Subject Code: TOU502  
Subject Name: Destination Concepts  
Credit points: 6  
Study Level: Year 1  
Delivery mode: On campus  
Location: Melbourne  
Prerequisites: None  

Subject Coordinator  
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Subject Overview  
This subject explores the ultimate goal of most tourism activity; the destination. Students will come to appreciate the problematic nature of the ‘destination’ both in terms of a shared understanding of the term and by viewing the concept from different disciplinary perspectives. Through exposure to the literature students will explore how the development and connectivity of destinations is modeled and how these models further challenge the destination.

Learning Outcomes  
Discuss the ‘destination’ as a concept where tourism activity takes place  
Identify key stakeholders and the roles they play in shaping a destination  
Explain the influencing factors of destination change  
Describe the ways in which destinations are connected

Assessments  
In Class Test 10%  
Report 20%  
Research Report 30%  
Exam 40%

Graduate Attributes addressed in this subject  
Ethical and social understanding  
Systematic and coherent body of knowledge  
Cognitive skills to analyse and critique knowledge  
Scholarly skills  
Communication skills  
Personal attributes – time management