Visitor Attraction Management

Module Information

2022.01, Approved

Summary Information

Module Code	5003LBSITM
Formal Module Title	Visitor Attraction Management
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	6

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To provide students with the critical knowledge and skills to understand and manage visitor attractions.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Develop a high level of analysis of different visitor attraction typologies .
MLO2	2	Identify the main issues affecting different visitor attraction typologies.
MLO3	3	Apply Visitor attraction management frameworks to existing visitors attractions.

Module Content

Outline Syllabus	The role and nature of visitor attractions in tourism Visitors' interpretation Designing and financing visitor attractions projects Visitor attraction operation management Natural visitor attractions Special interest attractions Theme Parks
Module Overview	
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	AS1	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Claudia Melis	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings