Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	Managing The Visitor
SI MODULE CODE	44-5093-00S
CREDITS	10
LEVEL	5
JACS CODE	N832
SUBJECT GROUP	Tourism
DEPARTMENT	Service Sector Management
MODULE LEADER	Nicola Palmer

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	**Placement (if applicable)**	**Independent Guided Study**	**Total Number of Study Hours**
18		82	100

MODULE AIM

- develop appreciation of the importance of visitor management for visitor sites;
- develop understanding of the decisions involved in relation to visitor management;
- develop appreciation of the management techniques available to managers of visitor sites
- develop problem-solving capabilities through the application of vocationally relevant skills to a range of issues related to visitor management

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

- review and apply key facts, principles, concepts and techniques relating to visitor management;
- recognise the key issues involved in relation to visitor management;
- investigate the application of management techniques to enhance the successful management of visitor sites;
- apply a range of management techniques to improve the operation and management of a specific visitor site.

INDICATIVE CONTENT

This module will look at how destination and visitor attraction management techniques can enhance visitor experience. It will cover:

- The characteristics, challenges and diversity of visitor sites
- Managing visitor flows
- Issues of authenticity
- Designing and co-creating memorable experiences
- Interpretation techniques and practices
- Meeting the needs of the 'new' visitor
- ICT developments and the visitor experience

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

6 One hour Lectures, 12 one hour seminars,

These may include:
- keynote lectures to provide a basic introduction to the main issues relating to visitor management
- tutorial sessions which will be student-centred and will explore issues related to the lecture programme
- local field visits and guest speakers
- self-study activities, facilitated by use of a Blackboard web site.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Individual report	CW	100	2500	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Feedback for the report will be available via BlackBoard. Tutors will be available to meet with students to discuss their feedback, if desired.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Fyall, A., Garrod, B., Leask, A. & Wanhill, S. (2008) *Managing Visitor Attractions 2nd edition* Butterworth Heinemann
Leaskk,A., & Yeoman,I. (1999), *Heritage visitor attractions: an operations management perspective.*, Cassell
Swarbrooke, J. (2002) *The Development and Management of Visitor Attractions 2nd edition* Butterworth Heinemann
J.R. B. & Crouch, G.I. (2003) *The Competitive Destination: A sustainable tourism perspective.*
Supplementary and Alternative Texts
Leask, A & Fyall, A (2006) *Managing World Heritage Sites.* Butterworth Heinemann
Yale, P (2004) *From Tourist Attractions to Heritage Tourism 3rd edition* ELM Publications
Shackley M (1998) *Visitor Management : case studies from world heritage sites*, Butterworth Heinemann.
Howie, F. (2003) *Managing the Tourist Destination.* Thomson Press: London
Page, S. (1994) *Urban Tourism.* Routledge, London
Machin, A. (1989) *The Social helix: Visitor Interpretation as a tool for social development. - Heritage Interpretation,* Belhaven Press: London
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
Tourism Management
Journal of Heritage Tourism
Current Issues in Tourism
Annals of Tourism Research
International Journal of Travel Research
Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.
http://www.alva.org.uk/details.cfm?p=413
http://www.sustainabletourismonline.com/87/interpretation-and-education/enhancing-visitor-experience-through-interpretation-an-examination-of-influencing-factors
http://www.parksandbenefits.net/images/stories/downloads/Visitormanagement/joint%20investment%20plan_ict_solutions__gps_clarifications.pdf
http://www.heritageweek.ie/wp-content/uploads/2010/06/Heritage-Interpretation-Manual.pdf
http://www.heritageinterpretation.co.uk/

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**Jan 14**

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.*

	Module Begins	**Module Ends**
Course Intake 1	January 2014	May 2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	**N/A**

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 1

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	