable because, as the key Australian organisation representing tourism education provision, it was felt the organisation should have a clear picture of student throughput rates, a grasp of future likely trends affecting the sector and be in a position to make clear and accurate public statements on the nature and health of the industry.

At first sight such a survey would appear to be a very easy task requiring minimum work and little effort. Once a list of all offering institutions had been drawn up and all relevant programs catalogued all that was required was an approach to each program director asking for student numbers, approximate percentage of overseas students, confirmation of exact program offerings and their views on key trends and issues in tourism and hospitality education. The authors had undertaken a similar such survey in mid 1996 with few, if any difficulties, and fully expected the data to roll in over a couple of weeks. Given that the data were required by the very organisation to which most respondents belonged and that the aggregate results would be provided to each member no reticence on the part of the respondents was envisaged. Regretfully, this was far from the case. A total of 37 questionnaires were distributed, 25 to CAUTHE members and 12 to non CAUTHE members in August 2004 with a follow up reminder in September 2004. Following a second follow up reminder by Perry Hobson in October 2004 and further telephone and email contact in November a grand total of eight replies have been received!!! A similar problem was encountered by Leo Jago when he undertook a broadly similar survey of postgraduate programs in 2002, receiving only a total of eight completed questionnaires also.

Given current government funding arrangements to higher educational establishments in Australia it is perhaps not surprising that individual institutions might see such data as commercial in confidence especially as most institutions have been forced to act as commercial operators rather than providers of a public good. Recognising this

potential difficulty however, questions were focused on approximate student numbers and approximate overseas student percentage and avoided what would be clearly commercially sensitive information such as which overseas countries are you targeting, or what future programs are you planning to offer, or potentially embarrassing questions such as what is your drop out rate between first and final year. The objective of the survey was not to erode competitive advantage of individual members but to provide a means of monitoring the health of the sector. It was for this reason that CAUTHE agreed that we should develop an instrument that could be used to monitor trends in hospitality and tourism education in Australia.

The porosity of the data has to some extent been overcome by indirect contact to targeted individuals in certain organisations, use of nationally published student figures from DEST and questioning students and anyone else who may have some useful insight into approximate student numbers. The data presented below has predominantly being drawn from DEST data sets, the Good Universities Guide publications, university websites, the information supplied by the eight respondents, and information gathered by indirect means and through informal discussions with various informed individuals.

### **What Is Being Measured**

This survey is confined to programs leading to a degree or a postgraduate qualification in hospitality or tourism. A program is defined here as a course of study leading to an award at degree or postgraduate level. At undergraduate level this is normally a period of three or four years and at postgraduate level of one to two years full time study. Until relatively recently, programs were often called courses but international nomenclature generally refers to these as programs nowadays and they are classed as programs in this survey irrespective of the terminology used at any one particular institution.

Although not the primary focus of this survey, the individual building blocks which make up a program are here referred to as courses and are generally the smallest unit of enrolment. As with programs, courses have recently been the focus of a name change as these for many years in Australia were referred to as subjects. As a general rule most university programs comprise four courses per semester of study giving undergraduate programs a total of between 24 and 32 courses and postgraduate programs anything from four to 16 courses.

Lying between a course and a program are what are generally referred to as 'majors' and comprise a collection of courses in a closely related discipline area. While there is no golden rule as to how many courses are required to make up a major, for a major to be taken seriously it should not be smaller than 25 percent of the entire program. Six or eight courses regularly comprise a major at undergraduate level. Majors have a number of advantages both to the student and the offering institution. They allow an institution to offer areas of specialism which comprise fewer courses than would be necessary for a full degree and they allow a student to follow an area of specialism nested within a broader more general degree. In tourism and hospitality education for instance, it is becoming increasingly common for tourism and hospitality to be offered as majors within a business or management degree. Unfortunately, for this survey student enrolment data are frequently kept only at the course or program level and it is

often very difficult even for the program director to be totally accurate on enrolment details in majors. This is the case for instance at the University of Queensland.

A further issue concerning a program with majors is the risk of double counting. Very often there are a number of majors offered in the tourism and hospitality area within a more general business degree program and it is not unusual for students to study more than one. At the University of Queensland for instance, there are majors in Tourism Management, Hospitality Management, and Event Management and all students are encouraged to study two: tourism and hospitality and events and hospitality are both common and popular options. If a student takes only one major, say for example Tourism Management, it is easy to include him or her in the final figure but if a student takes two majors there is a risk of double counting. As students do not enrol in majors but only in the individual courses which make up a major, accurate accounting is not easy especially when a course is included in more than one major.

## **Programs**

### **Undergraduate Programs**

A list was drawn up of all undergraduate programs offered in Australia by universities and hotel schools. To be included in the list a program had to have within its name the words tourism, hospitality, etc or have such words in the names of at least one of its component majors. Examples would include Bachelor of Hotel Management, Bachelor of Tourism Management or Bachelor of Business with a major in Event Management or Bachelor of Applied Science with a major in Ecotourism etc.

Nationally there were 88 programs on offer in 2004 identified on the criteria discussed above. If program majors are also included in the count there were a total of 111 on the grounds that some programs offer two, three and sometimes even four different majors in the hospitality and tourism areas. A previous study undertaken in 1997 (Craig-Smith, 1998) recorded a grand total of only 44 programs (including majors). For historical comparison a survey undertaken in 1987 identified six programs (Wells, 1990) and the first such survey undertaken in 1977 identified two (Wise, 1978). The number of programs has more than doubled since 1997 and if majors are also included the figure has almost, but not quite, trebled.

The programs can be divided into two macro areas, one area being TOURISM and related activities such as ecotourism, travel and the like and the other area being HOSPITALITY and related areas such as events or club and gaming management, etc. Yet other programs offer both tourism AND hospitality. It is possible to examine all three areas of program by state and at the national level. See Tables 1 and 2. New South Wales has seen its program offerings rise from 10 in 1997 to 31 in 2004, Victoria from 11 to 22, Queensland from 12 to 32, Western Australia from 5 to 9, South Australia from 3 to 8, Northern territory from 1 to 3, Australian Capital Territory from 2 to 3 and Tasmania from none to 3.

