

NKUHT-UQ Dual Master Degrees Information Session with NKUHT

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Program Leader, Master of Tourism, Hotel and Event Management

UQ School of Business

Acknowledgement of Country

- The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which we meet.
- We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.
- We recognise their valuable contributions to Australian and global society.



Dr Andy Lee
MTHM Program Leader
UQ Business School



Mr Michael Chen
Regional Manager (Greater China)
**UQ Faculty of Business,
Economics and Law**



UQ offers one of the best campus experiences in the world in a location renowned for its relaxed and safe lifestyle, subtropical climate and unique architecture.

An enviable study location.



11th

most beautiful campus in the world

BuzzFeed, 2015





#1 city for student affordability in Australia

QS Best Student Cities (2018)



Australia's coolest city

Forbes (2019)



The world's top 10 most liveable cities

The Economist (2021)



2.4 million population

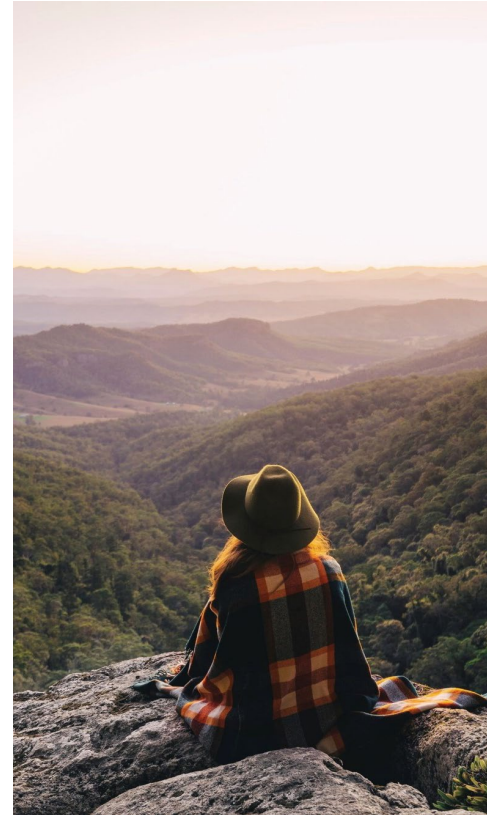


2032 Olympic and Paralympic Games host



Temperature 16°C and 27°C most days of the year

300 days of sunshine per year




Brisvegas
Obama adopted the local
lingo – Brisvegas – during
his G20 summit visit.
Brisbanites are proud to
showcase our sunny and
laid-back city.





St Lucia campus



11th

most beautiful campus in the world

BuzzFeed, 2015



Brisbane City





Our global reputation

We are in the top 100 globally in the five major rankings.

33

Performance
Ranking of
Scientific Papers for World
Universities, NTU Ranking
2022
世界大學科研論文質量排名

36

U.S. News
Best Global Universities
Ranking 2023
U.S News 全球最佳大學排名

47

Academic
Ranking of
World Universities 2022
軟科世界大學學術排名

=50

QS World
University
Rankings 2023
QS 世界大學排名

=54

Times Higher Education World
University Rankings 2022
英國《泰晤士報高等教育增刊》
大學排名

Why Tourism, Hospitality and Event Management at UQ



2022 QS Graduate Employability Rankings



Global Ranking of Academic Subjects 2022



QS World University Rankings 2022



*United Nations World
Tourism Organization



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Leading frontier teaching and research academics from 15 countries in the world



MTHEM Program structure (32 units / 2 year)

Foundation (4 courses / 8 units)	Core (3 courses / 6 units)	Field of Study (Major)		
	Capstone* (1 course / 2 units)	Travel & Tourism Mgmt (4 courses / 8 units)	Hotel Management (4 courses / 8 units)	Event Management (4 courses / 8 units)
TOUR7020 <i>THE Industries</i>	TOUR7000 <i>Industry consultancy</i>	TOUR7050 <i>Special interest</i>	HOSP7050 <i>F&B experiences</i>	EVNT7050 <i>International issues</i>
TOUR7021 <i>THE Service</i>	TOUR7031 <i>Visitor mgmt</i>	TOUR7051 <i>Destination mktg</i>	HOSP7051 <i>Hosp operations</i>	EVNT7051 <i>Project mgmt</i>
TOUR7022 <i>Disciplinary foundations</i>	TOUR7032 <i>Research project</i>	TOUR7052 <i>Transport systems</i>	HOSP7052 <i>Casino, resort mgmt</i>	EVNT7052 <i>Mktg and sponsorship</i>
TOUR7023 <i>Managing resources</i>	RBUS7999 <i>Biz industry placement</i>	TOUR7053 <i>Developing economies</i>	HOSP7053 <i>Service leadership</i>	EVNT7053 <i>Design and staging</i>

