



**UNIVERSITI TEKNOLOGI MARA**

**PMG451: PARK VISITOR DESTINATION MANAGEMENT**

<b>Course Name (English)</b>	PARK VISITOR DESTINATION MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	PMG451
<b>MQF Credit</b>	3
<b>Course Description</b>	This course explores the potential and importance of visitors and destination and management. The methods to involve are the importance of marketing aspect and tourism management.
<b>Transferable Skills</b>	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts.
<b>Teaching Methodologies</b>	Lectures, Field Trip, Tutorial, Presentation
<b>CLO</b>	<p>CLO1 Apply theories and principles of tourism to a range of scenarios in the park.</p> <p>CLO2 Determine the tourism and tourist management related with planning and development in the park.</p> <p>CLO3 Integrate the entrepreneurial opportunity through the programs and vacation packages.</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<p><b>1. Course Introduction</b></p> <p>1.1) Brief introduction of the course, course outline, etc.</p> <p>1.2) Tourism Overview: Worldwide &amp; Malaysia</p> <p>1.3) Tourism : Definition and Concept</p> <p>1.4) Types and Perspective of Tourism</p>	
<p><b>2. Theories and Principles of Tourism Management</b></p> <p>2.1) Tourism Organization – World, National, Regional, and other Organizations</p> <p>2.2) Hospitality and Related Services</p> <p>2.3) Tourism Policy: Structure, Content and Process</p> <p>2.4) Tourism Planning and Development</p> <p>2.5) The Planning Processes</p>	
<p><b>3. Essential of Tourism Research and Marketing</b></p> <p>3.1) Tourist Destination and Attractions Classifications</p> <p>3.2) Tourism Research-Travel Research Process</p> <p>3.3) Tourism Product: Characteristics and Forms-Product Life Cycle</p> <p>3.4) The Marketing Mix</p> <p>3.5) Market Segmentation</p>	
<p><b>4. Tourism Planning &amp; Development</b></p> <p>4.1) Tourism Supply &amp; Demand</p> <p>4.2) Understanding Travel Behavior-Travel Motivation</p> <p>4.3) Travel Pattern and Barrier to Travel</p>	
<p><b>5. Tourism and the Environment</b></p> <p>5.1) Impacts of Tourism Development</p> <p>5.2) Defining Ecotourism as Sustainable Tourism</p> <p>5.3) Ecotourism in Malaysia</p> <p>5.4) Economic Issues in Ecotourism Management</p> <p>5.5) Tourism Future</p>	

Assessment Breakdown	%
Continuous Assessment	50.00%
Final Assessment	50.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Give a title of group assignment on week 4 to student and presentation on week 14	35%	CLO3
	Test	Quiz-week 4 and test week 7. Time: 90 minutes.	15%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Charles R. Goeldner, J. R. Brent Ritchie, Robert W. McIntosh 2000, <i>Tourism</i>, Wiley [ISBN: 0471322105]</li> <li>Brent W. Ritchie, Peter M. Burns, Catherine A. Palmer 2005, <i>Tourism Research Methods</i>, CABI [ISBN: 0-85199-996-4]</li> <li>Rodolfo Baggio, Wojciech Czakon, Marcello M. Mariani, <i>Managing Tourism in a Changing World</i> [ISBN: 9780415834179]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Kreg Lindberg, Donald E. Hawkins, <i>Ecotourism Guidelines</i> [ISBN: 0-9636331-0-4]</li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
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<b>Other References</b>	This Course does not have any other resources
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