

Smart Cities, Attractions, and Theme Parks

HFT4746 | Class # 25535 | 3 Credits | Spring 2023

HMG 6740 | Class # 25572 | 3 Credits | Spring 2023

UF Department of Tourism,
Hospitality and Event Management
College of Health and Human Performance
UNIVERSITY of FLORIDA

Connect with HHP



Course Info

INSTRUCTOR

Yao-Chin Wang, Ph.D., MBA, CHIA
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Preferred Method of Contact: Email

DEPARTMENT CHAIR

Rachel Fu, Ph.D., Professor
FLG 242
Email: racheljuichifu@ufl.edu

OFFICE HOURS

Wednesday: 3:00 PM - 4:00 PM

MEETING TIME/LOCATION

FLG 0220 M period 3 (9:35 AM - 10:25 AM)
FLG 0220 W period 3 (9:35 AM - 10:25 AM)
FLG 0220 F period 3 (9:35 AM - 10:25 AM)

TEACHING ASSISTANT

Yue (Darcy) Lu, Ph.D. Student

Office Location: FLG 206C

Email: yuelu@ufl.edu

Office Hours: Monday 1:00 PM - 2:00 PM

COURSE DESCRIPTION

The goal of this course is to provide a foundation for understanding the linkages between technology, marketing, analytics, and the design of tourism places. The course prepares students to think critically about the relationships between technology, traveler behavior, and the travel industry. Further, the course encourages

students to think creatively about how to design new functions of the tourism system with a particular focus on sustainable, safe, and healthy environments using latest developments in Artificial Intelligence (AI) and Data Science. The course encourages students to consider the future of tourism and how these new smart technologies will shape it.

Student Learning Outcomes (SLOs):

SLO 1. Compare and contrast major theoretical approaches, opportunities, and issues in both artificial intelligence and data analytics.

- Assessment: Field Analysis: Group Presentation
- Assessment: Class Engagement

SLO 2. Analyze the theoretical and practical cases between traveler behaviors and industries, evaluate various major global AI's forces.

- Assessment: Case Story Presentation
- Assessment: Analytical Presentation on Cases

SLO 3. Apply concepts to explain current and future opportunities and challenges in travel and tourism and related businesses such as lodging and resorts, food safety and restaurant management, transportation systems, and tourism-based community studies, various approaches to analyzing and addressing these issues through AI.

- Assessment: Individual Report
- Assessment: Final Individual Project Report

SLO 4. Formulate and develop future AI products and services by applying different data types, research findings, and theoretical concepts to meet the needs of locals [residents] and non-locals [visitors] through business analytics perspectives.

- Assessment: Final Individual Project Report

SLO 5. Critique the current academic knowledge in AI applications in tourism, hospitality, and events and suggest future directions for research and theory development.

- Assessment: Final Individual Project Report

REQUIRED AND RECOMMENDED MATERIALS

Harvard Business School Cases:

Please complete purchase of 10 Harvard Business School Cases selected by Dr. Wang by 1/23/2023. All students in HFT 4746 and HMG 6740 are required to individually purchase a copy of the cases, which cannot be shared to others due to copyright issues.

Student Purchase Link:

<https://hbsp.harvard.edu/import/989525>

Price: \$42.50

COURSE FORMAT

This is an in-person class. All students are expected to attend class during class hours in-person. Students have to individually earn class engagement points via replying questions for each class dates.

COURSE LEARNING OBJECTIVES:

By the end of this course, students will be able to:

- Describe the linkages among technology, marketing, analytics, and the design of tourism places.

- Discuss design science in tourism.
- Identify and classify the various components of smart tourism cities, attractions, and theme parks.
- Describe, compare, and contrast the range of tools used to measure and design smart destinations and attractions.
- Integrate smart design within concepts of environmental sustainability, personal well-being, and quality of life.
- Explain and demonstrate the usefulness of smart design in supporting touristic experiences.

Course & University Policies

ATTENDANCE POLICY

Attendance is required all dates of this class. Class engagement points will be completed through your in-person class attendance.

PERSONAL CONDUCT POLICY

All students are expected to uphold the Honor Code: *“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”*

“The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty.”

The following pledge will be either required or implied on all work: *“On my honor, I have neither given nor received unauthorized aid in doing this assignment”*

It is the duty of the student to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances, which may facilitate academic dishonesty.

ACADEMIC HONESTY

The plagiarism and other violations of the academic honesty will be punished with 0% grade for the assignment. Additionally, after the second incident the offender will be reported to the head of department and/or graduate school for sequential actions. The UF defines plagiarism in the following way

(<https://www.dso.ufl.edu/sccr/process/studentconduct-honor-code>):

“(a) Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- 1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.*
- 2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.”*

EXAM MAKE-UP POLICY

Follow closely the course logistics with respect to submission of your work. All deadlines posted on Canvas follow the **Eastern Time Zone** time. A minor sickness or a short travel will not be considered an excuse for not returning the assignments and tests. It will be possible to take make-up quizzes or exams missed due to a medical reason (confirmed by a doctor) or an unforeseen family emergency. It is the student’s responsibility to provide documentation **within one week of the missed date** via email to the instructor.

