

# TOUR 3004 DESTINATION MANAGEMENT

**Credit Points** 10

**Coordinator** Thilakshi Mallawa Arachchi ([https://directory.westernsydney.edu.au/search/name/Thilakshi Mallawa Arachchi/](https://directory.westernsydney.edu.au/search/name/Thilakshi%20Mallawa%20Arachchi/))

**Description** Destination Management provides students with a fundamental understanding of the concepts associated with managing places as destinations. The subject develops analytical skills that include the coordination of a destination through tourism industry's sectors, their relationship with each other and the opportunities and challenges they face in the predictable future. An appreciation of the importance of a destination's unique cultural, natural and economic attributes is developed from the viewpoint of sustainability and through the prism of a destination audit. The nature of competition and gaining competitive advantage is addressed throughout the content.

**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/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Equivalent Subjects** BUSM 3007 - Destination Management

**Restrictions**

Successful completion of 80 credit points of study.

## Learning Outcomes

1. Analyse structure, roles and interrelationships of Destination Management Organisations (DMO) at various levels of operation
2. Evaluate factors influencing destination management
3. Undertake a destination resource analysis (Audit)
4. Evaluate destination strategies based upon destination management objectives
5. Critique destination management strategies
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 - Strategic and sustainable destination management (policy, practices and issues)
- Place 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
Critical Review	500 words	25	N	Individual
Portfolio	800 words	30	N	Individual
Report	2,000 words	45	N	Individual

Teaching Periods

## Autumn (2024)

### Parramatta - Victoria Rd

**On-site**

**Subject Contact** Thilakshi Mallawa Arachchi ([https://directory.westernsydney.edu.au/search/name/Thilakshi Mallawa Arachchi/](https://directory.westernsydney.edu.au/search/name/Thilakshi%20Mallawa%20Arachchi/))

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