

**UNIVERSITY OF FLORIDA**  
**LEI 6931: Tourism and Hospitality Business Perspectives (2 credits)**

**140 Hough Hall**

**Tuesdays and Thursdays: 4:05 pm - 6:00 pm**

**Fall 2024**

**Instructor:** Dr. Rachel J.C. Fu, Chair & Professor  
240D Florida Gym Building  
Department of Tourism, Hospitality & Event Management  
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**Office Hours:** by appointment

**Required Cases:** A textbook is not required for this course. Case studies will be used and will be provided or suggested by the instructor.  
  
Additional supplementary readings will be available in the course e-learning site.

**Course Description:**

This course is designed as an introductory, generalist subject to provide students with a broad understanding of the tourism and hospitality industry, sectors, businesses and their roles and impacts in the wider economic and social environment. Although the tourism and hospitality industry encompass a multitude of operations, this course will largely focus on destination promotions, lodging management, restaurant operations, and meetings & conventions market segments. In addition, case study analysis will be largely used to enhance communication of concepts, ideas, and problem solving abilities through individual and group decision making in written form.

**Course Objectives:**

Upon successful completion of the course, students will be able to:

- Understand the nature and dynamics of tourism and hospitality industry, its sectors and public and private businesses.
- Evaluate the demand and supply side of tourism and hospitality industry.
- Evaluate the social and economic role of tourism and hospitality industry.
- Analyze trends, issues and challenges that affect tourism and hospitality industry at local and global levels.
- Analyze the role and importance of customer service from both a consumer and business perspective in the tourism and hospitality industry.
- Apply destination branding and marketing strategies.
- Evaluate the hospitality industry including the meetings/convention industry in terms of organization, management and pertinent issues facing each segment.
- Apply the dynamics of group decision-making, and improve problem solving abilities.
- Apply communication skills in oral and written form.

## Course Requirements:

Classes will consist of case study analysis, lectures, and discussions.

- 1) Readings will be assigned throughout the semester and it is important to keep up with the assigned readings to enhance your understanding of the course content. Also, it is recommended for students to read additional materials such as hospitality/tourism industry and trade publications, and academic journals.
- 2) Assignments (in and out-of-class) including case study papers will be given during the semester. Students may select their own interested cases per the instructor's approval.
- 3) Exams will not be administered for this course, except for the final which will be a take-home individual case study analysis assignment. In addition, numerous group and individual case study analysis and papers will be used to evaluate performance.
- 4) Participation in class is highly recommended and encouraged to facilitate ideas and concepts.

## Cases and Assignments:

T&H Business Analysis [300 points] - **Option one** -

- a. \_\_\_\_\_ State Tourism Division, Visitors Bureau (e.g., Visit Florida, etc.)
- b. Incredible \_\_\_\_\_ (destinations/attractions)
- c. Film Tourism and Destination Brand
- d. Strengthening the Brand with Digital Marketing
- e. Business Model Development and Future Challenges
- f. Cruise-line Tourism, Dark Tourism, Historic Tourism, Space Tourism, and Others

Cases will be analyzed in teams (4 members or individual) and each team will be responsible for the following:

- Analyze ONE out of *two* Options and deliver written analysis which is to be submitted on the designated day.
- Team Written analysis is limited to **5 single-spaced typewritten pages**, excluding appendices which are limited to 4 pages.
- An update of the case since it was written. New information can be accessed through various medias, such as the internet and other publication outlets.
- Although each team will be responsible for two written presentations, all students are required to read. Students may also choose conduct the two cases individually per the instructor's approval.
- More details about the Case Studies will be communicated in class.

**Option two** - T&H Business Analysis: Decision Making Cases (300 points) – Assignment/  
Case Your selected lodgings, restaurants, events/festivals, airlines/cruise-lines, or attractions:

- a. Strategic Plan to Improve Guest Service
- b. Profits, Promises, Problems, People, and Partnerships (beyond 4Ps)
- c. Develop an Initial Marketing Plan
- d. Owners of \_\_\_\_\_: Expansion Plan to Bankers
- e. Consultants for \_\_\_\_\_: Overall Recommendations to the Owners; or
- f. Manager of \_\_\_\_\_: Develop a Marketing Plan for the All-Suite Property

Individual Assignments (up to 3 single-spaced typewritten pages/each assignment):

- a. Destination Management Organizations – Website Assessment  
[e.g., National Tourism Organization, State Tourism Organization, Convention and Visitor Bureau.]; or

- b. Impacts of Pandemics on tourism and hospitality – Short Case Analysis.

Individual Analysis: Contemporary Trends & Issues (Final Paper)

- What factors or trends currently influences or will have a future impact in the hospitality and tourism industry? Factors or trends that might be considered include demographic trends, such as changes in the age structure of the population, technology use, health safety, AI/robotics, emerging destination source markets, etc.
- For this assignment, you must identify one factor or trend and discuss its potential to influence the hospitality and tourism industry. You can use more than one factor if it helps to justify the impact. The paper is limited to a maximum of 6 single-spaced pages, and should utilize citations from academic journals. More details about this assignment will be communicated in class.

