

# BACHELOR OF TOURISM AND EVENT MANAGEMENT (1916)

Western Sydney University Program Code: 1916

AQF Level: 7

CRICOS code: 109243J

This program applies to students who commenced in 2023 or later.

Students should follow the program structure for the session start date relevant to the year they commenced.

For Commencement Year 2020 to 2022 - Please refer to 1664.7 Bachelor of Tourism Management (<https://handbook.westernsydney.edu.au/hbook/course.aspx?course=1664.7>)

This program combines tourism, event management, social science, business and marketing subjects to prepare graduates for professional roles in tourism, events, and the visitor economy. Students can choose from a suite of majors, including: environmental management, event and festival management, heritage, marketing, place management, planning, sport and sustainability. The program has been developed with industry to ensure students develop the skills and knowledge desired by employers. Students complete fieldwork, engage with industry and government stakeholders, and are provided with opportunities for international fieldtrips and placements. A final-year professional placement allows students to gain further industry experience and provides a stepping-stone into employment.

- Director of Academic Program - Dr Emma Power

## Study Mode

Three years full-time or six years part-time.

## Program Advice

Donna James (<https://directory.westernsydney.edu.au/search/profile/19283/>)

Prospective students should visit the following websites for general enquiries about this program.

Enquire about this program (<https://enquiry.westernsydney.edu.au/courseenquiry/>) | Local Admission (<https://www.westernsydney.edu.au/future/>) | International Admission (<https://www.westernsydney.edu.au/international/home/apply/admissions/>) |

## Location

Campus	Attendance	Mode	Advice
Parramatta Campus - Victoria Road	Full-time	Internal	See above
Parramatta Campus - Victoria Road	Part-time	Internal	See above
Vietnam Campus*	Full-time	Internal	See above
Vietnam Campus*	Part-time	Internal	See above

\* Programs delivered through an agreement with another party

## Work Integrated Learning

Western Sydney University seeks to enhance student learning experiences by enabling students to engage in the culture, expectations

and practices of their profession or discipline. This program includes a placement or other community-based unpaid practical experience.

There is a mandatory work component required for completion of this program. Please contact the Program Advisor listed above for information.

International students should also refer to the link below for more information and a link to the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

Work Integrated Learning (WIL) for international students ([https://www.westernsydney.edu.au/currentstudents/current\\_students/services\\_and\\_facilities/international\\_student\\_support/working\\_in\\_australia/work\\_integrated\\_learning/](https://www.westernsydney.edu.au/currentstudents/current_students/services_and_facilities/international_student_support/working_in_australia/work_integrated_learning/))

The Bachelor of Tourism and Event Management incorporates one core and one alternate core that incorporate Work Integrated Learning through supervised industry placements. The majority of students will enrol in the domestic Visitor Economy Professional Placement subject (20 credit points, offered in both Autumn and Spring), which involves approximately 231 hours (which includes placements with an industry host, professional development and workshops), during which time students gain work-ready skills and undertake professional tasks. As an alternative, Bachelor of Tourism and Event Management students are able to enrol in the Social Sciences International Placement units (totalling 40cp), which incorporate a 12-14 week placement (35 hours/week, totalling 420 hours) with a tourism-related host in an international context.

In both placement subjects, the subject coordinator works closely with placement providers to ensure an equitable quality of workplace supervision. The process of liaison involves site visits and meetings. These meetings allow subject coordinators to discuss: specific details about the placements, the criteria for accepting students, placement constraints and the required procedures for student engagement and management during their placement (e.g. induction, supervision, evaluation, patterns of work, special requirements). During the placement weeks, the subject coordinator will engage in one-on-one student supervision and host liaison management (via zoom/Skype for international placements). The placement weeks also include a suite of evaluation processes throughout, including a mid-year and end of year evaluation undertaken by the host provider, and a mid-year review conducted by the subject coordinator (either online or face-to-face).

Applications from Australian and New Zealand citizens and holders of permanent resident visas may be made via the Universities Admissions Centre (UAC) or directly through the Western Portal. Use the links below to apply via UAC or Western Sydney University. Applications made directly to Western Sydney do not have an application fee.

<http://www.uac.edu.au/>  
<https://westernsydney.uac.edu.au/ws/>

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local applicants who are applying through the Universities Admissions Centre (UAC) will find details of minimum English proficiency requirements and acceptable proof on the UAC website. Local applicants applying directly to the University should also use the information provided on the UAC website.

International students currently completing an Australian Year 12 in or outside Australia, an International Baccalaureate in Australia or a New Zealand National Certificate of Educational Achievement (NCEA) level 3 must apply via UAC International.

<http://www.uac.edu.au/>

All other International applicants must apply directly to the University via the International Office.

International students applying to the University through the International Office can find details of minimum English proficiency requirements and acceptable proof on their website.

