

Sport, Events and Tourism, Major (0303)

Western Sydney University Major Code: 0303

Available to students in other Western Sydney University

Programs: Yes. Check that your program has the available credit points required to complete the subjects in this field of study. Any requisite requirements must also be met. Consult your Program Advisor for further advice.

This major brings together sport, event and tourism management subjects to provide students with the knowledge and skills required to organise and manage sport and recreation events. Students will also learn about the social and cultural significance of sport, tourism and sporting events, and their unique role in the visitor economy.

Location

Campus	Mode	Advice
Parramatta City	Full-time	Dr Garth Lean (https://directory.westernsydney.edu.au/search/name/garth%20lean/)
Parramatta City	Part-time	Dr Garth Lean (https://directory.westernsydney.edu.au/search/name/garth%20lean/)
Parramatta South - Victoria Road	Full-time	Dr Garth Lean (https://directory.westernsydney.edu.au/search/name/garth%20lean/)
Parramatta South - Victoria Road	Part-time	Dr Garth Lean (https://directory.westernsydney.edu.au/search/name/garth%20lean/)

Major Structure

Students must complete 80 credit points.

Complete the following compulsory subjects

Subject	Title	Credit Points
TOUR 3006	Festivals and Events	10
TOUR 1003	Global Trends in Tourism and Events	10
BUSM 2037	Sport Entertainment	10
BUSM 2048	Sports Marketing	10
BUSM 1031	The World of Sport Business	10
TOUR 2004	Tourism and Festivals in Society	10
Total Credit Points		60

Students must also complete two subjects from the following pool.

Subject	Title	Credit Points
Select two of the following:		
TOUR 3002	Cultural Tourism and Events	20
BUSM 3083	Global Sports Management	
BUSM 3065	Special Event Management	
BUSM 3070	Strategic Sport Leadership	

TOUR 3001	Tourism, Events and Technology
Total Credit Points	
	20

Equivalent Subjects

The subject listed below counts towards completion of this major for students who passed this subject in 2022 or earlier.

- CULT 3015 - Heritage and Tourism, replaced by TOUR 3002 Cultural Tourism and Events
- HUMN 2057 - Tourism in Society, replaced by TOUR 2004 Tourism and Festivals in Society
- BUSM 3079 - Travel in the Digital Age, replaced by TOUR 3001 Tourism, Events and Technology
- TOUR 1002 - Tourism and Global Trends, replaced by TOUR 1003 (<https://hbook.westernsydney.edu.au/archives/2024-2025/search/?P=TOUR%201003>) Global Trends in Tourism and Events

Related Programs

Bachelor of Tourism and Event Management (1916) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-tourism-event-management/>)