

## MODULE DESCRIPTOR

### Module Title

Visitor Attractions And Experience

Reference	CB1006	Version	1
Created	April 2022	SCQF Level	SCQF 7
Approved	June 2022	SCQF Points	15
Amended		ECTS Points	7.5

### Aims of Module

The aim of the module is to introduce the visitor attraction sector, providing an understanding of customer experience focused aspects of visitor attraction management.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Describe visitor attraction management processes related to the visitor experience
- 2 To understand the diversity of visitor attractions in both a national and international context
- 3 To evaluate visitor attraction customer experiences
- 4 To understand the value and role of visitor attractions within the wider tourism, hospitality and events industry

### Indicative Module Content

Visitor attraction industry sector. Visitor attraction customer experience. Visitor attraction management. Digital within visitor attractions. Association of Scottish Visitor Attractions. Industry statistics. Evaluation and improvement of visitor experiences. Economic value of visitor attractions. Types of visitor attractions. Responding to external environment.

### Module Delivery

Key concepts are delivered via interactive lectures and tutorials. Relevant academic and non-academic prescribed reading will be used to support learning. Industry case studies and direct input from Scottish Visitor Attractions integrated within delivery.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Coursework				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Examination - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	70% or above
<b>B</b>	60% - 69%
<b>C</b>	50% - 59%
<b>D</b>	40% - 49%
<b>E</b>	35% - 39%
<b>F</b>	0% - 34%
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 FYALL, A., GARROD, B., LEASK, A., and WANHILL, S. 2022. Managing Visitor Attractions. 3rd ed. London: Routledge.
- 2 WEIDENFELD, A., BUTLER, R., and WILLIAMS, A., 2021. Visitor Attractions and Events: Locations and linkages. London: Routledge.