DEREE COLLEGE SYLLABUS FOR:	US CREDITS: 3/0/3
HT 4045 – VISITOR ATTRACTIONS MANAGEMENT – LEVEL 6 (Updated Fall 2021)	**UK CREDITS: 15**

PREREQUISITES:	
CATALOG DESCRIPTION:	The role of visitor attractions for tourist destinations. Visitor attraction types and particularities. Key theoretical perspectives on visitor attraction management. Focus on management functions and potential issues and challenges.
RATIONALE:	This course builds on knowledge gained in other tourism and management courses in examining the key functions involved in managing different types of visitor attractions. The focus is on planning and managing the visitor experience, as well as on considering ethical, policy and other dimensions and the potential challenges they create for the management of visitor attractions in the context of tourism.
LEARNING OUTCOMES:	As a result of taking this course the student should be able to: 1. Critically evaluate the role of the visitor attraction sector for the development and differentiation of destinations in the context of tourism. 2. Examine key functions involved in the management of tourist attractions, including visitor management, zoning, access, conservation, visitor engagement, planning, funding, staffing, operations, marketing etc. 3. Critically discuss how ethical and policy considerations create issues and challenges in the management of different visitor attractions.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➢ Class lectures, interactive learning (class discussions, group work) and practical problems solved in class. ➢ In-class group presentation. The assessment is aimed at encouraging students to engage with relevant theories, concepts and frameworks and to develop presentation and group work skills. ➢ Individual written paper. The assessment is aimed at developing the students' ability to assess the application of key visitor attraction management concepts and frameworks by referring to both theory and examples from practice. Students are encouraged to make extensive use of library and on-line resources. ➢ Tutorials on presentation skills. ➢ Analysis and discussion of examples and cases of visitor attraction management and marketing, integrating frameworks such as the UNESCO Cultural Heritage classification system, the ICOMOS ethical principles, etc. ➢ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material ➢ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instruction, timely announcements, as well as additional resources.

ASSESSMENT:	**Summative:**	
	First Assessment: In-class group presentation (15 minutes per group, 3-4 students per group)	**30%**
	Final Assessment: Individual project (3,000-3,500 words)	**70%**
	Formative:	
	Discussion of case studies, articles and other resources	**0%**
	The formative assessments aim to prepare students for the summative assessments. The first assessment tests Learning Outcome 1. The final assessment tests Learning Outcomes 1, 2 and 3.	
	The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.	
INDICATIVE READING:	**REQUIRED MATERIAL**: • Fyall, A., et al. (2008) *Managing Visitor Attractions, Oxford* Butterworth-Heinemann: Oxford.	
	RECOMMENDED READING: A. BOOKS • Crouch, D. and N., Lubbren (eds) (2003) *Visual Culture and Tourism*, Oxford: Berg • Leask, Anna and Yeoman, Ian (1999) *Heritage Visitor Attractions: An Operations Management Perspective,* London: Continuum. • McKercher, B. and Du Cros, H. (2015) *Cultural Tourism*, Oxon: Routledge. • Richards, G. *Cultural Tourism: Global and Local Perspectives*, last edition, Routledge. • Shackley, M. (2000) *Visitor Management Case Studies from World Heritage Sites*, Oxford: Butterworth-Heinemann • Shackley, M. (2001) *Managing Sacred Sites: Service Provision and Visitor Experience*, Continuum • Swabrooke, J., and Page, S. (2001) *Development and Management of Visitor Attractions,* Oxon: Routledge. • Timothy, D. J., and Boyd, S. W. (2003) *Heritage Tourism,* Pearson. B. ARTICLES • Armaitiene, A., Bertuzyte, R., and Vaskaitis, E. (2014) "Conceptual Framework for Rethinking of Nature Heritage Management and Health Tourism in National Parks", *Procedia - Social and Behavioral Sciences,* 148, 330-337. • Bridal, J. G., Meleddu, M., Pulina, M., & Statzu, V. (2014). "Time allocation in a museum: an empirical investigation". *European Journal of Tourism Research*, 75-15.	

