

25 YEARS OF & TOURISM & EVENTS



**Flinders
University**

Flinders University
College of Humanities, Arts & Social Sciences
Bachelor of Tourism & Events

25 Years of Tourism & Events
2022

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Thank you to all contributors.

INTRODUCTION

Our Tourism and Events programs began in the late 1990s. The Bachelor of Ecotourism (BEcoT), from the Faculty of Science and Engineering began in 1996, and the Bachelor of Cultural Tourism (BCuIT), from Humanities received its first intake of students in 1997. Both were specialist programs which harnessed existing expertise in the University: Biology, the Natural Environment, Palaeontology for Ecotourism; and History, Cultural Studies, Archaeology and Heritage Management for Cultural Tourism. The Flinders Tourism programs reflected a change in tourism both nationally and internationally. There was a move away from 'mass' tourism, where a great deal of travel and visitation was focused on getting lots of people to lots of places for very short periods of time, with little appreciation of the natural and cultural landscapes, or the 'sense of place'.

The turn of the century also saw an increase in international travel, certainly to 'long haul' destinations such as Australia. The Bachelor of Cultural Tourism aimed to address the changing profile of tourism and train professional graduates to meet the needs of the tourism industry and the desires of visitors. Links to the Tourism Industry were strong from the outset, providing a vibrant and exciting link between academic studies and the workplace. Moreover, our compulsory Industry Placement component included on-site Industry Placements and our Research Projects allowed students to connect directly to potential future employers. Indeed, students often chose the degree because of its direct links with the global tourism industry. The program was dynamic and flexible, and university requirements were matched to the needs of the industry, whilst student benefits included real world experience, networking opportunities, and immersive pedagogical experiences that supported or challenged their world view.

By the early 2000s, visitors became more sophisticated and discerning, and their expectations changed. Consequently, the tourism industry diversified, and their focus shifted from developing tourism 'product' (the focus of the operator) to tourism 'experiences' (the focus of the visitor). The structure and content of the Tourism degree aligned strongly with these emerging trends. South Australia, the 'Festival State', provided ample evidence that visitors, both domestic and international, were drawn to destinations by festivals and events. In response, we developed the Festival and Event Design and Management (FEDM) and Site Interpretation programs, as well as Graduate degrees (Graduate Certificate, Graduate Diploma, Masters, and PhD). The FEDM program was taught by industry practitioners as well as academics, and FEDM was unique in that it extended the studies beyond 'event management' to Festivals and to Event Design – a world first. Our Tourism degrees won South Australian Tourism Awards for Tourism Education and Training and Outstanding Contributions by an Individual, as well as Flinders Teaching Awards.

Our contemporary Tourism and Events programs place greater emphasis on the critical importance of building sustainable and resilient tourism economies which reflect the increasing risks of environmental crises (droughts, bushfires), global pandemics (COVID-19) and other challenges climate change presents. Critical lenses are applied to the ethics of tourism, the problems of 'overtourism', and the ways in which tourism can support the pursuit of reconciliation and social justice. Once more, this illustrates our pedagogical agility and our commitment to producing 'industry ready' graduates equipped with the knowledge and capacity to support and positively change tourism economies not only in South Australia, but those found elsewhere in Australia and overseas. We are exceptionally proud of the achievements of our alumni, and we look forward to producing new graduates who will shape and influence one of the most dynamic – and exciting – global industries over the decades to come.

Emeritus Professor Jane James

1997 – 2012, Head of Cultural Tourism/International Tourism

Outstanding Contribution by an Individual (2009), SA Tourism Award

Gareth Butler

2013 – Present, Senior Lecturer in International Tourism/Tourism and Events

TOURISM & EVENTS IN NUMBERS

488



Students have Graduated with a Tourism Degree from Flinders University

456



Tourism & Events Placements Completed

7



Countries Visited on International Exchanges

74



Students Participated in International Field Schools

11



Countries Visited on International Experiences

THE JOURNEY OF TOURISM & EVENTS AT FLINDERS

AND THE
JOURNEY CONTINUES



2019
Bachelor of
Tourism & Events

2010
Master of Tourism

2009
Graduate Diploma
in Tourism

2006
Bachelor of
International
Tourism

*Festival & Event Design
& Management*

1997
Bachelor of
Cultural Tourism

1996
Bachelor of
Ecotourism

ALUMNI ACRO

Students studying Tourism at



Flinders Tourism & Events A
45 different destinati

SS THE GLOBE

Flinders University have come from far and wide...



