Subject Name: Visitor Management
Subject Code: HTM3137
No. of Credits: 3 credits
Total Contact Hours: 42 hours
Prerequisite: None

Subject Description
The purpose of the subject is to introduce the concepts and theories related to Visitor Management. Students are expected to appraise, analyze and evaluate various issues in relation to visitor management through various ways of learning. By the end of the subject, Students will be able to evaluate and criticize various concepts, theories, and principles in managing visitors in order to provide satisfactory experiences to the visitors.

Programme Learning Outcomes
See separate file for BSc programme outcomes.

Subject Outcomes
Students will be able to explain various knowledge and concepts in the area of visitor management.

Students will be able to appraise, analyse and evaluate various issues in relation to visitor management.

Students will be able to evaluate and criticize various concepts, theories, and principles in managing visitors in order to provide satisfactory experiences to the visitors.

Student will be able to communicate and react proactively to the stakeholders of various tourism and recreation settings in managing visitor experiences.

Assessment Weighting
Continuous Assessment: 60%
Examination: 40%
Key topics to be addresses in this subject (Subject to regular update)

1. Understanding visitors, tourists, and recreationists
2. A general model of communication
3. Helping visitors find their way around
4. How to manage visitor information sources
5. How to communicate with visitors
6. Interpretation skills
7. Understanding and getting to know your visitors
8. Visitor attractions and visitor management
9. National parks and visitor management
10. Sustainability and visitor management