When examined by type, the number of tourism and closely related programs has increased from 27 in 1997 to 57 in 2004, hospitality programs from 14 in 1997 to 41 in 2004 and tourism and hospitality programs from 3 in 1997 to 13 in 2004. The largest growth but not the highest numbers are the combined tourism and hospitality programs which have quadrupled over the last eight years. The next largest increase has been in hospitality programs which have trebled from 14 to 41. The tourism programs have doubled from 27 to 57 the highest growth being in specialist tourism programs such as eco or sustainable tourism, cultural tourism, sports tourism etc. Whereas in 1997 the number of tourism programs was approximately double the number of hospitality programs 27 to 14, in 2004 there was a nearer but not perfect balance 57 to 41 in hospitality. The hospitality program numbers have increased by the steady growth in specialist areas such as club management, catering management and event management. The overall growth has been in two expected areas, specialist areas within hospitality or tourism not previously covered by programs existent in 1997 and in more general degrees covering general business with hospitality and or tourism as majors or in degrees offering hospitality and tourism within the one program.

**Table 1 Tourism and Hospitality Undergraduate Programs**

State	Institutions	Total Degree Programs	Programs + 'major' options
NSW	12	26	30
QLD	6	24	32
VIC	7	14	22
WA	3	8	9
SA	3	6	8
TAS	1	3	3
NT	1	3	3
ACT	2	3	3
National	1	1	1
<b>Total</b>	<b>36</b>	<b>88</b>	<b>111</b>

Source: Good Universities Guide to Undergraduate Study 2004; Relevant state admission guides e.g. UAC, QTAC; University websites.

**Table 2 Undergraduate Programs in Tourism, Hospitality and Tourism & Hospitality, 1997 and 2004**

	Tourism		Hospitality		Tourism & Hospitality		Total	
	1997	2004	1997	2004	1997	2004	1997	2004
NSW	7	15	3	10	0	6	10	31
VIC	6	14	3	6	2	2	11	22
QLD	7	16	5	15	0	1	12	32
WA	4	6	1	3	0	0	5	9
SA	2	2	0	3	1	3	3	8
NT	0	1	1	1	0	1	1	3
ACT	1	1	1	2	0	0	2	3
TAS	0	2	0	1	0	0	0	3
<b>Total</b>	<b>27</b>	<b>57</b>	<b>14</b>	<b>41</b>	<b>3</b>	<b>13</b>	<b>44</b>	<b>111</b>

Source: Good Universities Guide to Undergraduate Study 2004; Relevant state admission guides e.g. UAC, QTAC; University websites.

Information on the program's host faculty was also collected (where such information was available). The vast majority of tourism and hospitality programs (51) reside within business/ commerce/ management faculties. The remaining programs were found to reside with either education/ arts/ humanities faculties (11) or science/ environment/ agriculture faculties (5).

### Postgraduate Programs

As with undergraduate programs a list of all postgraduate programs in hospitality and tourism was produced with the help of university and hotel school web sites and the Good University Guide to postgraduate programs. Graduate Certificates, Graduate Diplomas and Masters Programs were all included under this heading. Many of these programs are nested with one acting as the foundation to another with some students using the certificate as their terminal qualification, and others using it as a lead into a higher program. As each program has a discrete program code and as each student can exit with a qualification they have all been included in this exercise. See Tables 3 and 4.

**Table 3 Tourism and Hospitality Postgraduate Programs**

State	Institutions	Total Programs	Programs + 'major' options	Grad Cert	Grad Diplomas	Masters (By Coursework and Research)
NSW	8	29	39	11	7	11
QLD	5	22	29	8	6	11
VIC	4	14	20	2	5	7
WA	4	9	9	3	3	3
SA	2	8	10	3	1	4
NT	1	2	2	-	-	2
ACT	1	1	1	-	-	1
National	0	0	0	-	-	-
<b>Total</b>	<b>25</b>	<b>85</b>	<b>110</b>	<b>26</b>	<b>21</b>	<b>38</b>

Source: Good Universities Guide to Postgraduate Courses, 2005 (Based on 2003 figures and information provided by individual institutions and DEST) and additional information from institutions when supplied.

**Table 4 Postgraduate programs in Tourism, Hospitality and Tourism & Hospitality by Graduate Certificate, Graduate Diploma and Masters**

State	Grad Certificate			Grad Diploma			Masters		
	Tourism	Hosp.	T&H	Tourism	Hosp.	T&H	Tourism	Hosp.	T&H
NSW	5	9	1	4	6	1	8	3	2
QLD	2	3	3	2	2	2	3	3	5
VIC	1	0	1	3	2	0	5	4	3
WA	3	0	0	3	0	0	1	1	1
SA	2	1	0	1	0	0	1	3	0
NT	0	0	0	0	0	0	1	1	0
ACT	0	0	0	0	0	0	1	0	0
<b>Total</b>	<b>13</b>	<b>13</b>	<b>5</b>	<b>13</b>	<b>10</b>	<b>3</b>	<b>20</b>	<b>15</b>	<b>11</b>

Source: Good Universities Guide to Postgraduate Courses, 2005 (Based on 2003 figures and information provided by individual institutions and DEST) and additional information from institutions when supplied.

Nationally, a total of 25 institutions (cf. 36 at undergraduate level) offer 85 postgraduate programs (cf. 88 at undergraduate level). As with undergraduate programs, the postgraduate offerings increase in number when the various majors are taken into consideration. If all permutations are included the national total is 110 (compared with 111 at undergraduate level).



## Student Enrolments

It is with some disappointment that this report cannot be more explicit on actual student numbers. With only eight completed replies no data were received from the majority of institutions. Furthermore it had been hoped this report would identify the percentage of the student body from overseas. As a very crude estimate it would not be unreasonable to hypothesize that approximately 10 percent of the undergraduate student body is from overseas with 90 percent from within Australia whereas, at postgraduate level the figures are more likely to be 90 percent from overseas and 10 percent from within Australia but this will vary greatly at the individual program level.

