

Unit 15-Tourist Attraction and Heritage Management (THM2006)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Establish the potential value of concepts, models, paradigms and ideologies to the understanding and management of organisations in the area of festivals, events and related sectors
- b) Identify a range of strategies for the determination, implementation and control of business policies, structures and plans at a strategic level in festivals and events.
- c) Identify attractions and events as catalysts for urban and regional development giving consideration to local communities and the environment
- d) Identify and interpret a tangible and intangible heritage object or artifact in the context and the course of their presentation

Knowledge – at the end of the module/unit the learner will have been exposed to the following: (This can be a list of knowledge/content items)

- a) An extensive range of knowledge and understanding of the subject of festivals and events.
- b) An appreciation of the importance of both theory and practice for effective festivals and event management in a global business environment.
- c) An appreciation of viewing heritage on a global dimension.

Skills – at the end of the module/unit the learner will have mastered the following skills:

Applying knowledge and understanding

The learner will be able to:

- a) Write critically, and at length, on a specific topic related to festivals and events
- b) Devise general and site-specific systems for interpretation and visitor management and organise special events
- c) Apply marketing management techniques to attractions in order to ensure competitiveness and maximum visitor spend.
- d) Apply research skills and analysis and display mastery of a specialised area of knowledge within hospitality and/ or events through an independent research study.
- e) Demonstrate the interpretative and management approaches adopted in relation to heritage objects.

Judgment Skills and Critical Abilities

The learner will be able to:

- a) Critically evaluate the theoretical aspects of festivals and event management
- b) Critically evaluate the varying cultural contexts in which management and public sector policy decisions are made within the festival and events industries