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- Tourism and Recreation
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- » The University of South Australia reserves the right to alter, amend or delete any program, fee, course, admission requirement, mode of delivery or other arrangement without prior notice.
- » CRICOS provider number 00121B.
- » Information correct at time of printing April 2009.
- » Printed on 100% recycled paper with vegetable inks.



UniSA

Experience. Tourism and Recreation

- » Tourism and Event Management
- » Sport and Recreation Management

2010

Glossary

WHAT WILL YOU STUDY?

Associate degree
An award for completing a two-year (or part-time equivalent) tertiary program.

Direct Entry
Programs for which applications are not processed through SATAC but are made direct to UniSA.

Bachelor degree
A program of three or more years' duration (or part-time equivalent). Bachelor degree programs provide the relevant qualifications for many professions.

Honours
An additional year of study in a bachelor degree during which students specialise in a chosen area of study. In some cases, honours study can actually be done as part of the degree.

Graduate Certificate
An award for completing a postgraduate program of at least six months in duration (or part-time equivalent).

Graduate Diploma
An award for completing a postgraduate program of at least one year in duration (or part-time equivalent).

Masters degree
A postgraduate degree undertaken after completion of a bachelor degree (normally with honours) which focuses on one area of specialisation.

PhD
Doctor of Philosophy (PhD) programs normally extend over three years (or part-time equivalent) and involve significant research work.

HOW DOES YOUR PROGRAM WORK?

Major
A set of related courses which comprises 36 units of study within a bachelor degree.

Sub-major
A set of related courses which comprises between 19 and 35 units of study within a bachelor degree. In some programs these may be called 'general studies sub-majors'.

Minor
A set of related courses which comprises up to 18 units of study within a bachelor degree. In some programs these may be called 'cognates'.

Program
Award in which you are enrolled, eg Bachelor of Arts.

Course
A component of study within a program (previously known as a 'subject').

Unit
A value assigned to a course which measures the amount of work involved in that course. Full-time students normally undertake 36 units of study per year (18 units per study period).

UNISA GLOSSARY

Assumed knowledge
Some first-year courses require knowledge of certain SACE Stage 2 subjects.

BUGE (Broadening Undergraduate Education)
A course chosen from any on offer outside your Division, provided that individual course prerequisites are met. BUGE courses are designed to broaden your knowledge and skills beyond your professional field of study.

CRICOS code
Code identifying that a UniSA program has been registered on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

Division
UniSA is split into four academic Divisions – Business; Education, Arts and Social Sciences; Health Sciences; and Information Technology, Engineering and the Environment – each offering a range of specialised programs and courses.

SATAC Guide
A publication that lists every program offered by South Australian higher education institutions. The SATAC Guide provides information about the selection process and includes instructions on how to apply and is available every year from newsagents Australia-wide.

Special Entry (STAT)
Special Tertiary Admissions Test (STAT) is an alternative tertiary admissions test for people who do not have a recent Year 12 certificate.

TER (Tertiary Entrance Rank)
A ranking of all students who have completed SACE in a particular year. The minimum TER required for the previous year is often a guide to how well you will need to perform to gain entry into a particular program. TERs can vary from year to year and should be used as a guide only.

Why study tourism and recreation at UniSA?

- » Make your degree count by studying at a leading national provider of tourism and recreation education. The School of Management won the 2008 SA Tourism Award for Education and Training.
- » Gain specific industry experience via optional placements which satisfy individual interests and career paths.
- » Benefit from many of our academic staff who have direct links with industry professionals, providing our students with the opportunity to make excellent contacts.
- » Take advantage of UniSA's flexible entry options – opportunities exist for students of Open Universities Australia (OUA), TAFE, mature age and Special Entry pathways.
- » In 2008, more than 100 staff from across UniSA's four divisions were recognised for teaching excellence by the Australian Learning and Teaching Council.
- » Of bachelor degree graduates who were available for full-time employment in 2008, 85.2 per cent were in full-time employment within four months of completing their degrees (up from 84.5 per cent in 2007).*

* GradFiles, Schools Edition, December 2008 (Graduate Careers Australia)

Experience. Tourism and Recreation

Tourism, events, recreation and sports management: UniSA offers exciting study programs for those interested in these dynamic leisure industries. These UniSA degrees are designed to lead in to management positions and offer international career prospects in the leisure and cultural industries.

