

<b>Module Code:</b>	BUS519
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<b>Module Title:</b>	Visitor Attraction Management
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<b>Level:</b>	5	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GAMG	<u>JACS3</u> code:	N870
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<b>School:</b>	Social & Life Sciences	<b>Module Leader:</b>	Jacqueline Hughes-Lundy
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Scheduled learning and teaching hours	30
Guided independent study	170
Placement	0
<b>Module duration (total hours)</b>	<b>200</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Hospitality, Tourism & Event Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 29/06/2018  
 With effect from: 24/09/2018  
 Date and details of revision:

Version no:1

Version no:

### Module Aims

This module provides students with the opportunity to develop their understanding of the development and operations of 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.

### Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to		Key Skills	
1	Explain the role of destinations and attractions in the tourism system	KS1	KS4
		KS6	
2	Discuss the challenges and opportunities of visitor attraction location	KS1	KS5
		KS6	
3	Identify and evaluate the challenges of visitor attraction management	KS1	KS3
		KS6	KS8
4	Evaluate the critical challenges of visitor attraction development and design	KS1	KS6
		KS10	
5			
6			

**Transferable skills and other attributes**

- Written skills
- IT skills
- numeracy
- study & research skills
- problem solving

**Derogations**

None

**Assessment:**

Indicative Assessment Tasks:

**Indicative Assessment One:**

An individual report demonstrating an understanding of the relationship of destinations and attractions within the tourism system and the significance of peripheral and core visitor attraction locations.

Following assessment one:

Students will give a 10 minute non-assessed formative presentation on two visitor attractions of their choice. In these they will discuss:

1. Which 2 attractions are chosen and why
2. What is the market for the two attractions
3. Likely Opportunities and Challenges facing these attractions.

**Indicative Assessment Two**

A report to evaluate the critical challenges of visitor attraction design and development. Evaluating the challenges of managing visitor attractions, including seasonality, human resource management and customer service.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Report	50%		2,000
2	3,4	Report	50%		2,000

**Learning and Teaching Strategies:**

The module is structured around a combination of lectures seminars, complemented by site visits and independent study. Core material will be delivered in a lecture series, to be further analysed and developed by students in the seminars. Lectures will be used to define content and to identify materials for student research and to provide guidance and advice.

Directed learning will primarily be used to prepare for seminar sessions, visits and individual tutorials to discuss and provide guidance on the assessment. The self-managed learning time will be used primarily to expand and consolidate the understanding and learning provided by the lectures and seminars, as well as to prepare for the assessment.

**Syllabus outline:**

1. Role and nature of visitor attractions and destinations
2. Development of visitor attractions.
3. Economics of theme park development
4. Significance of Visitor Attraction locations
5. Management challenges of visitor attractions
6. Managing seasonality strategically.
7. Marketing of visitor attractions.

**Indicative Bibliography:**

**Essential reading**

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

**Other Indicative Reading**

Anton Clavé, S. (2007), *The Global Theme Park Industry*. Cambridge, MA: CABI.

Dallen, J.T. (2011), *Cultural Heritage and Tourism: An Introduction*. Bristol: Channel View.

Disney Institute. (2011), *Be Our Guest: Perfecting the Art of Customer Service*. New York: Disney Editions.

Drummond, S. and Yeoman, I. (eds). (2000), *Quality Issues in Heritage Visitor Attractions*. Oxford: Butterworth-Heinemann.

Evans, E., Campbell, D. and Stonehouse, G. (2015), *Strategic Management for Travel and Tourism*. 2nd ed. London: Butterworth Heinemann.

Hesmondhalgh, D. (2013), *The Cultural Industries*. 3rd ed. London: Sage Publications Ltd.

Lennon, J. and Foley, M. (2000), *Dark Tourism*. London: Continuum.

Lukas, S. A. (2008), *Theme Park*. London: Reaktion Books.

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

Fyall, A., Garrod, B., Leask, A., Wanhill, S. (eds) (2008). *Managing Visitor Attractions*. Butterworth-Heinemann Elsevier, Oxford

### **Academic Journals**

Annals of Tourism Research

Tourism Management

Journal of Travel Research

International Journal of Hospitality Management

Tourism Management Perspectives

Tourism and Management Studies

Journal of Hospitality and Tourism Management

### **Websites**

[Chartered Management Institution](#)