International Office (<http://www.westernsydney.edu.au/international/>)

Overseas qualifications must be deemed by the Australian Education International - National Office of Overseas Skills Recognition (AEI-NOOSR) to be equivalent to Australian qualifications in order to be considered by UAC and Western Sydney University.

#### Alternate Entry Pathway

NSW HSC students may gain admission through HSC True Reward. HSC True Reward offers students a place at Western based on their Year 11 or Year 12 results before receiving their ATAR. More information can be found on the HSC True Reward website:

<https://www.westernsydney.edu.au/future/study/application-pathways/hsc-true-reward> (<https://www.westernsydney.edu.au/future/study/application-pathways/hsc-true-reward/>)

### Special Requirements Prerequisites

Working with Children Check where relevant to the HUMN 3101 (<https://hbook.westernsydney.edu.au/archives/2024-2025/search/?P=HUMN%203101>) Social Sciences International Placement (II): Placement subject.

## Program Structure

Qualification for this award requires the successful completion of 240 credit points as per the recommended sequence below.

Students should note that 60 credit points must be level 3 subjects.

Successful completion of this degree requires the completion of 160 credit points of core and focus subjects, and 80 credit points of elective subjects. Elective subjects can be used to complete minors and majors. Recommendations for related minors and majors are available below.

### Recommended Sequences

#### Full-time start-year intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
TOUR 1003	Global Trends in Tourism and Events	10
TOUR 2003	Managing Sustainable Places	10
MKTG 1006	Marketing Principles	10
BUSM 1008	Enterprise Leadership	10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
TOUR 2004	Tourism and Festivals in Society	10
HUMN 2073	Issues in Contemporary Heritage	10
HUMN 1041	People, Place and Social Difference	10
HUMN 1060	Introduction to Indigenous Australia: Peoples, Places and Philosophies	10
<b>Credit Points</b>		<b>40</b>
<b>Year 2</b>		
<b>Autumn session</b>		
TOUR 3006	Festivals and Events	10
TOUR 3002	Cultural Tourism and Events	10

Select two elective subjects	20	
<b>Credit Points</b>	<b>40</b>	
<b>Spring session</b>		
TOUR 3001	Tourism, Events and Technology	10
Select one pool subject	10	
Select two elective subjects	20	
<b>Credit Points</b>	<b>40</b>	
<b>Year 3</b>		
<b>Autumn session</b>		
TOUR 3005	Tourism Policy and Planning	10
TOUR 3004	Destination Management	10
Select two elective subjects	20	
<b>Credit Points</b>	<b>40</b>	
<b>Spring session</b>		
<b>Select one of the following options:</b>		
<b>Option 1:</b>		
Spring session		
TOUR 3003	Visitor Economy Professional Placement	
Select two elective subjects		
<b>Option 2:</b>		
2H session		
HUMN 3100	Social Sciences International Placement (I): Preparation for Placement	
HUMN 3101	Social Sciences International Placement (II): Placement	
Summer session		
HUMN 3102	Social Sciences International Placement (III): Post-placement Reflections	
<b>Credit Points</b>	<b>40</b>	
<b>Total Credit Points</b>	<b>240</b>	

### Full-time mid-year intake (Spring) - Visitor Economy Professional Placement subjects

Course	Title	Credit Points
<b>Year 1</b>		
<b>Spring session</b>		
TOUR 2004	Tourism and Festivals in Society	10
HUMN 1041	People, Place and Social Difference	10
HUMN 1060	Introduction to Indigenous Australia: Peoples, Places and Philosophies	10
BUSM 1008	Enterprise Leadership	10
<b>Credit Points</b>	<b>40</b>	
<b>Autumn session</b>		
TOUR 1003	Global Trends in Tourism and Events	10
TOUR 2003	Managing Sustainable Places	10
MKTG 1006	Marketing Principles	10
Select one elective subject	10	
<b>Credit Points</b>	<b>40</b>	
<b>Year 2</b>		
<b>Spring session</b>		
HUMN 2073	Issues in Contemporary Heritage	10
Select three elective subjects	30	
<b>Credit Points</b>	<b>40</b>	
<b>Autumn session</b>		
TOUR 3006	Festivals and Events	10
TOUR 3002	Cultural Tourism and Events	10