Students have the opportunity to specialise in tourism and event management, sport and recreation management, indigenous tourism, and languages. Marketing, economics and strategic management are also studied as an essential foundation for any career. All students gain invaluable experience in their field by working on industry projects.

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The Division of Business

The Division of Business offers the full range of undergraduate, postgraduate and research degrees within the business and management disciplines.

Our undergraduate programs are offered through the Schools of Commerce, Management, Marketing and Law.

EQUIS Accreditation

The Division of Business is accredited by the European Quality Improvement System (EQUIS). EQUIS is part of the European Foundation for Management Development. Accreditation is awarded to business schools only after a rigorous assessment by a panel of international academics and business people.

EQUIS accredited institutions must demonstrate high quality in all of their activities, including academic programs and research, resources and student services, and connections with the corporate world. EQUIS also stresses diversity and internationalisation.



Links to Industry

Students benefit from the knowledge and experience of our academic staff, many of whom are actively involved in research and have direct links with industry and the professions. We incorporate the latest research findings into our teaching, ensuring our students learn the most up-to-date and relevant knowledge. This means that when our students graduate, they will be equipped with the skills and critical knowledge that are demanded by industry.

Flexibility

The Division of Business provides flexible study options to suit the requirements of our students. Students can choose to study full-time, part-time, on-campus, externally, online, and via intensive study modes. Overseas exchanges may also be incorporated into their program as part of their studies. Many of our core business courses are also offered outside of normal business hours, so students can select lectures and tutorials to suit their own schedule.

Students also have flexibility in the courses they choose to study. As many of our programs include electives, students can tailor their degree to suit their study interests and career aspirations.

Business core courses

Most of our programs include a common 'core' of courses, which are typically studied in the first year. The core covers key disciplines such as accounting, information systems, communications, economics, law, marketing, statistics and management. These courses are designed to give our graduates the solid foundation of business knowledge that is essential for every profession.

The core structure also provides a high degree of flexibility for our students, giving them a taste of the different disciplines early in their degree; if they find an area they particularly enjoy, they may choose to transfer between programs to focus on this specialty.

The core also provides our students with the opportunity to pursue combinations of business undergraduate programs as a double degree.

Business double degrees

Double degrees broaden students' learning experience and maximise their employability.

The Division of Business offers over 100 double degree combinations, enabling students to tailor their double degree to suit their academic and career interests. Double degrees allow students to obtain two separate qualifications in four years, ensuring that our graduates really stand out from the crowd in an increasingly competitive job market.

Students can choose any two degrees within the Division of Business, as long as they meet the entry requirements for each degree. Some of our most popular double degrees are featured in our brochures, but students are welcome to discuss other double degree options with our Program Directors. A complete list of our double degrees is available at unisa.edu.au/business/students/dbdd.asp

The benefits of a double degree include:

- » Students decide what combination of degrees they want to study from any selection of Division of Business degrees. There are over 100 possible combinations.
- » Students can select two areas of interest to study, increasing their learning experience and skills base.

- » Graduates receive two parchments – one for each degree.
- » For most double degrees, students only need to study for a minimum four years full-time (or the equivalent part-time) to get two degrees.
- » Graduates have better career prospects, as employers are increasingly looking for multi-skilled employees.

Honours

On successful completion of an undergraduate degree in business, a high-achieving student has the opportunity to undertake an Honours degree, which will give them a competitive edge. This qualification represents elite academic performance and a high level of professional and academic development, which is recognised nationally and internationally.

An Honours degree provides an advanced year of study in business, management, commerce, marketing or law, and enables the development of research competencies. By undertaking the independent research project in the Honours program, students develop the skills to identify, analyse and address relevant topics in business.

An Honours graduate has an advantage in employment over a graduate with an undergraduate degree and is also prepared to carry out postgraduate research (eg a PhD, Masters by Research).

The Honours program is one year full-time (or part-time equivalent) and is undertaken face-to-face (internally). Students complete three coursework components and start the second half of the year working with their supervisor to prepare and submit their thesis.

At the core of Honours is an independent research project conducted in an area of research interest, which leads to the production of a thesis. Students are supervised by an academic supervisor qualified in the area.