Alumni have come from over
ons across the globe

FIELD SCHOOLS

Flinders Tourism & Events Students have the Opportunity to Undertake an International Field School during their Degree!

CAMBODIA

Phnom Penh and Siem Reap



"A fantastic experience and great way to develop relationships with my peers" – Stephanie Murgatroyd



"We saw significant sights such as... Angkor Wat and dark tourism sights in Phnom Penh"

– Havel Zaslavsky Brocklebank



"My favourite memories of studying at Flinders include the overseas research project to Cambodia"

– Jenna Trifonoff

MALAYSIA

Kuala Lumpur and Malacca



"My favourite memory from studying at Flinders would be the research topic in Malaysia. It was such a fantastic opportunity to research, learn and explore a tourism destination management in a completely different country and city."

- Dylan Beach



CHINA

Beijing and Xi'an



STUDENT PLACEMENTS

PLACEMENT PASS

FLINDERS TOURISM & EVENTS

Name: **EMILY CARVER**

Placement Provider:
**SOUTH AUSTRALIAN
TOURISM COMMISSION**

The most important learning experience at Flinders was the opportunity to undertake a placement which ultimately lead me to secure a role at SATC.

The placement provided me with an opportunity to put the theoretical knowledge into practice, while also being exposed to areas of the tourism industry that can't be taught. I was able to create relationships with industry professionals, many of which I still work with today and consider mentors.



PLACEMENT PASS

FLINDERS TOURISM & EVENTS

Name: **DYLAN BEACH**

Placement Provider:
**AUSTRALIA DAY COUNCIL
OF SOUTH AUSTRALIA**

I was lucky enough to have a fantastic placement at Flinders with Matt Miles, who at the time was the Australia Day Council of SA.

Matt gave me an amazing opportunity, delivering an offshoot event during the festivities, as well as being a part of the major Australia Day events. He gave me the responsibility, and support to organise and run the events. To this day, I am still connected with Matt and have been able to work with him in other roles.



PLACEMENT PASS

FLINDERS TOURISM & EVENTS

Name: **JENNA TRIFONOFF**

Placement Provider:
SATC

Events:
**TOUR DOWN UNDER
ADELAIDE 500**

One of the most valuable things about my degree was the exposure to a vast variety of placement and volunteer opportunities.

Due to the TDU and Adelaide 500 taking place within a month of each other, I was able to work across both events in a number of roles, including Information Booth Coordinator at the TDU and Suite Assistant for the Adelaide 500.



PLACEMENT PASS

FLINDERS TOURISM & EVENTS

Name: **PHILIP OSBORNE**

Placement Provider:
**RIVERLAND TOURISM
ASSOCIATION**

Location: **LOXTON**

Regional tourism is a huge driver for interstate visitation and I can't recommend regional roles more highly.

Working with an RTO helped show me just how vital these roles are in growing tourism. It gave me exposure to the importance of strong collaboration in industry and demonstrated just how much regional businesses committed to deliver high quality experiential tourism.



PLACEMENT PASS

FLINDERS TOURISM & EVENTS

Name: **ALYSIA MCINERERY**

Placement Provider:
**TOURISM INDUSTRY COUNCIL
SOUTH AUSTRALIA**

Placement Year:
2022

This has undoubtedly been the best experience through university, and I would encourage any student to complete a placement if they get the chance.

My time at TiCSA has been one of the most valuable learning experiences. I truly believe that placement has been instrumental in preparing me for my time after university and has reinforced my commitment to my degree.



INTERNATIONAL EXCHANGES

Rachel Jennings | United Kingdom

"Studying abroad was an incredible experience I will treasure. Going to study in the UK with one of my best friends for a semester was unreal. I would highly recommend doing it, not only do you get to travel, you meet so many new people as well as different cultures and learn about Tourism from a different perspective."