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/>.

Getting Help

HEALTH & WELLNESS

- U Matter, We Care: If you or a friend is in distress, please contact 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. <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/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>

INCLUSION, DIVERSITY, EQUITY, AND ACCESSIBILITY RESOURCES

For suggestions or concerns related to IDEA, please reach out to: <http://hnp.ufl.edu/about/idea/>

Grading

Assignments and Evaluation

The total grade (0-100%) will be a combination of the grades in the following categories:

1. Class Engagement (30%)
2. Field Analysis [Group] (10%)
3. Case Story Presentation [Group] (10%)
4. Analytical Presentation on Cases [Group] (30%)
5. Individual Report (5%)
6. Final Individual Project Report (15%)

Criteria for Grading:

Category	Points
Class Engagement (30%)	300 points
Field Analysis (10%)	100 points
Case Story Presentation (10%)	100 points
Analytical Presentation on Cases (30%)	300 points
Individual Report (5%)	50 points
Final Individual Project Report (15%)	150 points
Total	<u>1,000 points</u>

The final percentage points are translated into the letter grades as follows:

Grade	% (Grade Point)	Grade	% (Grade Point)	Grade	% (Grade Point)
A	93 - 100 (4.0)	B-	80 - 82.99 (2.67)	D+	67 - 69.99 (1.33)
A-	90 - 92.99 (3.67)	C+	77 - 79.99 (2.33)	D	63 - 66.99 (1.0)
B+	87 - 89.99 (3.33)	C	73 - 76.99 (2.0)	D-	60 - 62.99 (0.67)
B	83 - 86.99 (3.0)	C-	70 - 72.99 (1.67)		

Note: Score below 60 constitutes a failing grade. If you noticed a scoring error in your quiz or homework, please notify the instructor **within one week from the day your work was graded**. No issues regarding scoring will be reviewed beyond this one-week period.

Group:

Groups will be randomly assigned by Dr. Wang. Each group should elect their own group leader. In Spring 2023, undergraduate students (HFT 4746) will be sorted into 4 groups.

Graduate students should conduct all assignments individually. Therefore, the Criteria for Grading for graduate students (HMG 6740) is:

1. Class Engagement (30%)
2. Field Analysis (10%)
3. Case Story Presentation (10%)
4. Analytical Presentation on Cases (30%)
5. Individual Report (5%)
6. Final Individual Project Report (15%)

Class Engagement (30%):

Class Engagement will be counted on all course dates. All absences, including those due to religious observance or representation of official university approved trips, *must be arranged in advance* with Dr. Wang. It will be possible to earn attendance points missed due to a medical reason (confirmed by a doctor) or an unforeseen family emergency. It is the student's responsibility to provide documentation within one week of the missed date via email to Dr. Wang.

Field Analysis (10%)**Analytical Presentation on Cases (30%)**

Each group will present Field Analysis and Analytical Presentation on Cases in this semester.

Grading Criteria:

- 20% Visual and Oral Presentation
- 50% Information Analysis
- 30% Insightful Explanation

Case Story Presentation (10%)

Each group will be assigned to present case stories in this semester.

Grading Criteria:

- 30% Creativity: Overall creativity and innovation of the proposed design.
- 50% Content: Quality and depth of understanding of the touristic experience. Clear, concise, and well-structured discussion of proposed design in terms of experiences supported, expected outcomes, etc.
- 20% Overall Impression: Quality of presentation in terms of appearance, pace of delivery, visual appeal of the presented poster, and time management.

Individual Report (5%)

Topics will be assigned in class. In these reports, students will respond to the topics using a maximum of 500 words (typewritten, single space, 1-inch margin on all sides, Times New Roman, size 12) discussing the topic at hand. Each report is expected to directly reference information obtained from class discussions, readings provided in the course, as well as other materials obtained outside of normal class operation. Each report should summarize these materials and include a personal assessment by the student regarding its “impact – role – relationship” within the tourism system (destinations, attractions, and theme parks).

Grading Criteria:

- 30% Creativity: Overall creativity and innovation of the proposed design.
- 50% Content: Quality and depth of understanding of the touristic experience. Clear, concise, and well-structured discussion of proposed design in terms of experiences supported, expected outcomes, etc.
- 20% Overall Impression: Quality of presentation in terms of appearance, pace of delivery, visual appeal of the presented poster, and time management.

Final Individual Project Report (10%)

The Topic for Final Individual Project Report will be announced at the end of this semester. Students will respond to the topic using a maximum of 2 pages (free format; page limit includes everything and tables/figures) discussing the topic at hand.

Grading Criteria:

- 30% Creativity: Overall creativity and innovation of the proposed design.
- 50% Content: Quality and depth of understanding of the touristic experience. Clear, concise, and well-structured discussion of proposed design in terms of experiences supported, expected outcomes, etc.

