

Faculty of Higher Education

Subject Code	TOU504
Subject Name	Visitor Services
Credit points	6
Study Level	Year 1
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Paul Taylor
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Subject Overview	<p>Visitor services are the provisions that are made in the physical, intellectual and social sense that help visitors obtain experiences that are informative, enjoyable and memorable. The subject considers the role that visitor services play in the dissemination of information and the provision of activities, exhibits and services that enhance the visitor experience. In doing so it explores in detail the concepts of customer service, service quality and servicescape and their importance for all tourism organisations-public or private.</p>
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Learning Outcomes	Explain the behavioural and financial impacts of the provision of visitor services
	Compare the roles of employees and customers in delivering service
	Examine the effect of servicescapes on consumer behaviour
	Analyse the impact of technology on visitor services
	Evaluate different methods to measure service quality

Assessments	Details	Weighting
	Group review (groups of 2)	30%
	In class tests	20%
	Field analysis	20%
	Report	30%

Graduate Attributes addressed in this subject	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique knowledge
	Scholarly skills
	Interpersonal skills
	Communication skills