

## Faculty of Higher Education

<b>Subject Code</b>	TOU601
<b>Subject Name</b>	Tourism Attraction Management
<b>Credit points</b>	6
<b>Study Level</b>	Year 2
<b>Delivery mode</b>	On campus
<b>Location</b>	Melbourne
<b>Prerequisites</b>	None

<b>Subject Coordinator</b>
Madelene McWha
<a href="mailto:MadeleneMc@angliss.edu.au">MadeleneMc@angliss.edu.au</a>

<b>Subject Overview</b>	<p>The attraction, whether built or natural, permanent or temporary, lies at the heart of leisure tourism. This subject firstly explores the elements that contribute to an attraction then delves into the ways in which attractions can be categorised and considered. Students will explore how attractions are defined, their elements and their social meanings. The subject will examine internal factors, as well as the external political, economic, socio-cultural, environmental, technological and legal forces that influence the management of tourism attractions.</p>
-------------------------	---

<b>Learning Outcomes</b>	Interpret the principles and practices involved in developing and operating tourism attractions and services.
	Identify key stakeholders in the planning, development and management of attractions both locally and globally.
	Examine current political, economic, socio-cultural, technological, environmental and legal issues that impact national and international attractions and their markets
	Analyse the role of technology in the development and management of attractions.
	Identify and evaluate current and emerging trends relevant to attractions, locally and globally.

<b>Assessments</b>	<b>Details</b>	<b>Weighting</b>
	Interpretation of attraction (group of 2)	30%
	Individual Report	30%
	Examination	40%

<b>Graduate Attributes addressed in this subject</b>	Systematic and coherent body of knowledge
	Cognitive skills to critique knowledge
	Teamwork skills
	Communication skills