



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
TOUR-335	Theme Parks and Attractions	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
Senior	Management	Fall/Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Compulsory	Tourism, Leisure and Events Management	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Mr Andreas Vasileiou	3 <sup>rd</sup> /4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face-to-Face	N/A	N/A

### Course Objectives:

The main objectives of the course are to:

- Examine the development, ‘theming’ and management of theme parks.
- Examine, in detail, the role and importance of ‘theming’ when planning, designing and developing a theme park.

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. **Identify** the key characteristics and different types of theme parks, and **distinguish** how they differ from attractions.
2. **Examine** and **evaluate** the role and importance of theming in the planning and design of a theme park.
3. **Elaborate** on the role and importance of feasibility studies.
4. **Conduct** a theme park feasibility study.
5. **Explain** the steps and activities involved in the development and construction of a theme park.
6. **Synthesize information** and **provide solutions** in response to various theme park problems and issues.
7. **Evaluate** the views of a various stakeholders in the theme park industry.
8. **Assess** and **evaluate** the management and operations of a theme park.

9. **Implement** and assume responsibility for an in-depth investigation of an identified issue and **prepare** a project report.
10. Use a range of skills in **interpreting, evaluating and presenting** their written assignment and project report.

**Course Content:**

1. History, definitions & types of theme parks;
2. Nature & characteristics of theme parks and the key players;
3. Theme park guest preferences - Motivations and Theme Park Features;
4. Park theming, design; planning; Why theme parks fail;
5. Marketing a theme park - Niche marketing & Collaborative marketing; Branding;
6. Theme park operations – Guest service & experience; Safety & risk management; Crisis management & communications;
7. Introduction to Attraction Management;
8. The role of visitor attractions in tourism;
9. The visitor attraction product and market;
10. The business environment and visitor attractions;
11. The development process and feasibility studies; Financing; Quality Management;
12. Factors influencing the success and failure of visitor attractions;
13. Project management;
14. The role of the manager and human resource management in attractions;

**Learning Activities and Teaching Methods:**

PowerPoint Lectures, workshop assignments - practical exercises, student presentations / assignments

**Assessment Methods:**

Students' PowerPoint Presentations, Assignments, Exercises, Mid-Term exam, Final exam

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Authentic and Inauthentic Places in Tourism: From Heritage Sites to Theme Parks	Jane Lovell, Chris Bull	Routledge	2018	9781138936706

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Theme Park Design & The Art of Themed Entertainment	David Younger (Author), Joe Rohde (Afterword), Tony Baxter (Foreword)	David Younger	2016	978-0993578915