- 20% Overall Impression: Quality of presentation in terms of appearance, pace of delivery, visual appeal of the presented poster, and time management.

Levels of Grading Criteria for Field Analysis (10%), Case Story Presentation (10%), Analytical Presentation on Cases (30%), Individual Report (5%), and Final Individual Project Report (15%):

1. **90-100%: Excellent.** Excellent, scholarly, and advanced college-level work. Original, insightful ideas, in-depth discussion. Well organized and structured. Very good grammar, careful formatting.
2. **80-90%: Good.** Good college-level work that well exceeds minimal requirements. Original, well organized. Good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.
3. **70-80%: Satisfactory.** Average work. Assignment is not carefully thought through and/or presentation is not cohesive. Improvement is needed on depth, originality of thought, structure, and presentation.
4. **60-70%: Marginal.** Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.
5. **Below 60%: Failure.** Assignment is not submitted or incomplete.

Weekly Course Schedule

The following course outline is *tentative*. Any changes to this outline will be announced in class and on Canvas. It is the student's responsibility to note the changes.

Monday: 9:35 AM - 10:25 AM (Room: FLG 0220)
Wednesday: 9:35 AM - 10:25 AM (Room: FLG 0220)
Friday: 9:35 AM - 10:25 AM (Room: FLG 0220)

WEEKLY SCHEDULE

DATE	Module	TOPIC	Note
1/9 M	Orientation	Introduction & Syllabus	
1/11 W	Applications	Design science, design thinking and smart tourism systems	Smart Applications in Cities, Attractions, and Theme Parks
1/13 F			Augmented Reality <i>Pokémon GO play at UF Campus</i>
1/16 M Holiday			
1/18 W	Applications	Design science, design thinking and smart tourism systems	Field analysis 1: <i>SeaWorld Orlando's New Official Park App</i>
1/20 F			Field analysis 1: Undergraduate group presentation
1/23 M			Field analysis 1: Graduate student presentation

1/25 W			Field analysis 2: <i>Disney Genie</i>
1/27 F			<i>Rules and Assignments for Case story presentation #1-10</i> Analytical presentation #1-10
1/30 M			Field analysis 2: Undergraduate group presentation
2/1 W	<i>Case 1:</i>		Field analysis 2: Graduate student presentation
2/3 F	<i>Ctrip: Transforming Travel and Tourism</i>		Case story presentation #1
2/6 M			Analytical presentation #1
2/8 W			Analytical presentation #1
2/10 F	<i>Case 2: Uber: Competing Globally</i>	Destinations/places as complex systems	Case story presentation #2
2/13 M			Analytical presentation #2
2/15 W			Analytical presentation #2
2/17 F	<i>Case 3: PropertyGuru: Driving AI Powered Real Estate</i>	Data science at work (and barriers to use)	Case story presentation #3
2/20 M			Analytical presentation #3
2/22 W			Analytical presentation #3
2/24 F	<i>Case 4: MGM Resorts International in 2018: Time for Another Reinvention</i>	Tourism System Level I: Travelers and travel behavior	Case story presentation #4
2/27 M			Analytical presentation #4
3/1 W			Case story presentation #5
3/3 F	<i>Case 5: Tristar Hotel Group: Customer Satisfaction and Technology Adoption</i>		Analytical presentation #5
3/6 M			Analytical presentation #5
3/8 W			Case story presentation #6
3/10 F	<i>Case 6: JetBlue Technology Ventures: Bringing External Innovation in House</i>	Tourism System Level II: Tourism businesses – organizations	Analytical presentation #6
3/13-3/17 SPRING BREAK			
3/20 M	<i>Case 6: JetBlue Technology Ventures: Bringing External Innovation in House</i>	Tourism System Level II: Tourism businesses – organizations	Analytical presentation #6
3/22 W	<i>Case 7: Marriott International: The Next 90 Years</i>		Case story presentation #7
3/24 F			Analytical presentation #7
3/27 M		Analytical presentation #7	
3/29 W	<i>Case 8: The Walt Disney Company</i>	Tourism System Level III: Tourism attractions	Case story presentation #8
3/31 F			Analytical presentation #8
4/3 M			Analytical presentation #8

4/5 W	Individual report: Topic announcement		
4/7 F	Individual report: Video 1		
4/10 M	Individual report: Video 2		
4/12 W	<i>Case 9: Smart City Strategy: Amsterdam, Barcelona, and Atlanta</i>	Designing smart places	Case story presentation #9
4/14 F			Analytical presentation #9
4/17 M			Analytical presentation #9
4/19 W	<i>Case 10: Panda Base: Digital Transformation for Wildlife Conservation</i>	Designing for sustainability, quality- of- life and resilience	Case story presentation #10
4/21 F			Analytical presentation #10
4/24 M			Analytical presentation #10
4/26 W	Future	Future of smart tourism	
<i>4/28 Reading Day</i>			
5/4/2023: Final Individual Project Report			
INDIVIDUAL SUBMISSION DUE: 3:30 PM, 5/4/2023 (Thursday)			