TOUR 3001 TOURISM, EVENTS AND TECHNOLOGY

Credit Points 10

Coordinator Thilakshi Mallawa Arachchi (https://directory.westernsydney.edu.au/search/name/Thilakshi Mallawa Arachchi/)

Description This subject explores the ways in which digital technologies are reshaping travel, including travellers' experiences, and planning and management of the travel industry. Students will learn how digital technologies are being utilised, and the opportunities and challenges these technologies present. The subject will provide opportunities to engage with travel apps, virtual/augmented reality technologies, smart attractions and transport technologies. Students will also learn how to conceptualise and pitch their own digital travel products. Upon completion of the subject, students will be well placed to develop and manage innovative, socially responsible travel and mobility technologies.

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/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects BUSM 3079 - Travel in the Digital Age

Restrictions

Successful completion of 80 credit points of study.

Learning Outcomes

1. Evaluate opportunities for the use of digital technologies in travel, tourism and events.
2. Evaluate potential challenges, threats and social-inequalities created by social technologies.
3. Critically review digital travel, tourism and event technologies.
4. Ascertain technology gaps in the travel, tourism and event industries.
5. Devise new travel, tourism and event technologies.
6. Propose digital technologies to an expert audience.

Subject Content

1. The digital disruption of tourism, travel and events;
2. Rethinking tourism and event communities and stakeholders in relation to the digital futures of work and society;
3. Opportunities, benefits, challenges and risks of digital technologies in travel, tourism and events;
4. Travel, tourism and events smartphone applications and their design and development;
5. Digitally enhanced attractions, destinations and events (including digital interpretation, and the use of augmented and virtual reality);
6. Digital travel experiences, destinations, events and festivals;
7. The future of transport and transit (including autonomous cars/buses/trains/planes, windowless planes, digital airports/hotels); and
8. Opportunities for understanding tourist, events and festival markets with digital technology (including tracking and ethical/privacy implications).

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
Essay	1500 words	40	N	Individual	N
Presentation	15 minutes (500 words equivalent, per person)	20	N	Group	N
Critical Review	1000 words per group member	40	N	Group	N

Teaching Periods

Spring (2025)
Parramatta - Victoria Rd
On-site

Subject Contact Thilakshi Mallawa Arachchi (https://directory.westernsydney.edu.au/search/name/Thilakshi Mallawa Arachchi/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=TOUR3001_25-SPR_PS_1#subjects)