Emily Carver | United Kingdom

"Going on exchange was an amazing experience. Living and studying abroad provided an opportunity to experience a new culture, meet new people and learn about tourism within an international context. I couldn't recommend an exchange more highly!"



Rachel & Emily on Campus while on Exchange in the UK

Hakel Zaslavsky Brocklebank | Spain & the Netherlands

"I did a one month internship in Seville, Spain for Naturanda, an eco-tourism company. During this experience I lived in Seville and gave tours of the city, as well as assisting with day trips to surrounding towns such as Granada to see the Alhambra. I also went on one semester exchange at Utrcht University in the Netherlands where I got to ride my bicycle everywhere and learn about Dutch culture."

EXCURSIONS



2020 - Adelaide Oval

At Flinders University, first-year Tourism & Events students undertake an excursion to tourist attractions around Adelaide for their Tourism Portfolio topic



2022 - Z-Ward



2021 - Ayers House

ALUMNI TESTIMONIALS

Departures and Arrivals

Airline	Flight	Destination	Time	EST	Gate
		<p>The degree was still quite new and I enjoyed studying all the subjects I wouldn't have necessarily been exposed to in other courses. The practical experience from placements and learning from industry leaders was invaluable. The people I studied with were also a fantastic group, many of whom I am still in contact with. The practical experiences and exposures we had to industry leaders while at Flinders was second to none at that time. Seeing what we studied then coming into real life during our placements was a highlight and helped define which areas of events I wanted to work in.</p>			
Name: Sally Heading		<p>I did a placement with the Tour Down Under and was exposed to what is now Events South Australia (ESA), and knew I wanted to work there. This became a reality and I worked at ESA for more than 12 years, culminating with being the Event Manager for the Tour Down Under for 7 years. I was also able to work on a wide variety of events that ESA managed or sponsored which gave great exposure to different genres and industries. From ESA I worked on the 2018 Gold Coast Commonwealth Games as Track Cycling Manager, which was an amazing learning experience, and I am just finishing up as the Head of Event Services and Operations on the 2022 UCI Road World Cycling Championships.</p>			
Graduated: 2003					
Course: Bachelor of Cultural Tourism & Graduate Certificate in Tourism					
Job: Head of Event Services & Operations, Wollongong 2022					

Departures and Arrivals

Airline	Flight	Destination	Time	EST	Gate
		<p>The relaxed atmosphere on campus and the amount of green space made Flinders an enjoyable place to study and make friends. Highlights include regular afternoon beers at the tav!</p>			
Name: Philip Osborne		<p>The practical learning experiences were the most beneficial. Being able to present ideas and information to a theatre of students taught the necessity of having a passionate and memorable approach to public presenting. The placements and research projects gave me exposure to the tourism industry outside of a lecture theatre.</p>			
Graduated: 2010		<p>I am currently the attractions manager for Optus Stadium in Perth which builds and promotes tourism products and experiences such as the rooftop attractions at the stadium. My career highlight has been working for Zoos SA. I had volunteered at Adelaide Zoo for five years which led to 3 different employment roles at Adelaide and Monarto Zoo, eventually becoming Visitor Services Manager. I was also able to host a Q&A with former Manchester United player, Denis Irwin, a personal highlight for me.</p>			
Course: Bachelor of International Tourism					
Job: Attractions Manager, Optus Stadium		<p>The degree has also allowed me to travel; I spent a year working in WA's coral coast town of Exmouth.</p>			

ALUMNI TESTIMONIALS

Departures and Arrivals

Airline	Flight	Destination	Time	EST	Gate
		<p>Some of my favourite memories from studying at Flinders include being on the tourism committee and organising and delivering a number of events. It was great to connect with students from different years outside of a studying environment, meeting and making lifelong friends and being able to study a range of different subjects.</p> <p>My time at Flinders encouraged me to volunteer for as many different events as possible. This helped get my name out in the events industry and showed that I was committed to working on events, no matter how big or small they were. This led to me being offered a paid volunteer position that turned into a contract at the South Australian Tourism Commission and I have been here ever since (nearly seven years later).</p>			
Name: Jenna Trifonoff					
Graduated: 2017					
Course: Bachelor of International Tourism		<p>I am currently an Executive Services Officer at the South Australian Tourism Commission. One of the most valuable things about my degree was the exposure to a vast variety of placement and volunteer opportunities. Through this, I became exposed to a number of events I never would have heard about otherwise, which ended up being some of the best events to be a part of.</p>			
Job: Executive Services Officer, SATC					