Fields of Study (Majors)

Travel and Tourism Management



Ideal for those

- who aim to work in international tourism and leisure management or are already in the industry



Key topics

- Visitor experience
- Destination marketing
- Tourism transport
- Special interest tourism

Hotel Management



Ideal for those

- who want to develop a theoretical and practical understanding of the international hotel industry



Key topics

- Global hotel operations
- Casino and resort management
- Food and beverage operations
- Service leadership

Event Management



Ideal for those

- who are interested in planning business, cultural or sporting events



Key topics

- Event design & staging
- International project management
- Event marketing
- Sponsorship and fundraising

Course offerings by semester

	Semester 1		Semester 2	
Travel and Tourism Management	TOUR7052 <i>Transport systems</i>	TOUR7053 <i>Developing econ.</i>	TOUR7050 <i>Special interest</i>	TOUR7051 <i>Destination mktg</i>
Hotel Management	HOSP7050 <i>F&B experience</i>	HOSP7052 <i>Casino, resort mgmt</i>	HOSP7051 <i>Hosp operations</i>	HOSP7053 <i>Service leadership</i>
Event Management	EVNT7052 <i>Mktg & sponsorship</i>	EVNT7053 <i>Design and staging</i>	EVNT7050 <i>International issues</i>	EVNT7051 <i>Project mgmt</i>

Various learning experience

Lectures

- Formal classes presenting on a topic
- 2 hours



Tutorials

- Smaller classes to discuss content from lecture
- 1 hour



Seminars

- A combination of a lecture and tutorial
- 3 hours



Real case studies and integrated learning

Connection with Real World

Data Analytics

HOSP7052 *Global hotel, resort and casino management*

Students analyse real hotel operation data in Asian Pacific and Australia

Hotel data are sourced from the leading hotel analytic firm STR.

Problem Solving

HOSP7051 *Global hotel operations*

EVNT7051 *Event planning & project mgmt*

Guest speakers bring managerial issues from their operation. Students present recommendations to the stakeholders.

Students design a real event from concept to implementation.

Simulation-based Learning

TOUR7052 *Travel distribution & transport systems*

Students apply knowledge taught in class to a guided learning situation.

Batching strategy in a restaurant, and airline operation simulation are taught across majors.

Work Integrated Learning

RBUS7999 *Business industry placement*

Incorporated with work integrated learning activities, students develop greater personal insight into their future career.

NKUHT-UQ Master Articulation

Discover entry requirements,
application process and scholarship
opportunities



NKUHT – UQ Master Articulation arrangements

1 or 2

+

1

=

UQ &
NKUHT
degrees

Years Study

NKUHT Master
Program in
Graduate Institute
of Tourism
Management

Years Study

UQ

Master Degree

Master of Tourism, Hotel &
Event Management

NKUHT Graduate Institute of Tourism Management– UQ 1+1 Articulation

Credit transfer for NKUHT Master Program in Graduate Institute of Tourism Management– UQ Master of Tourism, Hotel and Event Management (*the agreement is in the process of being renewed*)

NKUHT Courses	UQ Courses
<i>Students aiming to complete the Master of Tourism, Hotel and Event Management (MTHEM) program at UQ are required to take the following one course from the Master Program in Graduate Institute of Tourism Management.</i>	
580001 Research Method	TOUR7000 Industry Research & Consultancy (MTHEM Core Course)
<i>Students are also required to complete the following three NKUHT courses in addition to the above course.</i>	
Marketing for MICE Industry	EVNT7051 Event Planning & Project Management (Event Management Field of Study)
58C2009 Destination Marketing & Management	TOUR7051 Destination Management & Marketing (Travel & Tourism Management Field of Study)
58C2018 Airline Industry Management	TOUR7052 Travel Distribution and Transport Systems (Travel & Tourism Management Field of Study)

- The above courses are recommended for the maximum credit at UQ towards the Master of Tourism, Hotel and Event Management
- Credit can only be granted for those courses that achieve a passing grade.

