

# BUSM 3079 TRAVEL IN THE DIGITAL AGE

**Credit Points** 10

**Legacy Code** 102779

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

**Description** This unit explores the ways in which digital technologies are reshaping travel, including travellers' experiences, and planning and management of the travel industry. Students will learn how digital technologies are being utilised, and the opportunities and challenges these technologies present. The unit will provide opportunities to engage with travel apps, virtual/augmented reality technologies, smart attractions and transport technologies. Students will also learn how to conceptualise and pitch their own digital travel products. Upon completion of the unit, students will be well placed to develop and manage innovative, socially responsible travel and mobility technologies.

**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

**Restrictions** Successful completion of 80 credit points of study.

## Learning Outcomes

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

1. Evaluate opportunities for the use of digital technologies in travel and tourism;
2. Evaluate potential challenges, threats and social-inequalities created by social technologies;
3. Critically review digital travel and tourism technologies;
4. Ascertain technology gaps in the travel and tourism industries;
5. Devise new travel and tourism technologies;
6. Propose digital technologies to an expert audience.

## Subject Content

The digital disruption of tourism and travel;

Rethinking tourism communities and stakeholders in relation to the digital futures of work and society;

Opportunities, benefits, challenges and risks of digital technologies in travel and tourism;

Travel/tourism smartphone applications and their design and development;

Digitally enhanced attractions and destinations (including digital interpretation, and the use of augmented and virtual reality);

Digital travel experiences and destinations;

The future of transport and transit (including autonomous cars/buses/trains/planes, windowless planes, digital airports/hotels); and

Opportunities for understanding tourist markets with digital technology (including tourist/traveller tracking and ethical/privacy implications).

## 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
The Opportunities and Challenges of Digital Technologies in Travel	1,500 words	35	N	Individual
Digital Travel App Concept Pitch	15 minutes (500 words equivalent, per person)	25	N	Group
Travel App Proposal	1,000 words per group member	40	N	Group

Teaching Periods

## Spring

### Parramatta - Victoria Rd

#### Day

**Subject Contact** Garth Lean ([https://directory.westernsydney.edu.au/search/name/Garth Lean/](https://directory.westernsydney.edu.au/search/name/Garth%20Lean/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3079\\_22-SPR\\_PS\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3079_22-SPR_PS_D#subjects))