**Table 5 Department of Education Science and Training (DEST), Students, Selected Higher Education Statistics 2003\***

State	Undergraduates	Masters	Postgraduate other	PhD**
VIC	2568	162	21	7
NSW	2391	182	77	28
QLD	1788	218	13	38
SA	351	33	26	0
WA	282	11	14	3
ACT	223	14	0	0
TAS	188	0	0	0
NT	52	5	8	0
National	1	0	0	0
<b>Total</b>	<b>7844</b>	<b>625</b>	<b>159</b>	<b>76</b>

Source: Department of Education, Science and Training (DEST)

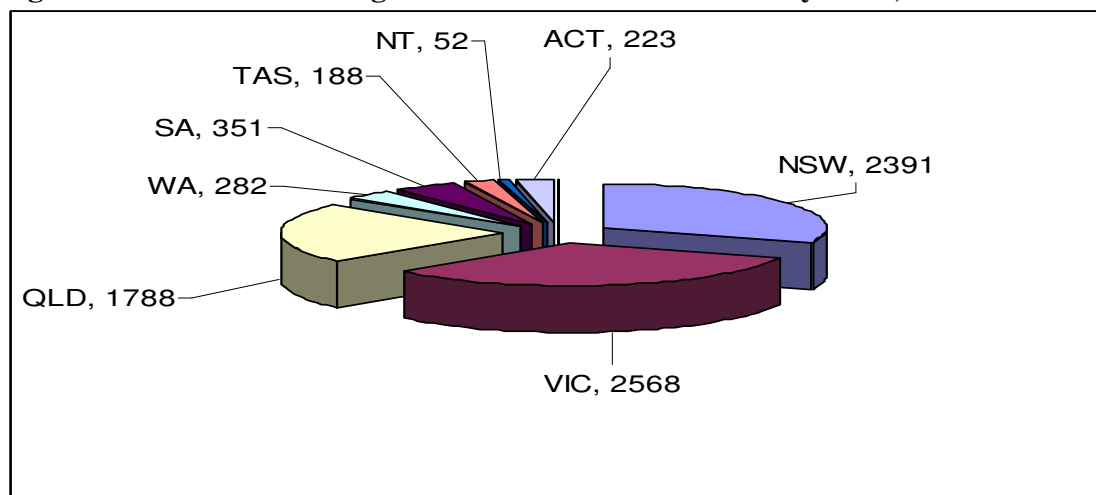
\*Student enrolments in user specified courses (Hospitality and Tourism Management) by State, Institution, Course Code and Course Name and Broad Level of Course, 2003.

\*\*PhD student enrolments will not be further examined in this report.

## **Undergraduate Student Enrolments**

DEST data would suggest that approximately 7800 students were enrolled in hospitality and tourism undergraduate programs in 2003 (the latest year for which data is available) (Figure 1 and Table 6). It should be pointed out that these figures are by no means 100 percent accurate, they also relate to 2003 and not to the survey year of 2004, and given the actual figures supplied by some individual institutions, it would perhaps be safer to say that somewhere between 6500 and 7500 undergraduate students would be a ball park figure. Given that programs are of differing length but that the majority at undergraduate level are of three years duration this would suggest that approximately 2200 to 2500 students are enrolled in any one year. There is inevitably some drop out between first and second year, and again between second and third year, so a more realistic figure for graduating students at the end of 2004 would be something in the order of say 2000 graduates. What was interesting was the relatively low student enrolment numbers supplied by more than one institution. It may that there is some embarrassment at these relatively low enrolment figures which has influenced individual institutions to keep actual numbers a secret.

**Figure 1 DEST Undergraduate Student Enrolments by State, 2003\***



Source: Department of Education, Science and Training (DEST)

\*Student enrolments in user specified courses (Hospitality and Tourism Management) by State, Institution, Course Code and Course Name and Broad Level of Course, 2003.

Because most respondents requested that the figures supplied be treated as confidential only DEST data and the Good Universities Guide, which are already in the public domain, have been included in this analysis. With few exceptions the DEST data broadly coincided with the data supplied so the figures presented here fortunately do provide a picture with ball park accuracy.

**Table 6 Undergraduate Student Enrolments by Institution, 2003**

Institution	DEST*	Good Uni Guide**
<b>New South Wales</b>		
University of New South Wales	187	185
University of Technology Sydney	335	341
Southern Cross University	967	869
University of Western Sydney	535	430
Charles Sturt University	208	184
University of Newcastle	159	n/a***
University of Wollongong	n/a	n/a
University of New England	0	n/a
Macquarie University	0	n/a
Blue Mountains Hotel School	n/a	287
International College of Tourism and Hotel Management	n/a	n/a
The Hotel School Intercontinental	n/a	300
William Blue International Hotel Management School	n/a	n/a
<b>Victoria</b>		
Victoria University	900	771
La Trobe University	883	335
Deakin University	n/a	n/a
Monash University	131	110
RMIT University	424	411
Swinburne University of Technology	203	255
University of Ballarat	27	26

<b>Queensland</b>		
University of Queensland	415	397
Griffith University	620	503
James Cook University	231	95
Central Queensland University	325	183
University of the Sunshine Coast	139	134
University of Southern Queensland	58	52
<b>Tasmania</b>		
University of Tasmania	188	170
<b>Western Australia</b>		
Murdoch University	69	63
Edith Cowan University	212	123
The University of Notre Dame	1	n/a
<b>South Australia</b>		
University of South Australia	172	127
Flinders University	179	91
Le Cordon Bleu International	n/a	145
<b>Northern Territory</b>		
Charles Darwin University	52	46
<b>Australian Capital Territory</b>		
University of Canberra	223	183
Australian International Hotel School	n/a	137
<b>National</b>		
Australian Catholic University	1	n/a
<b>TOTAL</b>	<b>7844</b>	<b>6954</b>

Source: Department of Education, Science and Training (DEST)  
Good Universities Guide to Undergraduate Study

\* DEST student enrolments in user specified courses (Hospitality and Tourism Management) by State, Institution, Course Code and Course Name and Broad Level of Course, 2003.

\*\* The Good Universities Guide to Undergraduate Courses 2005- Data refers to 2003 enrolments and is based on information supplied by DEST and selected institutions other than universities.

