

# TOUR 3002 CULTURAL TOURISM AND EVENTS

**Credit Points** 10

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

**Description** This subject examines the relationship between culture, heritage, tourism and events. It firstly provides an introduction to contemporary issues in heritage, tourism and event management. Secondly, it investigates the phenomenon of cultural tourism – its nature (including places and events), the market, visitors, the issues in planning and management – in the context of heritage and sustainable tourism praxis in Australia (and globally) as well as in the context of local communities.

**School** Social Sciences

**Discipline** Tourism

**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

**Equivalent Subjects** CULT 3015 - Heritage and Tourism

## Learning Outcomes

1. Explain and examine the principles and issues of culture and heritage in relation to tourism and events planning and management practices in Australia, with particular reference to sustainability
2. Analyse the complexities of cultural tourism including its nature, the market, visitor characteristics and motivations, the planning dimensions, attraction types, events and the issues surrounding these (especially politics in government policies, guidelines and regulations)
3. Apply contemporary heritage and cultural tourism theory and practice to propose solutions to key 'real world' Issues of cultural tourism and events management

## Subject Content

1. Culture and heritage: key concepts
2. Key management processes
3. Key tourism and events components
4. Key Issues of cultural tourism and events management

## 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.

Type	Length	Percent	Threshold	Individual/ Group Task
Poster	Visual poster and 500 word written summary	30	N	Individual

Presentation	10 minute presentation and 1500 word written summary	30	N	Group
Short Answer	3 hours, 1000 words	40	N	Individual

Teaching Periods

## Autumn (2023)

### Parramatta - Victoria Rd

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=TOUR3002\\_23-AUT\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=TOUR3002_23-AUT_PS_1#subjects))