

# BUSM 3007 DESTINATION MANAGEMENT

**Credit Points** 10

**Legacy Code** 101270

**Coordinator** Felicity Picken ([https://directory.westernsydney.edu.au/search/name/Felicity Picken/](https://directory.westernsydney.edu.au/search/name/Felicity%20Picken/))

**Description** Destination Management provides students with a fundamental understanding of the concepts in destination management. This includes coordination of the destination in terms of the tourism industry's sectors, their relationship with each other and the challenges they face. An appreciation of the importance of a destination's unique cultural, natural and economic attributes is developed from the viewpoint of the visitor and industry representatives. The implications of organising urban spaces for the visitor experience and its influence on sustainability and competitiveness are explored.

**School** Social Sciences

**Discipline** Tourism Management

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse structure, roles and interrelationships of Destination Management Organisations (DMO) at various levels of operation.
2. Evaluate factors influencing destination management and marketing.
3. Undertake a destination resource analysis (Audit).
4. Evaluate destination marketing strategies based upon destination management objectives.
5. Critique destination management implementation.
6. Identify and describe opportunities, challenges and constraints affecting DMOs in formulating strategies.

## Subject Content

Destination characteristics and destination profiling (critical review).  
 Coordination structures and principle players in the coordination of destination management (Government, Industry, NGO and Community).  
 Strategic and sustainable destination management (policy, practices and issues).

Destination marketing.

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Critical Review	800 words	25	N	Individual

Practical	500 words	30	N	Group
Report	2,000 words	45	N	Individual

Teaching Periods

## Autumn

**Parramatta - Victoria Rd**

**Day**

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View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3007\\_22-AUT\\_PS\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3007_22-AUT_PS_D#subjects))