Departures and Arrivals

Airline	Flight	Destination	Time	EST	Gate
		<p>My favourite thing about studying tourism at Flinders University was how hands-on the degree was, such as the 3 day workshop for events and opportunities for placements. I was also nominated in my final year for South Australian Tourism Student of the Year, which I was awarded and given the opportunity to travel to New Zealand and meet/work with tourism operators.</p> <p>The practical elements of studying at Flinders were the most valuable elements to me, as they helped me understand exactly what type of events I wanted to work on and gave me experience in the workplace.</p>			
Name: Stephanie Murgatroyd					
Graduated: 2017		<p>I'm currently working as the Events Officer at Adelaide Hills Council and loving what I do! I work with community groups to provide support for a range of events including local markets, Christmas events such as the Lights of Lobethal, and the Santos Tour Down Under.</p>			
Course: Bachelor of International Tourism					
Job: Events Officer, Adelaide Hills Council		<p>Previously, I worked with the South Australian Tourism Commission (SATC) on the Santos Tour Down Under and Tasting Australia. I was given the opportunity to apply for a position here after completing my placement with them on the National Pharmacies Christmas Pageant.</p>			

✈ Departures and Arrivals

Airline	Flight	Destination	Time	EST	Gate
		<p>The best memories from my time at Flinders were all the people I met, especially with the smaller class sizes, it meant the tourism lecturers really got to know you and vice versa and being surrounded by like minded people.</p> <p>Uni was more about broadening knowledge than learning industry skills. The Bachelor of International Tourism had a large elective component and I found some of the environmental based electives to be the most interesting. Uni definitely improved my time management, taught me how to be self-motivated, how to research and most importantly that the connections you make are priceless.</p>			
Name: Alex Scown					
Graduated: 2016					
Course: Bachelor of International Tourism		<p>I'm currently working for The Wilderness Group as a Tourism Development Coordinator.</p>			
		Job: Tourism Development Coordinator, <i>Earth Adventure</i>			

✈ Departures and Arrivals

Airline	Flight	Destination	Time	EST	Gate
		<p>Studying Cultural Tourism at Flinders was fun, and I made great friends. The location and campus nature of Flinders really added to a true university experience.</p> <p>Flinders helped me learn essential critical thinking skills and research and analysis abilities that have continue to benefit me throughout my working life.</p>			
Name: Linda Lacey		<p>The rainbow has currently led me to the Tourism Industry Council of SA and a role and purpose that I love.</p>			
Graduated: 2001		Job: Policy & Programs Manager, <i>TICSA</i>			
Course: Bachelor of Cultural Tourism					

✈ Departures and Arrivals

Airline	Flight	Destination	Time	EST	Gate
		<p>There are two main learnings I took from my time at Flinders. Firstly, being analytical and being able to look at, understand and dissect information to then make an informed decision. Second was to be open to and exploring as many things as you can. Taking new challenges on board was continuously highlighted through the degree at Flinders.</p> <p>I am currently the Executive Regional Manager for Fleurieu Peninsula Tourism. My career highlight so far was as the General Manager of the Australian Professional Bodyboarding Tour, at the time the largest domestic professional tour in the world. I managed the team and ran 6 events per year across Australia, attracting some of the world's best bodyboarders</p>			
Name: Dylan Beach					
Graduated: 2015		Job: Executive Tourism Manager, <i>Fleurieu Peninsula Tourism</i>			
Course: Bachelor of International Tourism					

