

# TOUR 2004 TOURISM AND FESTIVALS IN SOCIETY

**Credit Points** 10

**Coordinator** Felicity Picken ([https://directory.westernsydney.edu.au/search/name/Felicity Picken/](https://directory.westernsydney.edu.au/search/name/Felicity%20Picken/))

**Description** In this subject student's approach tourism and festivals as cultural and social phenomena. Tourism and festival related industries, visitor behaviour, visitor experience and the impacts of these are examined through a socio-cultural lens. Considering tourism as an agent of social change, and festivals as a key driving force within this, the subject is framed within the interplay between tourism, mobility and globalisation, tourism and development, and tourism and world events. The subject will also unpack some of the common motivations for leisure travel, explore the role of tourism in everyday life, and examine the interconnections between the media, consumer culture, visual culture and the tourist and festival experience.

**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 2 subject

**Equivalent Subjects** HUMN 2057 - Tourism in Society

## Learning Outcomes

1. Examine key concepts in tourism and festival studies
2. Explain the relationship between tourism, festivals and contemporary society
3. Examine the visitor experience and/or behaviours and motives from a social sciences perspective
4. Apply theoretical understandings of contemporary social issues to industry-based case studies

## Subject Content

1. Tourism and festivals in contemporary society
2. Tourist motivations: the search for difference and authenticity
3. Visitor experience and the carnivalesque
4. The social construction of tourist attractions
5. Tourism, festivals and spectacle
6. Commodification and tourism
7. Media cultures, tourism and festivals
8. Tourism and development
9. Tourism impacts
10. Tourism, international politics and world events

## 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
Quiz	10 x 10 questions per quiz	20	N	Individual	N
Essay	1500 words	40	N	Individual	N
Report	1500 words	40	N	Individual	N

Teaching Periods

## Spring (2025)

**Parramatta - Victoria Rd**

**On-site**

**Subject Contact** Felicity Picken ([https://directory.westernsydney.edu.au/search/name/Felicity Picken/](https://directory.westernsydney.edu.au/search/name/Felicity%20Picken/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=TOUR2004\\_25-SPR\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=TOUR2004_25-SPR_PS_1#subjects))