

TOUR 1003 GLOBAL TRENDS IN TOURISM AND EVENTS

Credit Points 10

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

Description This subject introduces students to the foundational knowledge and skills required for tourism, event and heritage studies at WSU and professional practice in a range of related careers. The subject provides students with opportunities to familiarise themselves with the core concepts and basic theory of tourism, event, and heritage studies. It aims to equip students with an understanding of sustainable industry and community, the tourism system, and mega trends in tourism and event management. It covers the global complexity of tourism and event management; of the social, environmental, and political realities; and the role of governments – federal, state and local together with private enterprise in the development of experience, industry practice, and destinations.

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/) page.

Level Undergraduate Level 1 subject

Equivalent Subjects TOUR 1002 - Tourism and Global Trends

Learning Outcomes

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

Subject Content

1. History and core concepts of leisure, recreation, tourism, event and sustainability.
2. The tourism system
3. The experience and motivation
4. The impacts of tourism and event industry
5. Valuation of resources
6. Forecasting
7. Destinations and the industry: 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
Quiz	3 x 20 minutes	30	N	Individual
Report	1,000 words per student	30	N	Group
Final Exam	2 hours	40	N	Individual

Teaching Periods

Autumn (2023)

Parramatta - Victoria Rd

On-site

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=TOUR1003_23-AUT_PS_1#subjects)