

Module Code	AT-2403			
Module Title	Visitor Attractions: Issues and Challenges			
Type of Module	Minor Core / Breadth			
Modular Credits 4	Student Workload: 8 hours per week Contact hours for timetabling: 2 hours per week			
Prerequisite	None			
Antirequisite	None			
Aims/Objectives/Rationale:				
<p>The aim of this module is to examine a diverse range of attractions using a visitor management, operations, human resource management and marketing framework. Key issues and challenges in the sector are discussed in conjunction with fieldwork which plays a central role in teaching and learning on the module. The historical development of visitor attractions is analysed in order to understand recent developments in this dynamic sector of the tourism industry.</p> <p>This module dovetails with AT-1401 Tourism: Concepts and Models by examining a component sector of the industry in-depth. It integrates hands on experience of visitor attractions with data gathering for a case study and teamwork. The foundation of visitor attraction knowledge gained on this module facilitates further tourism study at more advanced levels and draws on direct contact with tourism industry professionals and observation of industry practice.</p>				
Module Content				
<p>The scale and scope of the visitor attractions sector are described along with the role of visitor attractions and their different types (e.g. natural, heritage, purpose built and special events), health and safety, economic and environmental issues, ethics, visitor satisfaction, quality, customer service and managing change. UNESCO World Heritage Sites are highlighted and case studies are drawn from different countries. A similar module was selected by the UK Higher Education Academy as an example of best practice in enhancing graduate employability in this subject and is featured in Becket and Kemp (2006, pp. 140-147).</p>				
Assessment	Examination: (2 hours)	40 %	Coursework: Essay (1,500 words) (25%) Team presentation of case study and critical reflection task (35%)	60 %
Textbook(s)/References				
<p>Becket, N., & Kemp, P. (Eds.). (2006). <i>Enhancing graduate employability in business and management, hospitality, leisure, sport, tourism</i>. Newbury, UK: Threshold Press Ltd.</p> <p>Drummond, S., & Yeoman, I. (Eds.). (2001). <i>Quality issues in heritage visitor attractions</i>. Oxford: Butterworth-Heinemann.</p> <p>Fyall, A., Garrod, B., Leask, A., & Wanhill, S. (Eds.). (2008). <i>Managing visitor attractions: new directions</i> (2nd ed.). Oxford: Butterworth-Heinemann.</p> <p>Shackley, M. (Ed.). (1998). <i>Visitor management: case studies from World Heritage Sites</i>. Oxford: Butterworth-Heinemann.</p> <p>Swarbrooke, J. (2002). <i>The development and management of visitor attractions</i> (2nd ed.) Oxford: Butterworth-Heinemann.</p>				
Staff :	Dr. Debra Enzenbacher			