



Module Schedules

Module Title : Theme Parks and Attractions

Module Code : HTPM233

Programme of Study/Year of Study : Hospitality and Tourism Management/Year 2

Group : HTMII (T&T)

Semester : Fall

Number of Hours Taught : 2 per week

ECTS : 3

Instructor: Kontou Maria Areti

Office Hours: Wednesday: 08:30 – 9:00

Office Number:

Tel: 99 848 548

email: aretikontou@hotmail.com

Pre-requisite(s) :

Module Rationale

Theme parks and attractions represents a complex sector of the tourism industry for which students choosing the travel and tourism specialisation need to be prepared for.

Aims

Through this module students gain an understanding of the role and importance of theme parks and attractions in the tourism industry. They are exposed to the definitions and categories of attractions and theme parks, their evolution over time and contemporary trends and developments shaping their future. The module enables the students to acknowledge the requirements for the sustainable development and management of theme parks and learn how to meet them in order to secure a successful and sustainable operation.

Intended Learning Outcomes

On successful completion of this module, students will be able:

1. Introduce the variety and scope of visitor attractions and theme parks
2. Discuss the various definitions and categories of attractions and theme parks
3. Identify the role of visitor attractions and theme parks in tourism
4. Explain the nature of visitor attractions development and how its product has changed over time
5. Analyse the historical development of theme parks
6. Discuss key economic and financial aspects in developing theme parks
7. Investigate the relationship between transport and tourism, including the requirement to travel to the tourist destination



8. Analyse the impact of seasonality on the profitable operation
9. Identify the importance of the notion of sustainability to visitor attractions and theme parks.

Delivery Methods:

Lectures, discussions, coursework, case studies

Assessment:

Coursework and Project: 30%

Mid Term : 30%

Final Examination: 40%

Module Requirements

Refer to the students' manual for the module requirements

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	2/10– 6/10	The nature and purpose of visitor attractions/ theme parks	
2.	9/10-13/10	Interpreting the development of the visitor attraction product	
3.	16/10-20/10	Economic aspects of developing theme parks	
4.	23/10-27/10	Creating visitor attractions in peripheral areas	
5.	30/10-3/11	Authenticating visitor attractions based upon ethnicity	
6.	06/11-10/11	Managing attractions and theme parks	
7.	13/11-17/11	Managing visitor impacts	
8.	20/11-24/11	Visitor attractions and human resource management	
9.	27/11-01/12	Competitive theme parks strategies	
10.	04/12-08/12	TEST	
11.	11/12-15/12	A national strategy for visitor attractions	
12.	18/12- 22/12	The future of visitor attractions	
13.	8/1-12/1	Revision	

Essential Reading

Handouts will be provided by the Instructor

Additional Reading

- Fyall, A., Garrod, B. and Leask, A. 2008. *Managing Visitor Attractions – New Directions* 2nd ed.



Butterworth-Heinemann:London

- Holloway, J. 2002. *The Business of Tourism*. 6th ed. Prentice Hall: London
- Swarbrooke, J. 2002. *The Development and Management of Visitor Attractions*. 2nd ed. Butterworth-Heinemann:London
- Weaver, D. and Lawton, L. 2010 *Tourism Management*. 4th ed. Wiley:London