Individual Analysis: Choose *One* Case Study (300 points):

- a. Globalization of \_\_\_\_\_
- b. Singapore's 'Crazy Rich Asians' Experience of City Branding
- c. Extraordinary Journeys: \_\_\_\_\_
- d. Trip Advisor
- e. Artificial Intelligence Applications and Robotics in Tourism and Hospitality

**Course Evaluation:**

- Case Study Written Paper (Deadlines: 9/28) 300
- Open Forum Discussion (on Thursdays from Weeks 1 -7) 140
- Individual Assignment [based on an in-class exercise/  
group discussions]
  - DMOs Website Assessment (Deadline: 9/7) 60
- Individual Paper - Contemporary Trends & Issues (Deadline: 10/12) 300

<b>TOTAL POINTS</b>	<b>800</b>
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**Grading Scale**

UF grading scale will be used <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

In accordance, a student’s overall performance in this course will be graded as follows:

A = 93% & above;	A- = 90% to 92.99%;	B+ = 87% to 89.99%;	B = 83% to 86.99%;
B- = 80% to 82.99%;	C+ = 77% to 79.99%;	C = 73% to 76.99%;	C- = 70% to 72.99%;
D+ = 67% to 69.99%;	D = 63% to 66.99%;	D- = 60% to 62.99%;	E = Below 60%

The assignments will be used to assess the student’s academic standing in this course. Late assignments will not be accepted for credit unless arrangements have been made with the instructor prior to the due date for that particular assignment. Failure to make prior arrangements may result in rejection of work submitted late as rescheduling/accepting assignments is at the discretion of the instructor. Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

**ATTENDANCE AND CLASS PARTICIPATION POLICY:** Wearing face masks are recommended in the classroom. Student's attendance and participations will be graded through joining the class's live discussions and canvas's discussion board and entering your thoughts. On Tuesdays, the instructor will be in class to deliver lectures and lead learning activities. On Thursdays, the instructor will facilitate classroom discussions and have industry leaders in tourism and hospitality to talk about very timely subjects that are pre-recorded or in-person. Please see the grading rubric listed in the GRADING section of this syllabus. Do check your Canvas post and class announcement. Reach out to your instructor for guidance and direction always.

**PERSONAL CONDUCT POLICY:** Students are expected to exhibit behaviors that reflect highly upon themselves and our University. UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult the instructor in this class.

**MAKE-UP POLICIES FOR MISSED ASSIGNMENTS:** A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. If you have an illness, family emergency or death, please contact the Dean of Students Office ([www.dso.ufl.edu](http://www.dso.ufl.edu)) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment (<https://care.dso.ufl.edu/instructor-notifications/>). The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

**ACCOMMODATING STUDENTS WITH DISABILITIES:** Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their Get Started page at <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.

**COURSE EVALUATIONS:** Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

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**Course Schedule (*Subject to Change*)**

**WEEK 1**

**August 27**

- Introduction to the Course

**August 29**

- Foundations of Tourism & Hospitality
- Research in Tourism & Hospitality

**WEEK 2**

**Sept. 03**

- Artificial Intelligence/Data Analytics in Tourism & Hospitality

**Sept. 05**    [https://youtu.be/a-8G\\_aYPrEo](https://youtu.be/a-8G_aYPrEo)

- AI/Data Science in Hospitality and the Future
- Individual Assignment Due: Tourism Organizations Website Research

**WEEK 3**

**Sept. 10**

- CEO Speaker: Leading the Present and Future of the Tourism and Hospitality Industries Through Authentic Leadership and Insightful Business Perspectives

**Sept. 12**    - <https://youtu.be/GEthvT32Euc>

- Consumer Insights and Strategic Marketing: Experiences & Perceptions from Leaders on Theme Park and Transportation Industries

**WEEK 4**

**September 17**

*Strategic Management and Branding in Tourism and*

*Hospitality* **September 19**

<https://youtu.be/8nLKGpogJsI>

- *Visitor/Customer Insights & Strategic Marketing from Branding Perspectives*
- *From Green to Gold | From Smart to Great*

**WEEK 5**

**September 24**    **T&H Business Analysis Due**

T&H, Events and Festivals: Opportunities and Challenges

**September 26**

<https://youtu.be/72T3ug86S8I>

- Super Bowl LV Leaves Historic Legacy in Tampa Bay

**WEEK 6      Oct. 1**

**You are in charge: Opportunities and Challenges in Tourism, Hospitality and Event Industries**

About your final project: Trends and Needs of Tourism and Hospitality Industries

- Strategic Plan to Improve Guest Service
- Profits, Promises, Problems, People, and Partnerships (beyond 4Ps)
- Develop an Initial Marketing Plan... and more

**Oct. 3                      <https://youtu.be/VCdKg-RZxYg>**

- From Gainesville to the White House - Celebrations through Events
- Beyond Event Planning and Management

**WEEK 7      October 8**

Concurrent Cases in Tourism and Hospitality Business Sectors  
Case Study Paper

**October 10**

Critical Thinking, Solutions, and Revolutions in Tourism, Hospitality and Event Industries

- Course Wrap-up

**Individual final report Due 11:59 pm EST on Oct. 5 [see (4) Individual cases on Page 4]:**

Individual Case Study Paper – Choose One Case Only (Final)

- Globalization of \_\_\_\_\_
- Singapore's 'Crazy Rich Asians' Experience of City Branding
- Extraordinary Journeys: \_\_\_\_\_
- Trip Advisor; or
- Artificial Intelligence / Robotics in Tourism & Hospitality

**Health and Wellness**

**U Matter, We Care:** If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575  
Counseling and Wellness Center: <https://counseling.ufl.edu/>, 352-392-1575 Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161 University Police Department, 392-1111 (or 9-1-1 for emergencies) <http://www.police.ufl.edu/>

**Academic Resources**

E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu).  
<https://lss.at.ufl.edu/help.shtml>

Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu/>  
**Library Support**, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>