Subject Code	TOU505
Subject Name	Destination and Attraction Management
Credit points	6
AQF Level	5 (Year 1)
Delivery mode	On campus
Prerequisites	None

Subject Overview	Destination and Attraction Management introduces students to the key concepts, theories, and practices related to managing tourism destinations and attractions. This subject explores the definition and role of destinations and attractions within the tourism industry, emphasizing the importance of effective management strategies. Students will learn about the critical role of Destination Management Organizations (DMOs) within the visitor economy, including marketing and planning. Additionally, students will gain insights into the management of tourist attractions, including their attributes, conservation, stakeholder management, visitor satisfaction, and the impacts of tourism on attractions. The subject also examines current trends in tourism attractions and the importance of destination competitiveness.

Learning Outcomes	Compare the roles and relationships of diverse stakeholders in destination management, including public, private, and community-based organizations.
	Evaluate the management practices, impacts, and attributes of tourist attractions using relevant theoretical frameworks and models.
	Integrate key concepts, theories, and current trends in destination and attraction management to explain real-world scenarios.
	Formulate evidence-based recommendations to improve attraction management, enhance visitor experiences, and promote sustainable tourism development.

Assessments	**Indicative assessments**	**Weighting**
	Scenario Based Quizzes	30%
	Destination Stakeholder Map	30%
	Report (group)	40%

Graduate Attributes addressed in this subject	Sustainability literacy
	Systematic and coherent body of knowledge
	Cognitive skills to analyse, critique, and consolidate knowledge
	Scholarly skills
	Teamwork skills
	Communication skills
	Personal attributes - Work independently

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