For more information, please visit: unisa.edu.au/businesshonours



Bachelor of Tourism and Event Management

Open Day 2009

City West Campus: Sunday 16 August, 70 North Terrace, Adelaide
unisa.edu.au/openday

Career Information Session 2009

City West Campus: Monday 21 September at 5.00pm,
 Allan Scott Auditorium (room H2-16)

Program Information Session 2009

City West Campus: Wednesday 2 December 2009 at 6.30pm,
 Allan Scott Auditorium (room H2-16)
unisa.edu.au/infosessions (registration essential)

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|---|--|
| SATAC code | 424371 |
| UniSA program code | DBTM |
| CRICOS code (international students only) | 024197F |
| TER (February 2009 cut-off) | 68.10 |
| Program length | 3 years |
| Prerequisites | None |
| Assumed knowledge | None |
| Home campus | City West |
| Accepts Special Entry (STAT) | Yes |
| External study available | Yes |
| Part-time study available | Yes |
| TAFE credit available | Yes |
| Honours study available | Yes |
| Program fees | Commonwealth supported |
| Program fees (international students only) | (A\$) 18,880 per annum |
| Scholarships available | unisa.edu.au/scholarship |

Program overview

Tourism and Events are growing and global industries. If you are seeking a dynamic career path, then a Bachelor of Tourism and Event Management may be suitable. Even if you already work in tourism and events, this program will provide you with a solid grounding in management that can be applied to a wide range of business scenarios. It will prepare you with a set of skills that are highly sought after by employers, such as: effective problem-solving, critical and strategic thinking, communication and an awareness of the business environment.

The Bachelor of Tourism and Event Management encourages creativity and offers a global perspective. You will have the opportunity to be an exchange student - studying part of the program at an overseas institution. This can give you invaluable international experience. When you graduate, you will have a solid theoretical grounding, industry knowledge and management skills to enhance your career prospects.

What will I study?

You will initially study foundation business courses, including: marketing, management, accounting and economics.

This will be followed by a range of tourism and event topics. These will provide you with specialised knowledge and encourage you to apply the analytical skills developed in earlier parts of the program. The core tourism and event courses begin with introductory studies in tourism, events and leisure. Subsequent areas include: tourism and event marketing, policies and planning, conventions, exhibitions, meetings and critical issues.

The program offers a number of electives, which can be used to undertake additional studies in business and management. You can also choose to study a foreign language, pursue an industry project or participate in the international exchange program.

What does it take?

Employment in tourism and events involves working with people in a range of settings. You will be service-oriented and interested in the opportunities it provides for travel and cross-cultural experiences. As a graduate, you will be able to manage information effectively, make decisions, think strategically, be creative and have effective people-management skills.

Who will employ me?

Careers in tourism and event management allow creativity and offer exciting experiences both in Australia and overseas. In today's global market, tourism and event organisations need people with managerial skills who also understand social and environmental sustainability issues. Our graduates have taken up positions within many sectors, including: attractions

and destinations, event and festival management, hospitality, food and wine, retail and wholesale travel, conventions and exhibitions, special events, airlines and hotels. These roles have been in both the public and private sectors, regional, metropolitan areas and overseas. Some graduates have even gone on to create and operate their own businesses.

Honours

Students who complete the program with a Credit or higher grade point average may be invited to undertake Honours.

Program requirements

FIRST YEAR

Understanding Travel and Tourism
 Foundations of Event Management
 Introduction to Management in Business
 Managing Communication
 Marketing Principles: Trading and Exchange
 Microeconomics
 Accounting, Decisions and Accountability
 Managing the Hospitality Experience

SECOND YEAR

Tourism: Food, Wine and Festivals
 Leisure Concepts
 Organisational Behaviour
 Statistics for Business
 Tourism and Hospitality Marketing
 Knowledge Management in Organisations
 Introduction to Law
 Global Experience
 Professional Development

THIRD YEAR

Elective
 Elective
 Elective
 Elective
 Conventions, Exhibitions and Business Meetings
 Critical Issues in Tourism in the Asia Pacific Region
 Policy, Planning and Development for Tourism
 Strategic Management



Bianca Borrett

**Bachelor of Tourism and Hospitality Management
 (Now Bachelor of Tourism and Event Management)**

'UniSA gave me the opportunity to continue my studies and to enhance my career prospects. Staff members were sympathetic to the fact that I was working full-time, and being able to work and study simultaneously helped me to achieve my goals sooner, while not losing touch with the industry.'

