Course Objective
The aim of this seminar is to examine the management of visitor experiences within tourism enterprises, with particular emphasis on the attractions sector. The unit analyses a number of management issues of different types of visitor attractions; these include theme parks, museums and galleries, heritage, wildlife, and cultural attractions. Students will learn about providing the optimal experiences for visitors of these attractions and the challenges associated with these. Some of the areas of tourism enterprise management to be analysed and discussed will include: Accessibility, digitisation, cross-cultural issue, HR and training issues and interpretation of tourism attractions.

A range of topics and case studies will be discussed in the first part of the course and students will be expected to actively engage in discussion based on reading and class lectures. Examples and case studies will be drawn from Australia, Asia Pacific as well as from Europe.

The second part of the course will consist of student presentations/workshops to the entire class and the submission of a written project.