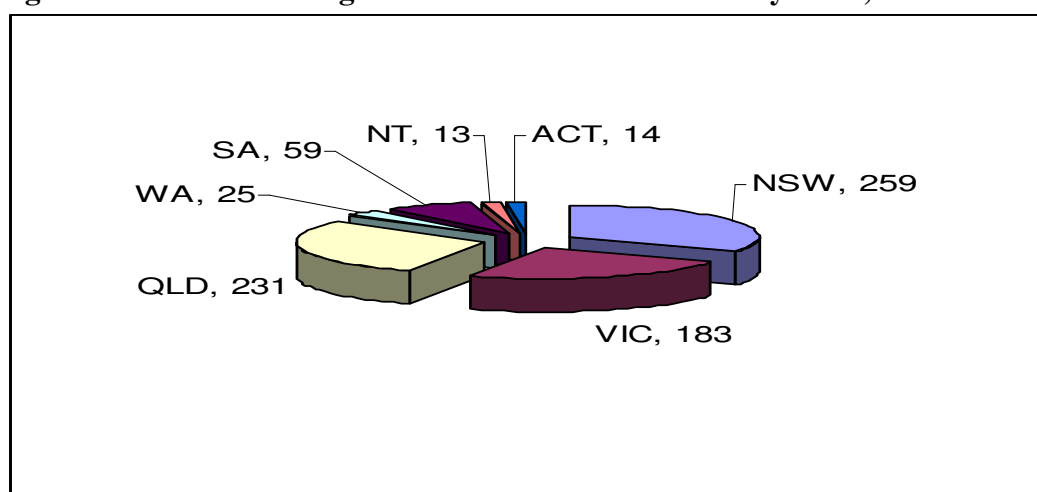
\*\*\* n/a- data not available.

## Postgraduate Student Enrolments

Estimates of postgraduate student numbers were even more difficult than the estimates of undergraduate numbers because of the nested arrangement of many postgraduate programs and the fact that at some institutions it is possible to obtain, say a postgraduate certificate, and then proceed and complete, say a masters program without having to surrender the original certificate. At postgraduate level, drop out rates tend to be very small, especially when compared with undergraduate rates. Once again there is some considerable discrepancy between DEST data, figures supplied by the Good University Guide and figures sent by individual institutions. The figures within the public domain vary between a low of approximately 550 and a high or around 780 (Figure 2 and Table 7). Given that at postgraduate level many more students study part time and that individual programs vary in length from one semester for a graduate certificate to anything from 18 months to two years for a full masters program it is almost impossible to accurately predict actual graduation numbers at any one time. Given that more programs at this level are completed in one

year than two perhaps a figure of around 450 graduates per year would at least provide a platform for further discussion.

**Figure 2 DEST Postgraduate Student Enrolments by State, 2003**



Source: Department of Education, Science and Training (DEST)

\*Student enrolments in user specified courses (Hospitality and Tourism Management) by State, Institution, Course Code and Course Name and Broad Level of Course, 2003.

**Table 7 Postgraduate Student Enrolments by Institution, 2003**

Institution	DEST*	Good Uni Guide**
<b>New South Wales</b>		
University of New South Wales	n/a***	n/a
University of Technology Sydney	92	12
Southern Cross University	47	63
University of Western Sydney	89	89
Charles Sturt University	11	9
University of Newcastle	15	15
University of Sydney	n/a	n/a
University of Wollongong	n/a	n/a
University of New England	n/a	n/a
Macquarie University	5	n/a
Blue Mountains Hotel School	n/a	3
<b>Victoria</b>		
Victoria University	115	119
La Trobe University	6	13
Deakin University	n/a	n/a
Monash University	58	58
RMIT University	n/a	n/a
Swinburne University of Technology	4	4
University of Ballarat	n/a	n/a
<b>Queensland</b>		
University of Queensland	76	n/a
Griffith University	131	5
James Cook University	22	36
Central Queensland University	n/a	n/a
University of the Sunshine Coast	2	3
University of Southern Queensland	n/a	n/a

<b>Tasmania</b>		
University of Tasmania	n/a	n/a
<b>Western Australia</b>		
Murdoch University	5	8
Edith Cowan University	n/a	n/a
The University of Notre Dame	1	1
Curtin University of Technology	19	n/a
<b>South Australia</b>		
University of South Australia	35	35
Flinders University	24	24
Le Cordon Bleu International	n/a	41
<b>Northern Territory</b>		
Charles Darwin University	13	n/a
<b>Australian Capital Territory</b>		
University of Canberra	14	14
<b>TOTAL</b>	<b>784</b>	<b>552</b>

Source: Department of Education, Science and Training (DEST)

Good Universities Guide to Postgraduate Study, 2004

\* DEST student enrolments in user specified courses (Hospitality and Tourism Management) by State, Institution, Course Code and Course Name and Broad Level of Course, 2003 (excluding PhD enrolments).

\*\* The Good Universities Guide to Postgraduate Courses 2005- Data refers to 2003 enrolments and is based on information supplied by individual institutions and DEST- Student numbers only available for programs listed in tourism and hospitality specifically.

\*\*\* n/a- data not available.

## **Trends and Issues**

The survey sent to all tertiary institutions included a range of questions regarding undergraduate and postgraduate offerings. The purpose of this exercise was to establish some trends and issues for tourism and hospitality education in Australia, including the types of courses that should be offered in tourism and hospitality, the standards of students entering programs, current issues and perceived trends in tourism and hospitality education over the next five years. The information presented below is based on the eight surveys received.

