

Summer 2023

**HFT 4746 - Smart Cities, Attractions, and Theme Parks**  
**Class #:18908, Section: 22YC**

**Department of Tourism, Hospitality and Event Management**  
**College of Health and Human Performance**  
**University of Florida**

**INSTRUCTOR**

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**DEPARTMENT CHAIR**

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**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
- Assessment: Group Analytical Report on Cases

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

- Assessment: Group Analytical Report 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

### **Course 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.

### **Required Course Materials**

Harvard Business School Cases:

Please complete purchase of 10 Harvard Business School Cases selected by Dr. Wang by **5/17/2023**. All students in HFT 4746 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/1046843>

Price: \$42.50

### **Assignments and Evaluation**

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

1. **Individual Canvas Discussions Post (10%)**
2. **Field Analysis: Group Report (10%)**
3. **Group Analytical Report on Cases (70%)**
4. **Final Individual Project Report (10%)**

### Criteria for Grading:

Category	Points
[Module 1] Individual Canvas Discussions Post (10%)	100 points
[Module 2] Field Analysis: Group Report (10%)	100 points
[Module 3-12] Group Analytical Report on Cases (70%)	700 points (70 points * 10)
[Module 13] Final Individual Project Report (10%)	100 points
<b>Total</b>	<b><u>1,000 points</u></b>

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

Grade	% (Grade Point)	Grade	% (Grade Point)	Grade	% (Grade Point)
<b>A</b>	93 - 100 (4.0)	<b>B-</b>	80 - 82.99 (2.67)	<b>D+</b>	67 - 69.99 (1.33)
<b>A-</b>	90 - 92.99 (3.67)	<b>C+</b>	77 - 79.99 (2.33)	<b>D</b>	63 - 66.99 (1.0)
<b>B+</b>	87 - 89.99 (3.33)	<b>C</b>	73 - 76.99 (2.0)	<b>D-</b>	60 - 62.99 (0.67)
<b>B</b>	83 - 86.99 (3.0)	<b>C-</b>	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 automatically by Canvas. Each group should elect their own group leader by **5/17/2023**. You will work with the SAME group in “[Module 2] Field Analysis: Group Report (10%)” and “[Module 3-12] Group Analytical Report on Cases (70%).” Each group will have its own collaboration space inside Canvas to work on the Analytical Reports.

### [Module 1] Individual Canvas Discussions Post (10%)

**Deadline: 11:59pm, 5/21/2023**

Each student will need to make a Canvas discussions post to answer the 2 questions:

- *Question 1: How does Pokémon GO enrich your understanding and discovery on the city or town where you live?*
- *Question 2: What aspects of the articles did you find applied to your experience playing Pokémon GO? Explain your answer with specifics from the articles.*

### [Module 2] Field Analysis: Group Report (10%)

**Deadline: 11:59pm, 5/21/2023**

Each group will submit Field Analysis once in Module 2. Questions for analysis are mentioned in the lecturer video of Module 2. Each group will respond to the questions using a maximum of 10 pages (PDF file, free format; page limit includes everything and tables/figures) discussing the topic at hand.

### Questions on SeaWorld Orlando:

- PEST for the APP
- SWOT for the APP
- STP for the APP
- Summary of actions done for App on: Introduction and Public Relations
- Summary of actions done for App on: App Improvement and Learn from Users

- Summary of actions done for App on: Serving the Special Needs of Users
- Future areas for improvement on the App

***Questions on Disney Genie:***

- Please propose 3 functions feasible to be added into Disney Genie to improve visitors' perceived Destination Fascination at Disney.
- Please propose 3 functions feasible to be added into Disney Genie to improve visitors' perceived Festival Gamification in events at Disney.
- Please propose 3 functions with Immersive Experience Design feasible to be added into Disney Genie.

**Grading Criteria:**

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

**[Module 3-12] Group Analytical Report on Cases (70%)**

Each group will submit Analytical Report on Cases for 10 times in this semester. Questions for analysis are mentioned at the end of the lecturer videos of the 10 cases (Module 3-12). Each group will respond to the questions using a maximum of 10 pages (PDF file, free format; page limit includes everything and tables/figures) discussing the topic at hand.

- Group Analytical Report on Case 1 **Deadline: 11:59pm, 5/28/2023**
- Group Analytical Report on Case 2 **Deadline: 11:59pm, 6/4/2023**
- Group Analytical Report on Case 3 **Deadline: 11:59pm, 6/11/2023**
- Group Analytical Report on Case 4 **Deadline: 11:59pm, 6/18/2023**
- Group Analytical Report on Case 5 **Deadline: 11:59pm, 7/2/2023**
- Group Analytical Report on Case 6 **Deadline: 11:59pm, 7/9/2023**
- Group Analytical Report on Case 7 **Deadline: 11:59pm, 7/16/2023**
- Group Analytical Report on Case 8 **Deadline: 11:59pm, 7/23/2023**
- Group Analytical Report on Case 9 **Deadline: 11:59pm, 7/30/2023**
- Group Analytical Report on Case 10 **Deadline: 11:59pm, 8/6/2023**

**Grading Criteria:**

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

**[Module 13] Final Individual Project Report (10%)**

**Deadline: 11:59pm, 8/10/2023**

The Topic for Final Individual Project Report is explained in Module 13. Students will respond to the topic using a maximum of 2 pages (PDF file, 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: Group Presentation (10%), Case Story Presentation (10%), Analytical Presentation on Cases (30%), Individual Report (5%), and Final Individual Project Report (10%):**

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.

