

# TOUR 7004 TOURISM, HOSPITALITY AND EVENTS INSIGHTS

**Spring (2025)**  
**Parramatta City - Macquarie St**  
**On-site**  
**Subject Contact**

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=TOUR7004\\_25-SPR\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=TOUR7004_25-SPR_PC_1#subjects))

**Credit Points** 10

**Coordinator** Song Ee Hahn ([https://directory.westernsydney.edu.au/search/name/Song Ee Hahn/](https://directory.westernsydney.edu.au/search/name/Song%20Ee%20Hahn/))

**Description** This subject provides students with the knowledge and skills to analyse, interpret, translate, and communicate research insights in the tourism, hospitality and event management sectors. Through practical application and class-based theory, students will have the opportunity to gain the critical skills required to locate, select, evaluate and analyse relevant qualitative and quantitative data gathered through a variety of data collection techniques. Students will also learn how to interpret, translate and communicate research insights to diverse audience using creative techniques.

**School** Social Sciences

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Postgraduate Coursework Level 7 subject

**Equivalent Subjects** TOUR 6004 - Data Capture and Creative Communication

## Learning Outcomes

After successful completion of this subject, students will be able to:

1. Interpret and communicate complex data to meet a variety of organisational and operational needs.
2. Apply appropriate techniques for secondary data analysis.
3. Synthesise complex data using textual and visual methods.
4. Communicate complex data to diverse audiences.

## Subject Content

1. Importance of insights in the tourism, hospitality and events sectors.
2. Finding and generating insights data.
3. Analysing qualitative and quantitative data using specialised software (e.g. Microsoft Excel, NVivo and equivalent programs).
4. Interpreting and translating complex data.
5. Synthesising and communicating complex data.

## 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
Practical	500 words	20	N	Individual	N
Reflection	1000 words	30	N	Individual	N
Applied Project	1500 words	50	N	Individual	N

Teaching Periods