DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Attractions Management and Experience Design
Name of the subject in English:	Attractions Management and Experience Design
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-AMEXDE-03-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Tourism
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The aim of the course is to equip students with the skills that they need to manage attractions and to design experiences for visitors. By the end of the course students will be able to position attractions within the wider context of tourism management and to understand their important for attracting visitors to destinations. After completing the course, students will be able to provide a detailed typology of attractions and their different characteristics, as well as being able to tackle the challenges of managing them for a wide range of visitor segments. They will know how to provide a diversity of creative and exciting experiences. By the end of the semester, students will be able to work in the attractions sector based on their knowledge and experience derived from this course.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course will analyse how attractions are managed and how they design exciting experiences for visitors. The typology of attractions will include museums, heritage sites, arts venues, festivals and events, circuses, zoos and wildlife parks, themed hotels and restaurants, theme parks, spas and waterparks. Students will learn how to create unique and innovative experiences in a range of contexts focusing on the different needs of visitors according to age, gender, lifestage, culture and other factors.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students will be engaged in interactive debate about the content of the digital presentations. They will be given weekly short tasks which invite them to solve challenges in visitor attractions, as well as examining examples of good practice.

EVALUATION OF THE SUBJECT:

Students are evaluated via a time-constrained examination of 90 minutes which requires them to solve issues and challenges connected to visitor management in an attraction. This includes issues relating to visitor experience, satisfaction, safety as well as conservation and management of the environment and cultural sites. They are required to answer 5 questions and each one is worth 10 points. To pass, they must demonstrate a knowledge of basic visitor management principles but to achieve a high grade, they also need to show that they can think creatively about solutions and problem-solve.

This task evaluates the students' ability to apply complex theory to practice and enables

them to exercise their critical and creative thinking skills. These are transferable skills which can be applied to any domain in tourism, thus it can contribute to the Portfolio. This evaluation takes the students to a new level of tourism management compared to previous courses on the Tourism BSc Programme as it requires a more holistic, integrated and complex approach to management.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Fyall, A., Garrod, B., Leask, A. & Wanhill, S. (eds): Managing Visitor Attractions, Routledge, 2022, ISBN-13: 978-0367486136
- Navarro-Ruiz, S. and McKercher, B. : The usability of visitor attractions: state-of-the-art, Tourism Review, 2020
- Jelinčić, D-A. and Mansfeld, Y. (editors) : Creating and managing experiences in cultural tourism, New Jersey: World Scientific, 2019