

TTA Fast Facts



TOURISM TRAINING AUSTRALIA | LEVEL 5, 49 MARKET STREET, SYDNEY, NSW, 2001 | 02 9286 3944 | www.tourismtraining.com.au

THOUGHT OF THE MONTH

Trying times are not times for people to stop trying.

MERRY CHRISTMAS

On behalf of the Directors and Staff at Tourism Training Australia please accept our best wishes for a very Merry Christmas. Thank you for all your support during the past year of success for training in the Tourism & Hospitality Industry



Blue Mountains International Hotel Management School (Pty Ltd) Joins Laureate International

UNIVERSITIES NETWORK

Blue Mountains International Hotel Management School Pty Ltd (BMIHMS), operator of Blue Mountains Hotel School and the Australian International Hotel School, announced today that it has joined the Laureate International Universities Network. With the addition of these institutions, Laureate International Universities solidifies its leadership as the largest provider of degree-granting hospitality education in the world. This international university network already includes two schools ranked among the top three hospitality management programs in the world, both based in Switzerland: Glion Institute of Higher Education, and Les Roches International School of Hotel Management. More than 500 students attend BMHS, which is accredited by the New South Wales Higher Education Directorate, and by the Federal Department of Education, Employment, and Workplace Relations (DEEWR). AIHS is accredited by the Australia Capital Territory Accreditation and Registration Council, and by DEEWR. In 2009 it introduces its new International Hotel Management and International Event Management programs. More than 100 students attend AIHS. Both institutions' programs are quality endorsed by The University of Queensland, their strategic partner and one of Australia's leading research universities

POSITIVE FUTURE FOR TRAINING

MEA's investment in becoming a registered training organisation has started to pay off with the organisation winning the right to deliver customised training programs for members. The association's first "articulated professional development program" was held in Melbourne, followed by roll-outs in other states. With a fully qualified national training manager and the scope to deliver the Australian Qualifications Framework's Diploma in Event Management and Certificate IV in Sales & Marketing Australia wide, there is a very positive future.

BACK TO SCHOOL FOR ONLINE MARKETING

The Australian Tourism Data Warehouse has released an online education kit that will help tourism operators navigate their way into the world of online marketing and booking systems. The online education kit, Tourism e-kit, offers the most comprehensive, step-by-step education process for Australian tourism suppliers ever produced.

The kit comprises a complete suite of online tutorials providing easy to consume information on basic online marketing concepts such as website design to more complex issues including an introduction to online booking. It is an initiative of the National Online Strategy Committee and is funded by all State and Territory Tourism Organisations.

The complete program resides on ATDW's corporate http://www.atdw.com.au/tourism_e_kit.asp website and will enable Australian tourism businesses to better understand and take advantage of the online marketing opportunities that exist today.

OUTBACK TOURISM COLLEGE STARTS

NEXT YEAR

An outback college of tourism will begin operating next year in central west Queensland to offer specific tourism training. The college is an initiative of the Remote Area Planning and Development Board, which represents seven councils in outback Queensland, as well as Education Queensland, the Australian Agricultural College Corporation and the tourism sector. It will offer tourism training to high school students and people already working in the sector. It will be a unique training venture that should help to encourage young people to stay in the region. There is an immensely supportive industry within this region who like most places are experiencing a skills shortage and fully support the work the college is doing. This is also recognition of how important the tourism industry is for the outback's economy. Federal and state funding has been allocated to help the college as it develops a skills plan for the sector.

TOURISM TRAINING AUSTRALIA
2009 NATIONAL CONFERENCE
Tomorrow's Workforce for Tomorrow's Workplace

Wednesday May 13th
2009 Four Seasons Hotel,
Sydney

This promises to be an outstanding National Conference for the Tourism and Hospitality Industry. Great interest and registrations have already been received. To register your interest contact allen@tourismtraining.com.au
TTA MEMBERS RATE \$395

TTA is proudly Supported by



TTA Diary

Feb 14 12.15 PM
Women in Tourism Luncheon
Parliament House

May 12-13 9.00 AM
TTA Trade Show
Four Seasons Hotel, Sydney

May 13 9.00 AM
TTA National Conference
Four Seasons Hotel, Sydney

May 13 7.00 PM
Minister's Student Achiever Awards
Four Seasons Hotel, Sydney

To book contact
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