

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM3227
Subject Title	Attractions Management
Credit Value	3
Level	3
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	This subject will introduce students to the various aspects of attraction management, allowing them to examine the concepts, principles, and theories relating to managing attractions. Students will be able to understand the complexities of attractions and how it is managed to deliver memorable experiences for visitors.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professional</p> <ul style="list-style-type: none">• Understand the various roles and characteristics of visitor attractions in the tourism industry• Identify factors that influence the success and failure of attractions• Learn knowledge and skills in operations, marketing, and human resources management in attractions <p>B. Critical Thinkers</p> <ul style="list-style-type: none">• Analyze various problems and issues in attractions and synthesize with theories• Evaluate attractions operation and visitor management from various stakeholders' perspectives <p>C. Innovative Problem Solvers</p> <ul style="list-style-type: none">• Identify problems related to visitor management and the impacts of technological development of attractions management to formulate new solutions to attractions (IE Outcome c)• Develop strategies in different attraction settings to explore business opportunities and innovations in order to provide visitors with satisfactory and memorable experiences (IE Outcome b) <p>D. Effective Communicators</p> <ul style="list-style-type: none">• Use various media and technologies to express clear ideas related to attractions and visitor management

	<p>E. Lifelong Learners</p> <ul style="list-style-type: none"> Recognize the importance of engaging and empowering local stakeholders in the development of attractions <p>F. Ethical Leader</p> <ul style="list-style-type: none"> Work collaboratively and professionally with team members Suggest ethical and sustainable strategies for attractions <p>G. Socially Responsible Global Citizen</p> <ul style="list-style-type: none"> Be aware of the economic, social, and cultural impacts of attractions Understand how attractions should contribute to local communities
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> Introduction to attractions management The role of visitor attractions in tourism The visitor attraction product and market Factors influencing the success and failure of visitor attractions Theme park & attractions planning The human resource management and strategic marketing in attractions Mindful visitors and effective communication Helping and connecting with visitors Queue management Managing quality for attractions Current issues in the theme park and attractions industry