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- Calver, S, J. and Page, S. J. (2013) "Enlightened hedonism: Exploring the relationship of service value, visitor knowledge and interest, to visitor enjoyment at heritage attractions", *Tourism Management,* 39, 23-36.
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- Conway, F. J. (2014) "Local and public heritage at a World Heritage site" *Annals of Tourism Research*, 44, 143-155.
- Garrod, B., Fyall, A., Leask, A, and Reid, E. (2012) "Engaging residents as stakeholders of the visitor attraction", *Tourism Management, 33*(5), 1159-1173.
- Garrod, B., Fyall, A., Leask, A. (2002) "Scottish visitor attractions: managing visitor impacts", *Tourism Management, 23*(3), 265-279.
- Guachalla, A. (2013). "The role of cultural flagships in the perception and experience of urban areas for tourism and culture. Case study: The Royal Opera House in Covent Garden". *European Journal of Tourism Research*, 6(1), 83-87.
- Hoppen, A, Brown, L and Fyall, A (2014) Literary Tourism: Opportunities and Challenges for the Marketing and Branding of Destinations? Journal of Destination Marketing & Management Vol.3(1), pp.37-47
- Journal Research Team Members (2010) "Cultural Attractions and Destination Structure: A Case Study of the Venice Region, Italy", Journal of Tourism Studies, October, p.22.
- Kamenidou, Irene, and Rafaela Vourou. 2015. "Motivation factors for visiting religious sites: The case of Lesvos Island." *European Journal of Tourism Research*, 9, 78-91.
- Kaltenborn, B. P., Thomassen, J., Wold, L. C., Linnell, J. D., & Skar, B. (2013). "World Heritage status as a foundation for building local futures? A case study from Vega in Central Norway". *Journal of Sustainable Tourism*, 21(1), 99-116.
- Leask, Anna (2010) Progress in visitor attraction research: Twords more effective management". *Tourism Management,* 31, 155-166.
- Massara, F., Severino, F. (2013) "Psychological distance in the heritage experience" *Annals of Tourism Research,* 42, 108-129.
- Ruhanen, L, Whitford, M and McLennan, C (2015) Indigenous Tourism in Australia: Time for a Reality Check. Tourism Management Vol.48(1), pp.73-83

	- Scherrer, P., Smith, A.J., Dowling, R.K. (2011) "Visitor management practices and operational sustainability: Expedition cruising in the Kimberley, Australia", *Tourism Management, 32*(5), 1218-1222. - Strielkowski, W., Riganti, P., & Jing, W. (2012). "Tourism, Cultural Heritage and e-services: Using Focus Groups to Assess Consumer Preferences". *Tourismos*, 7(1), 41-59. - Taheri, B., Jafari, A., O'Gorman, K. (2014) "Keeping your audience: Presenting a visitor engagement scale", *Tourism Management,* 42, 321-329. - Versichele, M et al. (2014) "Pattern mining in tourist attraction visits through association rule learning on Bluetooth tracking data: A case study of Ghent, Belgium", *Tourism Management,* 44, 67-81. - Wu, M.Y., Wall, G., Zhou L. (2014) "A free pricing strategy at a major tourist attraction: The Case of West Lake, China", *Journal of Destination Marketing & Management, 3*(2), 96-104.
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL: N/A** **RECOMMENDED MATERIAL: N/A**
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	Blackboard, MS Office, search engines
WWW RESOURCES:	www.unwto.org www.ttra.com/publications/01pub.html www.geog.nau.edu//igustgort.ucsd.edu/newjorla/msg03066.html www.elsevier.com/inca/publications/store/3/0/4/7/2/30472 /pub.html http://whc.unesco.org/ http://www.icomos.org/en/

INDICATIVE CONTENT:	1. Typology of visitor attractions: characteristics and particularities
	2. What is an attraction? Commodification and authenticity issues
	3. Developing visitor attractions
	4. Managing visitor attractions:
	    Visitor management, zoning, access, conservation, planning, funding, revenue creation, staffing, operations, marketing
	5. Managing the visitor experience
	    Attractions and tourist behaviour, visitor engagement, social media, 'edutainment', interpretation of the attraction
	6. Ethical considerations for marketing fragile and/or unique attractions
	7. Policy considerations for visitor attraction management
	    Stakeholder alignment, managing seasonality, legal issues
	8. Linking heritage management with tourism management