### Subject Overview

Visitor services are the provisions that are made in the physical, intellectual and social sense that help visitors obtain experiences that are informative, enjoyable and memorable. The subject considers the role that visitor services play in the dissemination of information and the provision of activities, exhibits and services that enhance the visitor experience. In doing so it explores in detail the concepts of customer service, service quality and servicescape and their importance for all tourism organisations-public or private.

### Learning Outcomes

- Explain the behavioural and financial impacts of the provision of visitor services
- Compare the roles of employees and customers in delivering service
- Examine the effect of servicescapes on consumer behaviour
- Analyse the impact of technology on visitor services
- Evaluate different methods to measure service quality

### Assessments

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<tr>
<th>Details</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Group review (groups of 2)</td>
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<td>In class tests</td>
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<td>Field analysis</td>
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<td>Report</td>
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### Graduate Attributes addressed in this subject

- Systematic and coherent body of knowledge
- Cognitive skills to analyse and critique knowledge
- Scholarly skills
- Interpersonal skills
- Communication skills