Module specification

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Module code	BUS5A14
Module title	Managing International Visitor Attractions
Level	5
Credit value	20
Faculty	SLS
Module Leader	Dr Marcus Hansen
HECoS Code	1000101
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) International Tourism and Hospitality Management	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**30** hrs
Placement / work based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	**200 hrs**

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Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	
Version number	1

Module aims

This module provides students with the opportunity to develop a comprehensive understanding of the development and management of global visitor attractions. The specific natures of a variety of attractions are introduced to illustrate the diversity of management requirements necessary to ensure both the maintenance of the attraction and the satisfaction of visitor needs.

The module will introduce students to the range and diversity of natural and man-made attractions across the globe and provide a deep understanding of the governance, marketing, and operational issues of opening attractions to the public whilst providing a quality visitor experience

Module Learning Outcomes - at the end of this module, students will be able to:

1	Evaluate the role of attractions in the international tourism system and within international destinations, drawing on theoretical frameworks
2	Explore the role of visitor attractions in delivering unique and memorable experiences
3	Apply relevant theories to international visitor attractions
4	Identify and evaluate the challenges and opportunities of visitor attraction management from an international perspective.
5	Examine how the interpretation and operations at international visitor attractions impact visitor experiences

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1 (2000 words) Delivering unique and memorable experiences.

Choose a specific visitor attraction and evaluate how it attempts to offer a unique and memorable experience to its customers, drawing on an analysis of its service offering, marketing materials and published strategies. Relate your answer to theories of experience, experience design and service management and marketing. You should NOT contact the organisation or carry out primary research.

Assessment 2 (2000 words) Film-induced tourism.

Choose a visitor attraction that you consider to be the ideal location for a new film or TV series and justify this choice. Outline the main advantages and disadvantages of film-induced tourism for this visitor attraction. Consider the implications to authenticity at the visitor attraction. Discuss ways in which visitor attractions can use media to develop image, place branding and marketing campaigns.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	Written Assignment	50%
2	3,4, 5	Written Assignment	50%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end this level 5 module in Managing International Visitor Attractions applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying Managing International Visitor Attractions will have access to multiple learning opportunities including face to face or online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on international visitor attraction case studies and their practice experiences in the world of business. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Indicative Syllabus Outline

1. Introduction to the module. Outline of the lecture programme and the assessment strategy. Managing visitor attractions.
2. The tourist as a consumer: understanding visitor behaviour and decision making
3. Designing and marketing tourist experiences
4. Managing tourism service encounters
5. Authentic tourist experiences
6. Accessible tourist experiences
7. Managing and marketing visitor attractions

8. Film induced tourism and visitor attractions
9. Adventure tourism visitor attractions

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Fyall, A., Garrod, B., Leask, A. and Wanhill, S. (2022), *Managing Visitor Attractions: New Directions.* 3rd ed. London: Routledge.

Other indicative reading

Beeton, S. (2016), *Film-induced Tourism.* Bristol: Channel View Publications.

Buhalis, D., Darcy, S., and Ambrose, I. (2012), *Best Practice in Accessible Tourism : Inclusion, Disability, Ageing Population and Tourism*. Tonawanda, NY: Channel View Publications.

Cooper, C., Volo, S., Gartner, W.C., and Scott, N. (eds.). (2018). *The SAGE Handbook of Tourism Management*. London, UK: Sage.

Dodds, R. and Butler, R. (eds.). (2019), *Overtourism: Issues, realities and solutions*. Berlin: De Gruyter Oldenbourg.

Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2018), *Tourism: Principles and Practice*. 6th ed. Harlow: Pearson.

Inkson, C. and Minnaert, L. (2018), *Tourism Management: An introduction*. London: Sage.

Kotler, P., Bowen, J.T., Makens, J. and Baloglu, S. (2017), *Marketing for Hospitality and Tourism.* 6th ed. Upper Saddle River, NJ: Pearson.

Moutinho, L. and Vargas-Sanchez, A. (eds.). (2018), *Strategic Management in Tourism*. 3rd ed. Wallingford : CABI.

Sharpley, R. (2021), *The Routledge Handbook of Tourist Experiences.* Oxon: Routledge.

Sharpley, R. (2018), *Tourism, Tourists and Society*. 5th ed. London: Routledge.

Swarbrooke, J. (2015), *The Development and Management of Visitor Attractions*. 2nd ed. Boston: Butterworth Heinemann.

Journals
Annals of Tourism Research

Tourism Management

Journal of Travel Research

Journal of Destination Marketing & Management

Current Issues in Tourism

International Journal of Contemporary Hospitality Management

International Journal of Hospitality Management

Journal of Sustainable Tourism

Tourism Economics

Tourism Geographies

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Organisation
Critical Thinking
Communication