

Module code	AW-2316		
Module Title	Visitor Attractions: Issues and Challenges		
Degree/Diploma	Bachelor of Arts (Geography, Environment and Development Studies)		
Type of Module	Major Option/ Breadth		
Modular Credits	4	Total student workload	10 hours/week
		Contact hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims			
To examine a diverse range of attractions using a visitor management, operations, human resource management and marketing framework.			
Learning Outcomes:			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	40%	- Understanding the relationship between visitor attractions with people as well as institutions and how this differs over temporal and spatial scales.	
Middle order :	40%	- Analyse insights into the factors supporting and leading towards visitor attraction. - Analyse the levels of challenges and issues related to visitor attractions	
Higher order:	20%	- Critically evaluate why specific attractions succeed and other do not - Work cooperatively and independently in a team	
Module Contents			
<ul style="list-style-type: none"> - Scale and scope of visitor attraction sectors - Role of visitor attractions and typologies - Health and safety, economic, environmental issues, ethical issues related to visitor attractions sites and sector - Visitor satisfaction and quality - Customer service and managing change 			
Assessment	Formative assessment	Online quiz/ discussion online	
	Summative assessment	Examination: 60%	
		Coursework: 40% - 1 written report (20%) - 1 oral presentation (20%)	