### **Honorlock Quiz and Exam Proctoring Information:**

Honorlock will proctor your quizzes and examinations this semester. Honorlock is an online proctoring service that allows you to take your exam from the comfort of your home. You DO NOT need to create an account, download software or schedule an appointment in advance. Honorlock is available 24/7 and all that is needed is a computer, a working webcam, and a stable internet connection.

To get started, you will need Google Chrome and to download the Honorlock Chrome Extension. You can download the extension at [www.honorlock.com/extension/install](http://www.honorlock.com/extension/install)

When you are ready to test, log into Canvas/E-Learning, go to your course, and click on your exam. Clicking launch Proctoring will begin the Honorlock authentication process, where you will take a picture of yourself, show your ID, and complete a scan of your room. Honorlock will be recording your exam session by webcam as well as recording your screen. Honorlock also has an integrity algorithm that can detect search-engine use, so please do not attempt to search for answers, even if it's on a secondary device.

Honorlock support is available 24/7/365. If you encounter any issues, you may contact Honorlock by live chat, phone (844-243-2500), and/or email ([support@honorlock.com](mailto:support@honorlock.com))

## Class Policies

- **Late assignment submission, missing a quiz or an exam**

Follow closely the course logistics with respect to submission of your work. All deadlines follow the **Eastern Time Zone** time.

### 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.

- **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.”*

Further, each student is expected to abide by 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” (<https://www.dso.ufl.edu/sccr/process/studentconduct-honor-code/>). Please refer to the abovementioned Honor Code for a complete explanation of the University of Florida Academic Honesty Policy.

## Getting Help

### HEALTH & 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 opti on 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://hhp.ufl.edu/about/idea/>

#### **Mental Health Support: Kognito**

- Gatekeeper Workshop & Collegiate Mental Health <https://www.youtube.com/watch?v=ultGyp1KTIU>
- 30 min training for students <https://counseling.ufl.edu/resources/kognito/> (Optional)
- Counseling and Wellness Center [www.counseling.ufl.edu](http://www.counseling.ufl.edu)  
3190 Radio Road & 4th Floor Peabody Hall Phone: 352-392-1575

#### **Special Accommodations**

Students requesting special classroom accommodations must first register with the Dean of Students Office. Please let the instructor know your needs **during the first week of the course**.

#### **Teaching Evaluations**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

## COURSE OUTLINE

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.

Week	Module	Topics	Assignments
<b>Week 1</b> <u>5/15-5/19</u>	M0	Instructor and Course Introduction	
	M1	Smart Applications in Cities, Attractions, and Theme Parks	<b>Individual Canvas Discussions Post</b> <b>Deadline: 11:59pm, 5/21/2023</b>
	M2	SeaWorld Orlando's New Official Park App Disney Genie	<b>Field Analysis: Group Report</b> <b>Deadline: 11:59pm, 5/21/2023</b>
<b>Week 2</b> <u>5/22-5/26</u>	M3	Case 1: Ctrip: Transforming Travel and Tourism	<b>Group Analytical Report on Case 1</b> <b>Deadline: 11:59pm, 5/28/2023</b>
<b>Week 3</b> <u>5/30-6/2</u>	M4	Case 2: Uber: Competing Globally	<b>Group Analytical Report on Case 2</b> <b>Deadline: 11:59pm, 6/4/2023</b>
<b>Week 4</b> <u>6/5-6/9</u>	M5	Case 3: PropertyGuru: Driving AI Powered Real Estate	<b>Group Analytical Report on Case 3</b> <b>Deadline: 11:59pm, 6/11/2023</b>
<b>Week 5</b> <u>6/12-6/16</u>	M6	Case 4: MGM Resorts International in 2018: Time for Another Reinvention	<b>Group Analytical Report on Case 4</b> <b>Deadline: 11:59pm, 6/18/2023</b>
<b>Week 6</b> <u>6/19-6/23</u>	M7	Case 5: Tristar Hotel Group: Customer Satisfaction and Technology Adoption	<b>Group Analytical Report on Case 5</b> <b>Deadline: 11:59pm, 7/2/2023</b>
<b>Week 7</b> <u>7/3-7/7</u>	M8	Case 6: JetBlue Technology Ventures: Bringing External Innovation in House	<b>Group Analytical Report on Case 6</b> <b>Deadline: 11:59pm, 7/9/2023</b>
<b>Week 8</b> <u>7/10-7/14</u>	M9	Case 7: Marriott International: The Next 90 Years	<b>Group Analytical Report on Case 7</b> <b>Deadline: 11:59pm, 7/16/2023</b>
<b>Week 9</b> <u>7/17-7/21</u>	M10	Case 8: The Walt Disney Company	<b>Group Analytical Report on Case 8</b> <b>Deadline: 11:59pm, 7/23/2023</b>
<b>Week 10</b> <u>7/24-7/28</u>	M11	Case 9: Smart City Strategy: Amsterdam, Barcelona, and Atlanta	<b>Group Analytical Report on Case 9</b> <b>Deadline: 11:59pm, 7/30/2023</b>
<b>Week 11</b> <u>7/31-8/4</u>	M12	Case 10: Panda Base: Digital Transformation for Wildlife Conservation	<b>Group Analytical Report on Case 10</b> <b>Deadline: 11:59pm, 8/6/2023</b>
<b>Week 12</b> <u>8/7-8/11</u>	M13	Future of Smart Tourism: Universal Orlando Resort	<b>Final Individual Project Report</b> <b>Deadline: 11:59pm, 8/10/2023</b>

**Note:** Any changes to this outline will be announced on Canvas and via email. It is the student's responsibility to note the changes.