MODULE DESCRIPTOR

Module Title

Visitor Attractions And Experience

Reference	CB1006	Version	2
Created	February 2024	SCQF Level	SCQF 7
Approved	June 2022	SCQF Points	15
Amended	April 2024	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 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. This module engages students with UNESCO'S Education for Sustainable Development Anticipatory, Strategic, Critical Thinking and Integrated Problem-Solving competencies. This is through developing the abilities to understand and evaluate multiple futures - possible, probable and desirable, the abilities to collectively develop and implement innovative actions that further sustainability, the ability to question norms, practices and opinions and the ability to apply different problem-solving frameworks to complex sustainability problems and develop viable, inclusive and equitable solution options that promote sustainable development.

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
Actual Placement hours for professional, statutory or regulatory body		

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

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	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.