### **Undergraduate**

In terms of course offerings, respondents were asked to indicate skills/ knowledge areas that they believe should be included in undergraduate programs in tourism and hospitality. A number of specific subject areas were identified including:

- Industry overview/ industry organisation/ networks
- Issues related to consumer behaviour
- Impacts of tourism
- Tourism and hospitality industry management
- Tourism industry marketing
- HR/ IR in the tourism and hospitality industry
- Marketing research/ statistics
- Cultural exchange in tourism and hospitality industry
- Natural and cultural history
- Interpretation
- Business and marketing skills
- Biological sciences/ environmental sciences
- Sustainability practices
- Electronic revolution on tourism behaviour and use

Other respondents identified the need for additional ‘practical’ type skills, “practical and conceptual skills”, “both practical and managerial” and “critical thinking, communication, ethics”. Additionally, it was identified that there was a need for “business skills, the opportunity to undertake elective social science and humanities streams (e.g. languages), advanced marketing subjects (including research), familiarity with the workforce, international exposure and experience through fieldwork”. Another respondent indicated that,

“In industry discussions we have had we see more general graduate attributes being explicitly included and reflected in all tourism units, such as literacy, numeracy, information and communication skills. We also see more industry specific skills being included in units, and this is reflected in location based units and more authentic learning environments. These are obviously in addition to general tourism and tourism management knowledge areas. In summary, a strong tourism conceptual foundation and framework, on which we build industry specific and general knowledge and skills”

Respondents were asked to indicate the standards of students joining the undergraduate tourism and hospitality programs at their university. Six of the respondents to this question stated that the students were, on the whole, of a high

quality, with one respondent stating that the standard of student varied between campuses. Responses were received including, “the small enrolment ensures high quality students (14% of the top 50 students in the school)”, “top ENTER scores in the state”, “mostly committed with a great motivation for the industry”, “generally high and consistent over past 10 years- good mix of academic interests and ability, together with strong industry and government focus”, “the standard has been improving for the past three years after a period of over-supply within Victoria” and “it varies a great deal between campuses”. Another respondent elaborated on the standards of their students, stating that:

“Being in the university has provided us with an inherent high standard of students joining the undergraduate program. Nonetheless, as in previous institutions I have worked in, there is a need to develop more general skills into the program to cater for deficiencies in students’ previous learning experiences, especially as noted in the areas of literacy, numeracy, information and communication skills”.

Only one respondent indicated that the students in their programs were not of a high standard. They attributed this to the fact that “learning is not a top priority, and there is a focus on earning money”.

In response to current trends and issues in undergraduate tourism and hospitality courses, a range of responses were received. Several responses were received relating to the demand and supply of programs in Australia, “decreasing enrolment following the world events of 2001”, “I think we probably have too many with almost every university now offering vaguely similar programs” and “increasing demand re events related courses and increased promotional expenditure increasing re domestic and international student markets”. Another respondent considered the current trends in terms of macro and micro level issues. They stated that, “at the macro level- more students work almost full time while studying full time; increasing percentage of students with TAFE qualifications; increasing percentage of students from SE Asia background; hospitality continues to attract more females than males. At the micro level- increasing interest in cultural studies; decreasing interest in marketing units”.

Respondents were asked to indicate how they perceived undergraduate studies in the tourism and hospitality area developing over the next five years. While one respondent considered that there would be little growth and possibly decline, dependent on negative news and events affecting the industry, another respondent expects to see “saturation in the hospitality area, although a proportion of hospitality graduates will always be required in the tourism industry in general. I foresee growth in the area of sustainable tourism”. Others were more optimistic, “we are expecting to grow in student numbers, number of units offered and number of staff. Nonetheless we will see it becoming more reflective of industry and graduate requirements”, and “strong demand for our hospitality, events and tourism related courses”. Although the recent changes to the tertiary education centre by the Federal government was expected to make an impact, “supply of course places will decline as the permitted margin for over-enrolment is reduced to the 5% level dictated by the Federal government”. Other respondents identified changes in program offerings to occur; a “move out of strict tourism and hospitality areas into related areas e.g. retail, recreation, leisure, other ‘experience type’ industry sectors- due to growth and expansion of the industry”, and “I think there may be some rationalisation both within universities and also between universities in the future. I also think that we will be

seeing more general programs with hospitality and tourism as majors, as well as some more niche programs such as adventure tourism, club and gaming management, more on events etc.”.

## **Postgraduate**

Respondents were asked to indicate the skills/ knowledge areas that they believe should be included in tourism and hospitality postgraduate programs. As with the undergraduate responses, some identified specific subject areas:

- Interpretation
- Natural history/ natural sciences
- Marketing
- Accounting/ Financial management
- Customer service
- Operations management
- Sustainability
- Scenario planning

Other respondents identified the need for a mix of skills, “mixture with emphasis on analytical skills”, and the need for experience and engagement with industry, “for overseas students- work experience in Australia” and “engagement with key industry players to facilitate networking”.

In terms of the standards of postgraduate students undertaking tourism and hospitality programs it was found that they were generally of a high quality. Responses included, “excellent but we only accept the best”, strong and committed” and generally high”. Although concerns were raised in relation to domestic students, “I would like more high quality domestic applications. The cost of study appears to be a deterrent” and for international students, “no problem academically but the standard of English is a concern”.

Respondents were asked to indicate any perceived current trends and issues in relation to postgraduate students and programs. Only three responses were received and in regards to three very separate issues. One respondent cited issues with overseas students, “overseas students often looking for PG programs to gain permanent residency, and a career in an industry that enables them to travel and work in Australia or in their home country”. Another respondent indicated that currently they were in “discussions with key employers to encourage their staff to undertake further studies”. While one respondent believed that postgraduate study “will continue to grow but will focus on universities which enjoy a good international academic reputation”.

Finally respondents were asked to identify how they perceived postgraduate studies in the tourism and hospitality area developing over the next five years. Once again a range of responses were received. Postgraduate study in tourism and hospitality is perceived to be a growth area “especially with overseas students” and “increasing dominance of overseas students with some crowding out of domestic demand for coursework programs. Pressure to increase scholarship arrangements for domestic students”. While some respondents believed that postgraduate studies would become more specialised, “specialised delivery of customised units to niche markets,



particularly in local industry and SE-Asia”, “more flexible, more web based, more specialised”, others expect “post graduate programs to go the way of under graduate programs with greater emphasis on generic programs with majors of specialisation”. It was also identified that “I think there will be a demand for graduate certificates and diplomas in sustainable tourism for professionals and related areas (e.g, National Parks, NGOs) as our knowledge and experience in the tourism sector grows” and “more certificates and diplomas especially in emerging disciplines”.

## **Discussion**

In terms of identified skills and knowledge areas that should be included in tourism and hospitality programs, respondents identified the need for a range of specific subject offerings for both undergraduates and postgraduates such as marketing, management and tourism sustainability. However a number of respondents identified the need for more practical based skills and for postgraduate students the need for work experience and networking opportunities. Interestingly one respondent stated that their consultation with industry had highlighted the need for developing literacy, numeracy, information and communication skills with undergraduate students. Interestingly this leads on to the standards of students joining tourism and hospitality programs. On the whole, respondents considered both the undergraduate and postgraduate students entering their programs to be of a very high standard. Although one respondent did identify that the standard of English in some of the postgraduate students was of concern.

