

## The Hong Kong Polytechnic University

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| <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  |

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|   | <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> <ol 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> </ol>  |
| <p><b>Teaching/Learning Methodology</b></p> | <p><b>I. Interactive Lectures</b> provide knowledge of attractions and visitor management and illustration of cases to help students apply these to real settings.</p> <p><b>II. Tutorials</b> will be conducted by directing students to guided readings. Group discussions help students to identify and resolve problems relevant to attractions and visitor management.</p> <p><b>III. Group Project</b> will be employed by small groups of students. They are required to evaluate and critique the management and operations of an attraction. This is to develop their ability to work collaboratively within a team, and have an understanding of the culture of an organization within an attraction context.</p> <p><b>IV. Group Project Presentation</b> is designed for each group to present projects in the class. This is to develop students' ability to communicate effectively using a variety of media/technologies in a variety of situations to express clear ideas.</p> <p><b>V. Field Study/Studies</b> will be arranged for students in order to enhance their understanding of the operation and management of different attractions. This will enhance their operational skills for the delivery of quality attraction service and experiences.</p> <p><b>VI. Computer-assisted Teaching and Learning Methods</b> will be used as supportive tools to stimulate, and enhance teaching and learning environment.</p> |
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| <b>Assessment Methods in Alignment with Intended Learning Outcomes</b>  | Specific assessment methods/tasks   | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate) |   |   |   |   |   |
|   |   |             | A  | B | C | D | E | F |
|   | i. Class Participation  | 15%         | √  |   |   |   |   |   |
|   | ii. Test  | 20%         | √  |   | √ |   |   |   |
|   | iii. Group Project  | 25%         | √  |   | √ | √ |   | √ |
|   | iv. Exam  | 40%         |  |   |   |   |   |   |
| Total   | 100%  |             |  |   |   |   |   |   |
| <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p><b>Class Participation, test, and exam</b> assess the knowledge students have learnt relating to attractions &amp; visitor management</p> <p><b>Group project</b> assess the student's ability to work collaboratively within a team and test their skills to communicate effectively using a variety of media/technologies in a variety of situations.</p> |   |             |  |   |   |   |   |   |
| <b>Student Study Effort Required</b>  | Class contact:  |             |  |   |   |   |   |   |
|   | ▪ Lecture   |             | 28 Hrs.  |   |   |   |   |   |
|   | ▪ Tutorial  |             | 14 Hrs.  |   |   |   |   |   |
|   | Other student study effort:   |             |  |   |   |   |   |   |
|   | ▪ Field trip (2 days x 8 hrs per day)   |             | 16 Hrs.  |   |   |   |   |   |
|   | ▪ Reading and doing assignments   |             | 68 Hrs.  |   |   |   |   |   |
|   | Total student study effort  |             | 126 Hrs.   |   |   |   |   |   |
| <b>Indicative Reading List and References</b>   | <u><b>Textbooks</b></u>   |             |  |   |   |   |   |   |
|   | Swarbrooke, J. (2002). <i>The Development and Management of Visitor Attractions</i> (2 <sup>nd</sup> ed.). Oxford: Butterworth Heinemann.   |             |  |   |   |   |   |   |
|   | Moscardo, G. (1999). <i>Making Visitors Mindful: Principles for Creating Sustainable Visitor Experiences through Effective Communication</i> . Urbana-Champaign, IL: Sagamore Publishing. |             |  |   |   |   |   |   |
|   | <u><b>Suggested Readings and other relevant Sources</b></u>   |             |  |   |   |   |   |   |
|   | Fyall, A., Garrod, D., Leask, A., & Wanhill, S. (Eds.) (2008) <i>Managing Visitor Attractions</i> . Oxford: Elsevier.   |             |  |   |   |   |   |   |
| Holloway, C. J. (2009). <i>The Business of Tourism</i> (8 <sup>th</sup> ed.). Prentice Hall.  |   |             |  |   |   |   |   |   |

Pearce, P.L. (1991). Analyzing Tourist Attractions. *Journal of Tourism Studies*, (2)1, 46-55.

Pearce, P.L. (1998). *The Ulysses Factor: Evaluating Visitors in Tourist Settings*. New York : Springer-Verlag.

Ap, J., & Sandiford, P. (1998). Staff & Guest Perceptions of the Importance of Theme Park Attributes in an Asian Theme Park. *4<sup>th</sup> Asia Pacific Tourism Association APTA Conference Proceedings – The Role of Tourism: National & Regional Perspectives, Series A* Tanyang, Korea. August 18-21, pp. 69-73.

Ap, J. & Ho, P. (2000). Motivations and Guests' Perceptions of their Visit to a Theme Park. *6<sup>th</sup> Asia Pacific Tourism Association Supplemental Papers – A Strategic Industry in Asia and Pacific: Defining Problems and Creating Solutions*, Phuket, Thailand, June 28 – July 1, pp.10-16.

Ap, J. (2003). An Assessment of Theme Park Development in China. In Lew, A., Yu, L., Ap, J., & Zhang, G. *Tourism in China* (pp. 195-214). Binghamton: Haworth Hospitality Press.

**Useful Online Sources:**  
 Hong Kong Tourism Board - <http://partnet.net.hktb.com/pnweb/jsp/comm/index.jsp>  
 Hong Kong Wetland Park - <http://www.wetlandpark.com>  
 Leisure & Cultural Services Department, Hong Kong SAR Government - <http://www.lcsd.gov.hk/CE/Museum>  
 Ngong Ping 360 - <http://www.np360.com.hk>