ALUMNI TESTIMONIALS

Departures and Arrivals

Airline	Flight	Destination	Time	EST	Gate
		<p>My favourite memory from studying tourism at Flinders was definitely the people I met along the way; I made some friends for life. The teaching staff were amazing too.</p> <p>The vast amount of available research projects and placements were also great, there were lots of options to choose from. Also the content in the subjects was interesting and relevant.</p> <p>Flinders taught me that networking is a massive tool in tourism, as a lot of it comes down to who you know. I also think knowing what you want to do and where you want to go is great but if you are unsure, also knowing what you don't want to do is just as important. Don't put so much pressure on yourself to have decisions made and a concrete path by the time you finish your degree, do subjects you enjoy, and you will find your niche.</p> <p>I got a job as an Events Assistant at Flinders University. Career highlights would include working in a team on the planning and implementing of numerous University Open Days and working on the first annual SpringFest community event.</p>			
Name:					
Rachel Jennings					
Graduated: 2014					
Course:					
Bachelor of International Tourism					
Job:					
Event & Functions, <i>Howard Vineyard</i>					

Departures and Arrivals

Airline	Flight	Destination	Time	EST	Gate
		<p>One of my most enjoyable memories from Flinders was engaging with the lecturers, staff and students from diverse backgrounds. The lecturers' real life experience in the industry and their approach to teaching relevant industry etiquette and culture was highly valued. It was this care and consideration of the team of the Tourism Department that assisted me in understanding and accepting that nothing is linear in the industry.</p> <p>I've led international tours to Asia Pacific and Europe, including an extended season in London; worked for a resident company of the Sydney Opera House, managing domestic and international tours, and working for million dollar projects and events that involve a variety of industries. I'm currently based in Adelaide working with commercial clients, government stakeholders and industry leaders to stage large, outdoor events and experiences for South Australians.</p> <p>My lecturers supported me when using my initiative to proactively source my own placements with interstate companies to explore different aspects of the industry. I cold-called different national festivals – I even camped in remote Queensland for work experience! Because Flinders University afforded me the flexibility required, I was able to use my university years to fine-tune my understanding of where I intended to pursue my career in the sector.</p>			
Name:					
Laura Smans					
Graduated: 2013					
Course:					
Graduate Diploma in Tourism					
Job:					
Festival Plaza – Events & Activations, <i>Adelaide Festival Centre</i>					

POSTGRADUATE



Thi Van Nguyen

My current position is as a PhD student in Tourism. My favourite aspect of Flinders was the friendliness of the staff and the study environment. When it comes to tourism and events, my favourite subjects were "Sustainable Tourism Planning and Development" and "Research Methods".

My experiences at Flinders University now help me perform better in my professional role in the field of tourism destination management and development. Flinders University allowed me to follow my dream of pursuing a Higher Research Degree in Tourism in Australia.



Huanling Huang

As a merchandiser at a lighting company, I am responsible for the 30% of clients that are from overseas. I also assist the sales department to organize events or exhibitions such as Canton Fair, which is one of the most important and biggest trade and commercial exhibitions in Guangzhou.

The study environment at Flinders was my favourite thing. In addition, I have made a lot of friends from different countries, which allowed me to learn different cultures. Flinders also runs a variety of activities/functions, allowing me to learn and see things that I never experienced at my previous university in China.

Studying tourism and events helped me understand development and the current situation of the industry in different regions and countries. This helped me understand what the future of the industry might look like, especially as tourism is a very broad subject which covers environmental, social and cultural change. I learned a lot while I was writing my research thesis. Flinders has improved my organization and communication skills and I feel more confident in my career.



EXPERIENCES



Mohsen Alahmadi

I am now Team Leader of the heritage department at Saudi Heritage Preservation Society.

My favourite thing about Flinders was the main campus at Bedford Park and how easy it was to get 24/7 access to the library. Also, Flinders University gave me a unique opportunity to make friends with people from all kinds of different cultures. Studying tourism means learning the physical, economic, social and cultural aspects of tourism. So that's helped me to know more about how to enhance our ability to effectively manage the destination and, in doing so, enhance the well-being of the residents of a tourism destination.