Entry Requirements

Commencement at UQ

Semester 1 (February), or Semester 2 (July) each year

Academic entry requirements

- **Same Discipline Background:**
 - Event, Hospitality, Hotel and Tourism
- **English:**
 - IELTS overall 6.5; reading 6; writing 6; speaking 6; listening 6 or equivalent (Bridging English program available for those not meeting with our direct entry)
- **GPA:**
 - At least 4.5 out of 7 (4 = pass) or 70/100 (60=pass);
- **Master Study at NKUHT:**
 - 1 year of successful study in Master's Program in NKUHT Graduate Institute of Tourism Management

More info: <https://study.uq.edu.au/study-options/programs/master-tourism-hotel-and-event-management-5585#entry-requirements>



Tuition fees

	2023
MASTER	
Tourism, Hotel and Event Management	\$44,288

The figures are only **indicative annual fees (two semesters)** in AUD\$ for Business, Economics and Law programs at UQ. For a more accurate estimate based on your personal circumstances please visit:

study.uq.edu.au/admissions/postgraduate-coursework/review-fees-and-financial-support

BEL Faculty Scholarships

Discover the available international
scholarships for prospective students

scholarships.uq.edu.au



UQ INTERNATIONAL EXCELLENCE SCHOLARSHIP

Award Value

- 25 per cent of tuition fees for entire duration of program (up to 4 years)

Eligibility

- High achieving international students with an unconditional UQ offer (relevant degree program) on full time basis
- Undergraduate or postgraduate qualifications with GPA 6.75 and above (on the UQ 7 point scale)
- High school leaver with entry rank of 99

How to apply

- High merit students will be automatically considered in scholarship rounds
- Recipients will be notified via email from International Admissions



UQ INTERNATIONAL HIGH ACHIEVERS SCHOLARSHIP

Award Value

- A\$5,000 tuition fee reduction per semester for first two semesters (A\$10,000 in total)

Eligibility

- High achieving international students from Hong Kong (SAR), India, Indonesia, Japan, Macau (SAR), Malaysia, Philippines, Republic of Korea (South Korea), Singapore, Sri Lanka, Taiwan, Thailand, or Vietnam with a UQ offer on full time basis
- have satisfied the program entry and English language proficiency requirements
- Undergraduate and postgraduate coursework in all study areas (relevant program)

How to apply

- High merit students will be automatically considered in scholarship rounds
- Recipients will be notified via email from International Admissions



Faculty Scholarship Opportunities

BEL (Faculty of Business, Economics and Law) Global Leaders Scholarships (at least 15% of tuition fee waiver)

<https://scholarships.uq.edu.au/scholarship/business-economics-and-law-global-leaders-scholarships>

- Taiwan (postgraduate coursework only)
- Europe (postgraduate coursework only)
- Latin America
- India
- Vietnam
- Japan
- Hong Kong

Application Deadline

- 30 November for Feb/March intake the following year (Semester 1)
- 30 April for July intake (Semester 2)



Ju-Yi (Angel) Wung

Master of Global Management

2017 Taiwan Global Leaders Scholarship recipient

Application

apply.uq.edu.au

Recommended application time:

*31 October for the following
Feb/March Semester 1
commencement; OR*

*31 March for the July Semester 2
commencement*





Apply Directly

- **Approach NKUHT contact for detailed process and the Application Fee Waiver Partner code**
- **Documents Required:**
 1. Passport
 2. Bachelor degree award & academic transcript;
 3. Master's program transcript
 4. IELTS/TOEFL copy

Using UQ Approved Agents

For assistance with this process, you can enlist the help of a UQ approved agent.

Application documents (item 2&3 on the left) should still be certified by NKUHT-UQ 1+1 Contacts

<https://study.uq.edu.au/contact/find-approved-uq-agent-near-you>