

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM3209
<b>Subject Title</b>	Attractions and Visitor Management
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	This subject will introduce students to the various aspects of attractions management, allowing them to examine the concepts, principles, and theories relating to managing attractions. Students will be able to understand the complexities of attractions and how it is managed to deliver memorable experiences for visitors.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Professional Competence</b></p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of attractions, attractions management, and visitor management.</li> <li>• Comprehend management skills in the area of management operations, marketing, and human resources management in various attraction contexts.</li> </ul> <p><b>C. Effective Communicators</b></p> <ul style="list-style-type: none"> <li>• Communicate effectively using a variety of media / technologies in a variety of situations to express clear ideas.</li> <li>• Communicate effectively using a variety of media / technologies in a variety of situations to express clear ideas</li> </ul> <p><b>D. Innovative Problem Solvers</b></p> <ul style="list-style-type: none"> <li>• Identify, define, and resolve problems relating to attractions and visitor management.</li> </ul> <p><b>F. Ethical Leaders</b></p> <ul style="list-style-type: none"> <li>• Work collaboratively within a team, and have an understanding of the culture of an organization within an attraction context.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	This subject provides a broad introductory overview of the various aspects of attractions and visitor management. It includes the description of the role and characteristics of visitor attractions, the attraction product and market. Factors which influence the success and failure of attractions will be explored and the concepts, principles, and theories relating to visitor management are also examined. The key objective is to position students to have better understanding

	<p>of the complexities of attractions and to apply, analyse, and evaluate various principles and issues which relate to visitor attractions and management in order to provide satisfactory &amp; memorable experiences for visitors.</p> <ul style="list-style-type: none"><li>a. Introduction to attractions management</li><li>b. The role of visitor attractions in tourism</li><li>c. The visitor attraction product and market</li><li>d. Factors influencing the success and failure of visitor attractions</li><li>e. The role of the manager, human resource management and strategic marketing in attractions</li><li>f. Understanding visitors and tourists</li><li>g. Mindfulness model of communication</li><li>h. Helping and connecting with visitors</li><li>i. Queue management</li><li>j. Managing quality for attractions</li></ul>
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