Respondents were fairly mixed in their views on the future of tourism and hospitality tertiary education programs in Australia. With undergraduate trends there are expectations by some of strong demand for programs, although there were some concerns over the impacts of recent world events on demand for programs and an oversupply of programs. Postgraduate study was expected to be a growth area particularly for international students, with program offerings evolving to meet changing needs.

## Conclusions

The phenomenal growth in hospitality and tourism education in Australia is self evident from the table below which indicates that the nation, with only 20 million people and 39 universities, has 36 of them with a practicing interest and involvement in the study area embracing 112 programs at undergraduate level if all the ‘major’ options are included and a staggering 107 programs if all ‘major’ options are added up. With somewhere around 7800 undergraduate students and 780 postgraduate students that adds to somewhere around 2000 graduates at the undergraduate level and around 500 at the postgraduate level leaving academia annually to join the national and world tourism industry.

**Table 8 Undergraduate and Postgraduate Programs**

	<b>Institutions</b>	<b>Programs</b>	<b>Programs + Major</b>	<b>Student Numbers</b>
Undergraduate	36	88	112	7844
Postgraduate	25	85	107	784

From the responses that were received it would appear that there is still strong interest in the sector and that by and large student quality is good. Students tend to be well satisfied with the sector and there remains strong demand from overseas students especially for good postgraduate programs where they can account for up to 90 percent of the entire student cohort.

Whilst all concerned should take heart at this generally rosy picture painted by all the respondents to the survey there is no room for complacency. It would be highly unrealistic to assume that there will be anything like the growth over the next ten years that there has over the last and more than one respondent has stated that demand is softening for some programs. With increasing security uncertainty at the international level and the number of programs on offer at the present time it will be necessary to maintain vigilance concerning student recruitment in the years ahead. The recent trend for some universities to roll tourism and hospitality into more generic business or management programs is one way to maintain delivery efficiency in a time of increasing competition for good undergraduate and postgraduate students. The impacts of recent Commonwealth government changes to the tertiary sector have also yet to be seen.

In terms of the CAUTHE organisation having access to reliable data on the current state of play in tourism and hospitality education this study has found a number of barriers, although most of which can be overcome through cooperation between CAUTHE members. Many readers of this report may claim that the DEST data and Good Universities Guide data is inaccurate, and the authors have realised this is likely to be the case as they saw discrepancies with their own institution’s figures. However in the absence of other information the DEST figures have had to suffice. The only way that CAUTHE is going to be able to have this information is if the universities are willing to provide and share their information. As confidentiality is obviously such a big issue, further surveys would go to greater lengths to ensure anonymity. Although in saying that, such information will ultimately be made public by DEST which may defeat the purpose of secrecy.

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## Appendix 1 Institution Survey

### CAUTHE SURVEY

*At the last CAUTHE meeting the request for information on trends in hospitality and tourism courses was made. It was felt that members could use this information to plan future strategies for their undergraduate and postgraduate offerings. All information provided will be treated in the strictest of confidence and all personal details of participants will be deleted before the final analysis.*

*Thank you for your time.*

### UNDERGRADUATE INFORMATION

- Please complete the following table regarding the undergraduate programs in hospitality and tourism you offered in 2003/4. Where program offerings have changed titles/majors or are no longer being offered please make amendments.

Program eg: B Hospitality M'gt/ B Business (Tourism M'gt)	Number of students in 2004 (actual or estimated)	TAFE/ Private college component Yes/ No	% domestic students (actual or estimated)	% international students (actual or estimated)	Is % of international students growing? Yes/No	% of graduates finding relevant employment (actual or estimated)	Faculty your program resides in

- Any amendments to the above table:

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- How important do you believe the following factors are in relation to the decisions of your students to enrol in your program offerings? (Please circle your response, 1 being least important, 5 being most important)

	Very Unimportant		Very Important		
	1	2	3	4	5
Course Content	1	2	3	4	5
Location	1	2	3	4	5
Course/ university reputation	1	2	3	4	5
Employment outcomes	1	2	3	4	5
Practical components of course	1	2	3	4	5

- How do you see undergraduate studies in the tourism and hospitality area developing over the next five years? Please comment.

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5. What key skill/knowledge areas do you believe should be included in undergraduate programs in the tourism/hospitality area.?

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6. Please comment on the standards of students joining your undergraduate courses.

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7. Please comment on trends in undergraduate tourism/ hospitality and indicate any action that is being taken.

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## POSTGRADUATE INFORMATION

8. Please complete the following table regarding the postgraduate programs in hospitality and tourism you currently offer?

Program eg: Grad Dip in Tourism Masters in Hosp Mgt Doctor of Philosophy	% domestic students	Main source of student funding for local students eg: employer, HECS, Self	% of face-to-face classroom teaching	% P/T students	Is % of overseas growing? Yes/No	% of graduates finding relevant employment

9. How important do you believe the following factors are in relation to the decisions of your students to engage in further studies? (Please circle your response, 1 being least important, 5 being most important)

	Very Unimportant		Very Important		
	1	2	3	4	5
Course Content	1	2	3	4	5
Expense	1	2	3	4	5
Time	1	2	3	4	5
Face-to-face delivery	1	2	3	4	5
Intensive/burst delivery	1	2	3	4	5
Location	1	2	3	4	5
Employer support	1	2	3	4	5

10. Do you currently offer, or plan to introduce, short non-degree courses that build towards post-graduate qualifications? If yes, what form do these programs take?

Existing Course	Planned Course

11. How do you see postgraduate studies in the tourism and hospitality area developing over the next five years? Please comment.

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12. What key skill/knowledge areas do you believe should be included in a graduate program in the tourism/hospitality area.?

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13. Please comment on the standards of students joining your postgraduate courses.

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14. Please comment on trends in this area and indicate any action that is being taken.

