

1 SITES & ATTRACTIONS MANAGEMENT

Prerequisite: Economics, Marketing, Accounts

Credits: 3

Overview

This course acquaints students with the principles of management as they relate to the management of facilities and attractions. The process of developing visitor attractions and the issues involved in their management will be examined.

General Objectives

This course is designed to assist students to:

- 1 appreciate the importance of sites and attractions management in the development of the tourism sector
- 2 analyze the day-to-day operations of visitor attractions
- 3 contribute to the promotion of visitor attractions and facilities

Learning Outcomes

Upon successful completion of this course, the learner will:

- 1 define “attraction” and explain its role in tourism.
- 2 prepare a feasibility study for an attraction.
- 3 prepare a business plan for an attraction
- 4 develop a tourism attraction.
- 5 prepare a marketing plan for an attraction.
- 6 operate an attraction.

Topics

1.0 Introduction

Objectives

Upon completion of the topic the student will be able to:

- 1.1 define “sites” and “attractions”
- 1.2 explain the role of sites and attractions in

tourism

- 1.3 differentiate between primary and secondary attractions
- 1.4 categorize attractions according to type
- 1.5 classify attractions according to particular variables (location, ownership, catchment area, etc)
- 1.6 name and discuss the main types of impact of attractions (environmental, etc)
- 1.7 discuss the characteristics of an attraction product
- 1.8 delineate the levels of product
- 1.9 outline the product life-cycle
- 1.10 explain the benefits sought from the product
- 1.11 discuss trends in the attraction product
- 1.12 discuss the nature of demand and categorize into the main types
- 1.13 correlate the motivators and determinant factors to the type of attraction
- 1.14 discuss the ways in which markets are segmented.

Content

- Definition
- Classification
- History
- Visitor attractions in tourism
 - impact
- Attraction:
 - product
 - market

2.0 Attractions and the Business Environment

Objectives

Upon completion of the topic the student will be able to:

- 2.1 describe the main components of the business environment
- 2.2 explain the societal factors that influence the macro-environment political, Economic, Social and Technology (PEST) both on the international and global levels
- 2.3 explain the main components of the micro-environment
- 2.4 discuss quality issues as they relate to the attraction and business environment

Content

- The macro environment
- The micro environment
- Issues related to quality

3.0 Development of Sites and Attractions

Objectives

Upon completion of the topic the student will be able to:

- 3.1 identify types of development and agents or sectors of development
- 3.2 discuss the motivation for development
- 3.3 discuss the development process
- 3.4 discuss the objectives of a feasibility study
- 3.5 explain each step in the feasibility process
- 3.6 discuss criteria related to the feasibility study (physical, market-related, etc)
- 3.7 discuss potential problems associated with the feasibility study
- 3.8 prepare a feasibility study
- 3.9 analyze the elements of financial viability
- 3.10 evaluate the relevance of break-even analysis to the feasibility study
- 3.11 identify components for success to a project
- 3.12 examine legal steps involved in project management (tendering, etc)
- 3.13 discuss design objectives in development, design constraints and design compromise
- 3.14 discuss the importance of maintaining the integrity of the site and attraction.

Content

- Types of development
- Feasibility studies
- Financing
- Design
- Project management

4.0 Management of Sites and Attractions

Objectives

Upon completion of the topic the student will be able to:

- 4.1 discuss management styles and approaches “new” and “old”
- 4.2 analyze the factors impacting success from the perspectives of the
 - organization of resources (human,

- financial, etc)
- product
- market
- management
- maintenance

- 4.3 discuss factors in visitor attraction marketing
- 4.4 introduce the concept of SWOT analysis
- 4.5 identify the main marketing strategies
- 4.6 examine the issues involved in the HR Management at the tactical and strategic levels
- 4.7 discuss the objectives of financial management from all sectors (private, public)
- 4.8 identify the main functions of budgeting
- 4.9 explain the budgetary process
- 4.10 compare management information systems - internally and externally
- 4.11 identify methods of monitoring performance
- 4.12 discuss financial management factors and tools used in reference to attractions management (credit control, etc)
- 4.13 apply the basic principles to develop a business plan
- 4.14 discuss the objectives and functions of operations management
- 4.15 explain the components and relevance of risk management to operations management
- 4.16 explain the differences in problem solving and crisis management
- 4.17 discuss the competitive advantage and the importance of the visitor experience to operations management
- 4.18 discuss the “greening” of attractions and other environmental considerations
- 4.19 conceptualize an attraction based on principles discussed

Content

- Factors impacting success
 - organization of resources
 - the product
 - the market
 - the management
- Marketing an attraction
- Financial management of an attraction
- Operations management
- Human Resources Management

Instruction Format

Lectures
Guest lecturer
Field Trips
Case Studies

Assessment and Evaluations

Two individual term assignments – 20%
One group assignment – 30%
Examination – 50%

Recommended Text

Facilities Management: Theory and Practice; edited by Keith Alexander; published by E & FN Spon (imprint of Chapman and Hall).

The Development and Management of Visitor Attractions, John Swarbrooke; published by Butterworth-Heinemann.

Managing Visitor Attractions, 2012, Bruce Prideaux; published by Routledge.

Resources

The Business of Tourism, J Christopher Holloway; published by Longman.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process



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