The core tourism courses provided me with an in-depth knowledge of the industry and the choice of electives allowed me to specialise in particular areas. The program also gave me a global perspective on issues facing the tourism industry, while giving me a strong foundation in business management.'

(08) 8302 2376 or 1300 UNINOW
study@unisa.edu.au

Bachelor of Sport and Recreation Management

Open Day 2009

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unisa.edu.au/openday

Career Information Session 2009

City West Campus: Monday 21 September at 5.00pm,
 Allan Scott Auditorium (room H2-16)

Program Information Session 2009

City West Campus: Wednesday 2 December 2009 at 6.30pm,
 Allan Scott Auditorium (room H2-16)
unisa.edu.au/infosessions (registration essential)

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|-------------------------------|--|
| SATAC code | 434191 |
| UniSA program code | LBRL |
| CRICOS code | |
| (international students only) | 002494A |
| TER (February 2009 cut-off) | 68.10 |
| Program length | 3 years |
| Prerequisites | None |
| Assumed knowledge | None |
| Home campus | Mawson Lakes |
| Accepts Special Entry (STAT) | Yes |
| External study available | Partial |
| Part-time study available | Yes |
| TAFE credit available | Yes |
| Honours study available | Yes |
| Program fees | Commonwealth supported |
| Program fees | |
| (international students only) | (A\$) 18,880 per annum |
| Scholarships available | unisa.edu.au/scholarship |

Program overview

The Bachelor of Sport and Recreation Management is a unique program. It is the only one of its kind offered in South Australia which will prepare you for a career in the sporting and leisure industries. You will study many aspects of industry-related management, including sport and recreation planning, community decision-making and the importance of leisure in Australian society. The program will provide you with the skills, knowledge and qualities to work in a range of areas, including: sport, leisure and event management,

recreation planning, outdoor recreation and tourism.

What will I study?

The Bachelor of Sport and Recreation Management encompasses areas such as business management, communication, marketing, event programming, tourism, human resources, the history of leisure, accounting, business law, industry governance, membership, grants and fundraising. As a student, you will take part in two industry placements or 'practicums'. These will enable you to apply your skills and knowledge to business

scenarios, while establishing vital industry contacts.

In the second and third years, you will be able to choose electives that will allow you to focus on a specific area. This is referred to as a 'study specialisation'. Areas include event, leisure or sport management, outdoor recreation, tourism or recreation planning. If you would like to broaden your experience, an overseas student exchange program is available.

When you complete the Bachelor of Sport and Recreation Management, you will have the knowledge to lead, motivate and manage others; communicate effectively, implement programs; engage in organisational and resource planning; apply research and evaluation skills in the sport and recreation industry; manage financial, personnel and physical resources and effectively solve problems.

What does it take?

This program may be suitable if you are interested in the sporting, recreation and/or leisure industry or currently work in the area. You will need to be motivated, have excellent communication skills and enjoy organising, planning and working with people. The ability to work efficiently - either autonomously or as part of a team is preferable.

Who will employ me?

The leisure industries (sport, recreation, tourism, arts) are part of a dynamic, growing and global sector. Increased growth in these industries means that continuing employment options exist for graduates in a range of areas. Sport and Recreation Management graduates often gain initial employment

as leaders, programmers or coordinators, before progressing to higher level management and planning positions.

As a graduate, you may find yourself working for sporting associations and clubs, local or state government, private corporations, sports and leisure centres, community recreation organisations, event management companies, aquatic centres, outdoor adventure operators, health and fitness centres, charities, disability-specific organisations, worksite recreation and lifestyle programs, theme parks, resorts, cultural exhibitions, galleries, museums and convention centres. Graduates are usually employed as recreation planners or programmers, event organisers, marketing managers, executive officers, research assistants, youth development officers, and university academics.

Honours

Students who complete the program with a Credit or higher grade point average may be invited to undertake Honours.

