

## Faculty of Higher Education

<b>Subject Code</b>	TOU701
<b>Subject Name</b>	Designing for the Visitor Experience
<b>Credit points</b>	6
<b>Study Level</b>	Year 3
<b>Delivery mode</b>	On campus
<b>Location</b>	Melbourne
<b>Prerequisites</b>	None

<b>Subject Coordinator</b>
Paul Taylor
<a href="mailto:PaulT@angliss.edu.au">PaulT@angliss.edu.au</a>

<b>Subject Overview</b>	<p>Visitor experiences have been called the raison d'être or the essence of the tourism industry. The chance to obtain these experiences is a major reason why people voluntarily leave their homes and travel to other destinations. This subject explores the importance for tourism enterprises of focusing on the experiences that their visitors obtain and to move beyond a narrow focus on products and services. In doing so it considers a holistic view of the visitor experience journey and how tourism organisations can plan and design sites and activities that allow visitors to obtain memorable or extraordinary experiences from their interaction with them.</p>
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<b>Learning Outcomes</b>	Evaluate the dimensions of the visitor experience
	Review the factors that influence a visitor's experience
	Design for the visitor experience at all stages of their journey
	Plan the management of the visitor experience

<b>Assessments</b>	<b>Details</b>	<b>Weighting</b>
	Group Presentation (groups of 2)	30%
	Report	40%
	Reflective field journal	30%

<b>Graduate Attributes addressed in this subject</b>	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique knowledge
	Scholarly skills
	Interpersonal skills
	Communication skills
	Personal attributes - Reflection