

TOUR 1002 TOURISM AND GLOBAL TRENDS

Credit Points 10

Legacy Code 101901

Coordinator Julie Wen ([https://directory.westernsydney.edu.au/search/name/Julie Wen/](https://directory.westernsydney.edu.au/search/name/Julie%20Wen/))

Description In 2023, this subject replaced by TOUR 1003 - Global Trends in Tourism and Events. This subject introduces students to the foundational knowledge and skills required for tourism study at UWS and professional practice in a range of tourism related careers. This subject provides students with opportunities to familiarise themselves with the core concepts and basic theory of tourism management studies. It aims to equip students with an understanding of sustainable tourism, the tourism system, and mega trends of tourism. It covers the global complexity of the tourism industry; of the social, environmental, and political realities; and the role of governments - federal, state and local together with private enterprise in the development of tourism experience, industry practice, and destinations.

School Social Sciences

Discipline Tourism

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 1 subject

Equivalent Subjects TOUR 1001 - Tourism Sustainability and Global Trends

Incompatible Subjects LGYA 1263 - Sustainable Tourism in Practice
 LGYA 1262 - Managing Tourism

Learning Outcomes

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

1. Describe the history and contemporary issues related to tourism .
2. Analyse the tourism system, the complexities of the tourism phenomenon and key tourism concepts.
3. Assess the economic, sociocultural, and environmental impacts of tourism and their management.
4. Identify the functions and strategies of selected organizations/ agencies responsible for promoting and managing tourism.
5. Identify and analyse the changing patterns and trends in global tourism over a given period of time using available data.

Subject Content

1. History and core concepts of leisure, recreation, tourism and sustainability.
2. The tourism system
3. The tourist experience
4. Tourism industry and products
5. Tourism markets and marketing
6. Economic dimensions of tourism
7. Valuation of resources
8. Tourism Satellite Account
9. Forecasting
10. Characteristics of the global industry

11. Destinations and their development: case studies

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
Multiple Choice	Three during the semester	30	Y	Individual	Y
Report	1,500 words per student	30	Y	Individual	Y
End-of-session Exam	2 hours, approximately 750 words	40	Y	Individual	Y