

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 In 2023 this subject is replaced by TOUR 3004 - Destination Management. 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 fees via the 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.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Critical Review	800 words	25	N	Individual	Y
Practical Report	500 words	30	N	Group	Y
	2,000 words	45	N	Individual	Y