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## Appendix 2 Australian Undergraduate Tourism and Hospitality Degree Programs

University	Program (Degree)	Major/s (if applicable)	Host Faculty
<b>NEW SOUTH WALES</b>			
University of New South Wales	B Commerce	Marketing, Tourism and Hospitality Management	Faculty of Commerce and Economics
University of Technology Sydney	B Management in Tourism		Faculty of Business
	B Management in Tourism and Hospitality		Faculty of Business
Southern Cross University	B Business in Tourism Management		Division of Business
	B Business in Tourism		Division of Business
	B Business in Hotel Management	(In conjunction with the InterContinental Hotel Sydney)	Division of Business
	B Environmental Tourism Management		Division of Business
	B Indigenous Tourism Management		Division of Business
	B Sport Tourism Management		Division of Business
	B Business in Hotel and Resort Management		Division of Business
	B Business in Club and Gaming Management		Division of Business
University of Western Sydney	B Applied Science	Environmental Management and Tourism	College of Science, Technology and Environment
	B Arts	Tourism	-



	B Business	-Hospitality Management -Tourism Management	College of Law and Business
	B Hospitality Management		College of Law and Business
Charles Sturt University	B Applied Science	-Adventure Ecotourism -Ecotourism	Faculty of Science and Agriculture
	B Business	Tourism Management	Faculty of Commerce
University of Newcastle	B Social Science	Recreation and Tourism	Faculty of Education and Arts
University of Wollongong	B Business Administration	Hospitality	Faculty of Commerce
University of New England	B Commerce	Hospitality and Tourism (In conjunction with Blue Mountains Hotel School)	Economics, Business and Law Faculty
Macquarie University	B Business, Hospitality and Tourism	(In conjunction with the International College of Tourism and Hotel Management)	-
	B Business	International Tourism	-
Blue Mountains Hotel School	B Commerce	Hospitality and Tourism Management (In conjunction with the University of New England)	-

International College of Tourism and Hotel Management	B Business	-Hospitality Management -International Tourism -Event Management (In conjunction with Macquarie University)	-
The Hotel School Intercontinental	B Business	Hotel Management (In conjunction with Southern Cross University)	-
William Blue International Hotel Management School	B Business	Tourism and Hospitality (In conjunction with La Trobe University)	-
<b>VICTORIA</b>			
Victoria University	B Business	-Hospitality Management -Hotel, Restaurant and Catering Management -Tourism Management -Event Management -Hospitality and Tourism Management	Faculty of Business and Law
	B Science (Ecology and Sustainability)	Ecotourism	Faculty of Science, Engineering and Technology
La Trobe University	B Business	-Hospitality Management -Tourism Management -Tourism and Hospitality	Faculty of Law and Management
	B Arts	Nature Tourism	Faculty of Humanities
Deakin University	B Management	(Advanced Diploma of Tourism Management TAFE)	Faculty of Business and Law

Monash University	B Tourism		Faculty of Business and Economics
	B Business and Commerce	Tourism	Faculty of Business and Economics
	B Communication	Tourism	Faculty of Arts
RMIT University	B Applied Science	-Hospitality Management -Hospitality Studies -Tourism Management	-
	B Arts	Tourism Studies	-
	B Business	Tourism	-
Swinburne University of Technology	B Business	Tourism and Management	-
University of Ballarat	B Management	Tourism	-
	B Business	Tourism	-
<b>QUEENSLAND</b>			
University of Queensland	B International Hotel and Tourism Management		Business, Economics and Law
	B Business Management	-Event Management -Hospitality Management -Travel and Tourism Management	Business Economics and Law
	B Applied Science	Environmental Tourism	Natural Resources, Agriculture and Veterinary Sciences Faculty
Griffith University	B Business	-Club Management -Event Management -Hotel Management -Tourism Management	Business School
	B Tourism Management		Business School

	B Business in Restaurant and Catering Management		Business School
	B Hotel Management		Business School
	B Hospitality Management		Business School
	B Science	Ecotourism	School of Environmental and Applied Science
	B Arts in Leisure Management	Tourism Management	-
	B Marketing	-Club Management -Event Management -Hotel Management -Tourism Management	Business School
James Cook University	B Tourism Management		Law, Business and the Creative Arts Faculty
	B Hospitality Management		Law, Business and the Creative Arts Faculty
	B Business	International tourism	Law, Business and the Creative Arts Faculty
Central Queensland University	B Tourism		Faculty of Business and Law
	B Hospitality Management		Faculty of Business and Law
	B Business Administration	Tourism	Faculty of Business and Law
University of the Sunshine Coast	Bachelor of Business	Tourism	Faculty of Business
	B Sustainable Tourism		Faculty of Business
University of Southern Queensland	B Hospitality Management		Faculty of Business
	B Tourism		Faculty of Business
	B Tourism and Hospitality Management		Faculty of Business
	B Sustainable Tourism		Faculty of Business

	B Business	Tourism Management	Faculty of Business
<b>TASMANIA</b>			
University of Tasmania	B Tourism		Faculty of Arts
	B Business/ Administration	Hospitality Management	Faculty of Commerce
	B Natural Environment and Wilderness Studies	Tourism	-
<b>WESTERN AUSTRALIA</b>			
Murdoch University	B Tourism		Division of Arts
	B Tourism in Tourism Management		Division of Arts
	B Commerce in Hospitality Management and Tourism Services		Division of Arts
Edith Cowan University	B Tourism Management		Faculty of Business and Public Management
	B Hospitality Management		Faculty of Business and Public Management
	B Business	-Hospitality Management -Tourism Management	Faculty of Business and Public Management
	B Business	Hospitality, Tourism and Wine Studies	Faculty of Regional Professional Studies
The University of Notre Dame	B Environmental Studies	Ecotourism	-

<b>SOUTH AUSTRALIA</b>			
University of South Australia	B Tourism and Hospitality Management		Division of Business and Enterprise
	B Business	International Tourism and Hospitality	Division of Business and Enterprise
	B Management	Tourism and Hospitality	Division of Business and Enterprise
Flinders University	B Cultural Tourism		Faculty of Education, Humanities, Law and Theology
	B Technology	Ecotourism	-
Le Cordon Bleu International	B Business	-International Hotel & Resort Management -International Restaurant & Catering Management -International Convention & Event Management (In conjunction with the University of Adelaide)	-
<b>NORTHERN TERRITORY</b>			
Charles Darwin University	B Tourism and Hospitality		Faculty of Law, Business and Arts
	B Business Administration in Hospitality		Faculty of Law, Business and Arts
	B Business Studies in Tourism		Faculty of Law, Business and Arts
<b>AUSTRALIAN CAPITAL TERRITORY</b>			

University of Canberra	B Hotel Management		Division of Communication and Education
	B Tourism Management		Division of Communication and Education
Australian International Hotel School	B Business	Hotel Management	-
	<b>NATIONAL</b>		
Australian Catholic University	B Hotel Management		Faculty of Arts and Sciences

Source: Good Universities Guide to Undergraduate Study 2004; Relevant state admission guides e.g. UAC, QTAC; University websites.