Program requirements

FIRST YEAR

Introduction to Management
 Managing Communication in Business
 Leisure Concepts
 Understanding Travel and Tourism
 Accounting, Decisions and Accountability
 Marketing Principles: Trading and Exchange
 Recreation and Sport Event Programming
 Fundamentals of Sport and Recreation

SECOND YEAR

Qualitative Research in Recreation and Sport
 Organisational Behaviour
 Management Practicum 1
 Elective 1
 Statistics for Business
 Leadership in Recreation and Sport
 Microeconomics
 Elective 2

THIRD YEAR

Sport and Event Management
 Management Practicum 2
 Introduction to Law
 Elective 3
 Leisure in Australia
 Recreation Planning in the Urban Environment
 Strategic Management
 Elective 4



Mark McKenzie

Bachelor of Sport and Recreation Management

'UniSA has provided me with great assistance to study part-time and also pursue my full-time working commitments.

It is a great advantage studying while working as I can apply aspects of university immediately in my work environment.

The Bachelor of Sport and Recreation program enhanced my abilities to coordinate and develop events, and to identify issues influencing the sport and recreation sector. The program covers a wide range of philosophy within the sport and recreation industry, which presents a whole range of job opportunities in numerous areas.'

Entry requirements

For Undergraduate Bachelor Degrees and Associate Degrees

Applicants are required to have one of the following qualifications:

- » Qualified for SACE; and
 - Recorded achievement in five SACE subjects taken at stage 2 level; and
 - Included at least four Stage 2 subjects which are approved Higher Education Selection Subjects (HESS); and
 - Obtained a competitive TER
- » Completed interstate or overseas qualifications that the University considers equivalent to the SACE
- » Completed the International Baccalaureate Diploma
- » Completed or partly completed a recognised higher education program at a recognised higher education institution
- » Completed at least four Open Universities Australia (OUA) courses at the appropriate level
- » Completed an award from TAFE or from another registered training organisation at AQF Certificate IV or above

- » Qualified for Special Entry and completed the Special Tertiary Admissions Test (STAT). A personal competencies statement and/or employment experience may also be considered
- » Completed the University Foundation Studies program.

Please note that some programs have prerequisites. Applicants should check all entry requirements before applying. For some programs, applicants may also be required to attend an interview or present a folio.

For more information on entry requirements, visit unisa.edu.au/future

Equity and Special Access

UniSA offers various programs and services to assist rural and/or socio-economically disadvantaged students, Indigenous Australians and people with a disability to apply to UniSA.

For more information, contact (08) 8302 2376 or 1300 UNINOW or email study@unisa.edu.au

USANet Special Access Scheme

The USANET Special Access Scheme is an equity initiative established to increase access to UniSA for school leavers who may have been educationally disadvantaged. USANET offers bonus points and support services to encourage students to enrol and succeed in undergraduate programs at UniSA.

Students will be automatically eligible for USANET if they have attended a school recognised by UniSA as either significantly disadvantaged, or if they are rural or isolated or students who are on the School Card (or state equivalent) and/or Youth Allowance attending any other school in Australia. To download an application form, go to unisa.edu.au/usanet/apply.asp

The completed form needs to include your SATAC application number, the school stamp and be verified by the school principal or delegate.

For more information, contact Future Student Enquiries, phone (08) 8302 2376 or 1300 UNINOW (local call cost) or email study@unisa.edu.au

Student contributions

Student contributions are the amount you pay towards the cost of your program. The University determines the amount that you contribute within a range set by the Australian Government. The contribution that applies depends on which courses you choose to study and the contribution band in which those courses are classified. The amount of your student contribution also depends on the unit value of your courses of study (the equivalent full-time student load (EFTSL) value of the course).

As per the Australian Government guidelines, the student contribution amounts for 2009 are:

| Band | Fields of study | Student contribution |
|---------------------|---|----------------------|
| National priorities | Nursing, Education | A\$4,162 |
| Band 1 | Humanities, behavioural science, social studies, foreign languages, visual and performing arts | A\$5,201 |
| Band 2 | Mathematics, statistics, computing, built environment, health, engineering, science, surveying, agriculture | A\$7,412 |
| Band 3 | Law, accounting, commerce, administration, economics, dentistry, medicine, veterinary science | A\$8,677 |

Note: these amounts are for 1 EFTSL in 2009. The student contribution amounts for 2010 will be advised by the Federal Government in October 2009, and these will be available to view via unisa.edu.au/future/fees at that time.