I have written a thesis titled "The impact of Tourism Development at AlHijr UNESCO World Heritage Site on Local Community in AlUla". Since then, that's allowed me to know more about Heritage Tourism and how local communities and their perspective are important when it comes to developing a UNESCO World Heritage site. In my current job, I'm now working on a UNESCO World Heritage application that will protect Intangible Cultural Heritage in Saudi Arabia.



Hussain Hothan

I'm currently employed as a Lecturer at the University of Bisha which is located in the south of Saudi Arabia. I'm responsible of providing lectures in many topics that are related to Entertainment & Event Management. My favourite things about Flinders were the people who are friendly, the campus and the library, and it's atmosphere - everything to be honest!

Studying Tourism and Events drives you to think 'outside of the box' and makes you more creative in regards to finding sustainable solutions for the tourism industry. I can say that studying at Flinders has extended my knowledge in the field of Tourism and Events so that I too can now educate people in the tourism industry.



TOURISM & EVENTS



Flinders Tourism & Events have partnerships with many businesses and organisations across the South Australian tourism community. These partnerships allow students to be involved in the industry throughout their degree in various ways including going on excursions, undertaking placements, and contributing to real tourism and events projects.

Flinders Tourism & Events Partners include:

- The Tourism Industry Council of South Australia (TiCSA)
- Nova Entertainment
- The City of Marion
- The Department of Environment and Water (DEW)
- The National Trust of South Australia
- The South Australian Tourism Commission (SATC)
- Passport to Recovery



Through these partnerships, our students can make contributions to the industry and get a taste for the many opportunities involved within tourism and events before they have even finished their degree. These few examples demonstrate how tourism at Flinders University has impacted the community.

The National Trust of South Australia

protects and conserves places of heritage significance. First-year students have had opportunities to visit various heritage locations with the National Trust, including Ayers House and Z-Ward, learning about the significance of these locations within the industry and community. Some students have also completed their placements with the National Trust, including Kaitlin Trahar. [Placement here allowed Kaitlin to “learn more about the local tourism industry”.](#)



IN THE COMMUNITY

PASSPORT TO RECOVERY (P2R) is a project designed to support environmental, social and economic recovery on Kangaroo Island in the wake of the bushfires. Flinders tourism students planned the official launch of P2R on Kangaroo Island. This allowed them to grow their event design and business skills, and engage with various stakeholders. Students can contribute to the industry in similar ways through their Community Project and Placement topics.



“The work by the students was done in a very timely manner with exquisite designs and a hugely successful launch event. Well done team, your contributions were far more than we ever imagined or expected.”

– Professor Karen Burke da Silva,
Conservation Biologist,
Passport2Recovery

TiCSA is a not-for-profit organization aiming to grow the visitor economy by supporting tourism businesses. TiCSA has worked with tourism students at Flinders in various ways, with students previously been part of TiCSA projects, including the creation of an educational video about Adelaide and surrounding areas aiming to improve the skills and knowledge of frontline customer service staff and taxi drivers.

Cathy Ramsey, TiCSA's Partnership Manager said, *“The outcome was an excellent 15-minute educational video with content created by Tourism and Events students”.*

TiCSA also take on Flinders students for placements during their degree allowing for them to gain industry experience and further take part in the tourism industry, possibly also leading to a future career.



THE FUTURE OF TOURISM & EVENTS



Tourism is a dynamic industry that brings appeal and vibrancy to South Australia for visitors and residents alike. It is like no other industry, providing endless careers, jobs, and opportunities for everyone. People have always loved to travel and explore; it is ingrained in who we are. Tourism will always have a significant role to play in our lives, for the delivery of exceptional experiences, great customer service, and opportunities for people from across the world to connect with other places and cultures.

The future is looking bright, as state and international borders have reopened, visitor spend is increasing, and exciting events returning. We are seeing great enthusiasm and positivity for tourism not just in Australia, but on a global scale. Tourism Industry Council SA is excited about the future of tourism, and we look forward to continuing to welcome new generations of tourism professionals to our industry.

Shaun de Bruyn
Chief Executive Officer
Tourism Industry Council of South Australia (TiCSA)

Flinders University Bachelor of Cultural Tourism Alumni