### Appendix 3 Australian Postgraduate Tourism and Hospitality Programs

University	Program	Major/ Specialisation (if applicable)
<b>NEW SOUTH WALES</b>		
University of New South Wales	Master of Commerce	-Hospitality Management -Tourism
University of Technology Sydney	Grad Cert in Event Management	
	Grad Cert in Tourism Management	
	Grad Dip of Event Management	
	Grad Dip of Tourism Management	
	Master of Business Administration	Tourism Management
	Master of Management	-Event Management -Tourism Management
	Master of Arts	Tourism Studies
Southern Cross University	Grad Cert in Business Administration	-Convention Management -Event Management -Gaming Management -Hotel Management -Tourism Management
	Grad Cert in Convention and Event Management	
	Grad Cert in Gaming Management	
	Grad Dip of Business Administration	-Convention Management -Event Management -Gaming Management -Hotel Management -Tourism Management
	Master of Business Administration	Hotel and Tourism Management



University of Western Sydney	Master of International Hotel Management	
	Master of International Tourism and Hospitality Management	
	Master of Tourism Planning	
Charles Sturt University	Grad Cert in Tourism Management	
	Grad Cert in Applied Science	Ecotourism
	Grad Cert in Cultural Event Management	
	Grad Dip of Applied Science	Ecotourism
	Grad Dip of Cultural Event Management	
	Master of Business Administration	Tourism Management
	Master of Applied Science	Ecotourism
University of Newcastle	Grad Cert in Hotel Management	
University of Sydney	Graduate Certificate in Arts	Tourism
	Graduate Diploma in Arts	Tourism
	Master of Arts	Tourism
Blue Mountains Hotel School	Grad Cert in Hospitality and Tourism Management	
	Grad Dip of Hospitality and Tourism Management	
<b>VICTORIA</b>		
Victoria University	Master of Business	-Event Management -Hospitality and Tourism Marketing -Hospitality Management -Hospitality Management- Professional Practice -Tourism Management

	Master of Business Administration	-Hospitality -Tourism
	Master of Tourism and Hospitality Education	
La Trobe University	Grad Dip of Hospitality Management	
	Grad Dip of Tourism Management	
	Postgrad Dip of Hospitality Management	
	Postgrad Dip of Tourism Management	
	Master of Arts	-Outdoor Education and Natural Tourism -Tourism and Hospitality
	Master of Business	Tourism and Hospitality
Monash University	Grad Cert in Tourism	
	Grad Dip of Tourism	
	Master of Tourism	
	Master of Arts	Tourism
Swinburne University of Technology	Grad Cert in Business	Food, Wine and Tourism Marketing
<b>QUEENSLAND</b>		
University of Queensland	Grad Cert in Business	-International Event Management -International Hotel Management -International Tourism Management
	Grad Dip of Business	-International Event Management -International Hotel Management -International Tourism Management
	Master of Business	-International Event Management -International Hotel Management -International Tourism Management

Griffith University	Grad Cert in Business Administration	Tourism and Hospitality Management
	Grad Cert in Business Administration- International	Tourism and Hospitality Management
	Grad Cert in Event Management	
	Grad Cert in International Tourism and Hospitality Management	
	Grad Dip of Business Administration	Tourism and Hospitality Management
	Grad Dip of Business Administration- International	Tourism and Hospitality Management
	Master of Business Administration	Tourism and Hospitality Management
	Master of Business Administration (Advanced)	Tourism and Hospitality Management
	Master of Business Administration (Honours)	Tourism and Hospitality Management
	Master of Business Administration- International	Tourism and Hospitality Management
	Master of Event Management	
	Master of International Tourism and Hospitality Management	-Hotel Management -Tourism Management
James Cook University	Grad Dip of Tourism	
	Master of Tourism	Ecotourism
	Master of Administration	Tourism
University of the Sunshine Coast	Grad Cert in Tourism Management	
	Grad Dip of Tourism Management	
	Master of Business	Tourism
University of Southern Queensland	Grad Cert in Tourism Management	
<b>WESTERN AUSTRALIA</b>		
Murdoch University	Grad Dip of Tourism	

Edith Cowan University	Master of Business	Hospitality Management
	Master of Business Administration	Hospitality and Tourism
The University of Notre Dame	Grad Cert in the Environment	Tourism
	Grad Dip of the Environment	Tourism
Curtin University of Technology	Grad Cert in Ecotourism Development	
	Grad Cert in Tourism Management	
	Postgrad Dip of Tourism Management	
	Master of Tourism Management	
<b>SOUTH AUSTRALIA</b>		
University of South Australia	Grad Cert in Business	Tourism
	Grad Cert in International Hospitality Management (Cordon Bleu)	
	Grad Dip of Business	Tourism
	Master of International Meetings Industry Management (Cordon Bleu)	
	Master of International Hospitality Management	
	Le Cordon Bleu Master of Business Administration	-International Hospitality and Restaurant Business -International Hotel and Resort Management
	Master of Business	Tourism
Flinders University	Grad Cert in Tourism	-Festival Management -Event Management
<b>NORTHERN TERRITORY</b>		

Charles Darwin University	Master of Business Administration	Hospitality Management
	Master of Business	International Tourism
<b>AUSTRALIAN CAPITAL TERRITORY</b>		
University of Canberra	Master of Tourism Management	

Source: Good Universities Guide to Postgraduate Courses, 2005 (Based on 2003 figures and information provided by individual institutions and DEST).