Select two elective subjects	20	
<b>Credit Points</b>	<b>40</b>	
<b>Year 3</b>		
<b>Spring session</b>		
TOUR 3001 Tourism, Events and Technology	10	
Select one pool subject	10	
Select two elective subjects	20	
<b>Credit Points</b>	<b>40</b>	
<b>Autumn session</b>		
TOUR 3004 Destination Management	10	
TOUR 3005 Tourism Policy and Planning	10	
TOUR 3003 Visitor Economy Professional Placement	20	
<b>Credit Points</b>	<b>40</b>	
<b>Total Credit Points</b>	<b>240</b>	
<b>Full-time mid-year intake (Spring) - Social Sciences International Placement subjects</b>		
<b>Course</b>	<b>Title</b>	<b>Credit Points</b>
<b>Year 1</b>		
<b>Spring session</b>		
TOUR 2004 Tourism and Festivals in Society	10	
HUMN 1041 People, Place and Social Difference	10	
HUMN 1060 Introduction to Indigenous Australia: Peoples, Places and Philosophies	10	
BUSM 1008 Enterprise Leadership	10	
<b>Credit Points</b>	<b>40</b>	
<b>Autumn session</b>		
TOUR 1003 Global Trends in Tourism and Events	10	
TOUR 2003 Managing Sustainable Places	10	
MKTG 1006 Marketing Principles	10	
Select one elective subject	10	
<b>Credit Points</b>	<b>40</b>	
<b>Year 2</b>		
<b>Spring session</b>		
HUMN 2073 Issues in Contemporary Heritage	10	
TOUR 3001 Tourism, Events and Technology	10	
Select one elective subject	10	
Select one pool subject	10	
<b>Credit Points</b>	<b>40</b>	
<b>Autumn session</b>		
TOUR 3006 Festivals and Events	10	
TOUR 3002 Cultural Tourism and Events	10	
Select two elective subjects	20	
<b>Credit Points</b>	<b>40</b>	
<b>Year 3</b>		
<b>2H session</b>		
HUMN 3100 Social Sciences International Placement (1): Preparation for Placement	10	
HUMN 3101 Social Sciences International Placement (II): Placement	20	
<b>Credit Points</b>	<b>30</b>	
<b>Summer session</b>		
HUMN 3102 Social Sciences International Placement (III): Post-placement Reflections	10	
<b>Credit Points</b>	<b>10</b>	

**Autumn session**

TOUR 3004 Destination Management	10
TOUR 3005 Tourism Policy and Planning	10
Select two elective subjects	20
<b>Credit Points</b>	<b>40</b>
<b>Total Credit Points</b>	<b>240</b>

**Program Pool Subjects**

Students are required to complete one spring pool subject from the list below:

<b>Subject</b>	<b>Title</b>	<b>Credit Points</b>
Select one of the following:		10
HUMN 3117	Place-Making for Tourism and the Cultural Economies	
HUMN 3118	Indigenous Cultures: A Global Perspective	
HUMN 1015	Development and Sustainability	
EART 3006	Science of the Anthropocene	
BUSM 2037	Sport Entertainment	
BUSM 1010	Financing Enterprises	
<b>Total Credit Points</b>		<b>10</b>

**Equivalent Subjects**

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

BUST 3015 - Heritage and Tourism, replaced by TOUR 3002 Cultural Tourism and Events
BUST 3072 - Tourism Industry Professional Placement, replaced by TOUR 3003 Visitor Economy Professional Placement
SPRT 2011 - Sustainability, Tourism and Place, replaced by TOUR 2003 Managing Sustainable Places
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
BUSM 3007 - Destination Management, replaced by TOUR 3004 Destination Management
BUSM 3073 - Tourism Policy and Planning, replaced by TOUR 3005 Tourism Policy and Planning

TOUR 2001 - Issues in Contemporary Heritage, replaced by HUMN 2073 Issues in Contemporary Heritage
CULT 3014 - Heritage Interpretation, replaced by HUMN 3117 Place-Making for Tourism and the Cultural Economies
CULT 3016 - Indigenous Cultures: A Global Perspective, replaced by HUMN 3118 Indigenous Cultures: A Global Perspective

**Recommended Majors**

0306 Festival and Event Management (<https://hbook.westernsydney.edu.au/archives/2024-2025/majors-minors/festival-event-management-major/>)

0012 Heritage and Tourism (<https://hbook.westernsydney.edu.au/archives/2024-2025/majors-minors/heritage-tourism-major/>)

0304 Place Management and Planning (<https://hbook.westernsydney.edu.au/archives/2024-2025/majors-minors/place-management-planning-major/>)

0303 Sport, Events and Tourism (<https://hbook.westernsydney.edu.au/archives/2024-2025/majors-minors/sport-events-tourism-major/>)

0305 Sustainability, Tourism and Environment (<https://hbook.westernsydney.edu.au/archives/2024-2025/majors-minors/sustainability-tourism-environment-major/>)

### **Recommended Minors**

0012 Heritage and Tourism (<https://hbook.westernsydney.edu.au/archives/2024-2025/majors-minors/heritage-tourism-minor/>)

0291 Marketing (<https://hbook.westernsydney.edu.au/archives/2024-2025/majors-minors/marketing-minor/>)

0360 Sustainable Tourism, Hospitality and Event Management  
(Pathway to Master of Sustainable Tourism, Hospitality and  
Event Management) (<https://hbook.westernsydney.edu.au/archives/2024-2025/majors-minors/sustainable-tourism-hospitality-event-management-pathway-master-sustainable-tourism-hospitality-event-management-minor/#text>)