Spring 2022

HFT 4746/6740 - Smart Cities, Attractions, and Theme Parks

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

Tuesday: 12:50 PM – 2:45 PM (Room: CAR 0100; Hybrid: Zoom)
Thursday: 12:50 PM – 1:40 PM (Room: CAR 0100; Hybrid: Zoom)

INSTRUCTOR
Yao-Chin Wang, Ph.D., MBA, CHIA
Assistant Professor
FLG 186B
Email: wang.yaochin@ufl.edu
Office Hours: by appointment

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

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.

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 1/19/2022. All students in HFT 4746/6740 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/872739
Price: $42.50

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

1. Canvas Discussions Post (10%)
2. Field Analysis: Group Presentation (10%)
3. Teamwork and Contribution on Field Analysis (5%)
4. Case Story Presentation (10%)
5. Analytical Presentation on Cases (30%)
6. Teamwork and Contribution on Cases (20%)
7. Individual Report (5%)
8. Final Individual Project Report (10%)

Criteria for Grading:

Category	Points
Canvas Discussions Post (10%)	100 points
Field Analysis: Group Presentation (10%)	100 points (50 points * 2)
Teamwork and Contribution on Field Analysis (5%)	50 points (25 points * 2)
Case Story Presentation (10%)	100 points (50 points * 2)
Analytical Presentation on Cases (30%)	300 points (30 points * 10)
Teamwork and Contribution on Cases (20%)	200 points (20 points * 10)
Individual Report (5%)	50 points (25 points * 2)
Final Individual Project Report (10%)	100 points
Total	**1,000 points**

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 and will be announced on 1/11/2022. Each group should elect their own group leader on 1/11/2022. In Spring 2022, undergraduate students (HFT 4746) will be sorted into 5 groups.

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

1. Canvas Discussions Post (10%)
2. Field Analysis (15%)
3. Case Story Presentation (10%)
4. Analytical Presentation on Cases (50%)
5. Individual Report (5%)
6. Final Individual Project Report (10%)

Canvas Discussions Post (10%):
Canvas Discussions Post will be counted on all course dates and due by the end of the 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. Based on the task/question announced at the end of slides in our lectures, students must use technological devices to make a post on Discussions on Canvas. *Posts on Canvas will be used as evidence to count your points. It is students' responsibility to make sure their posts are successfully posted on Canvas. Late posts won't be counted.* 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.

Teamwork and Contribution on Field Analysis (5%) &
Teamwork and Contribution on Cases (20%):
A one-page report form will be announced in class to document Teamwork and Contribution. Fail to show up and contribute to your group in Field Analysis and Cases will result in 0 or partial points in (75%), and might be reported by Dr. Wang as academic dishonesty and/or misconduct if the case violates related university policies and rules:

- Field Analysis: Group Presentation (10%)
- Teamwork and Contribution on Field Analysis (5%)
- Case Story Presentation (10%)
- Analytical Presentation on Cases (30%)
- Teamwork and Contribution on Cases (20%)

Case Story Presentation (10%)
Each group will be assigned to present case stories for 2 times in this semester. Details of the presentation rules will be announced in class on 1/11/2022.

Field Analysis: Group Presentation (10%)
Analytical Presentation on Cases (30%)
Each group will present Field Analysis for 2 times and Analytical Presentation on Cases for 10 times in this semester. Details of the presentation rules will be announced in class on 1/11/2022.

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

Individual Report (5%)
2 individual reports will be written covering various topics discussed in class. 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 4 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.

<u>Levels of Grading Criteria</u> 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.

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 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 **<u>within one week</u> of the missed date** via email to the instructor.

- **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."

- **Special Accommodations**

Students requesting special classroom accommodations must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations. 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/.

- **Grade Appeal Policy**

You have up to three (3) days after a grade has been posted to contact me regarding any issues or concerns, after which the grade is final. Grades are based on a point scale and ***will not be rounded***.

- **Honor Code 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.

- **University Policy on Academic Misconduct**

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/.

- **UF Writing Studio**

The UF Writing Studio is a campus resource available for students wanting to become better writers. Students have the opportunity to work one-on-one with a consultant on issues specific to their own particular development. To get more information or schedule and appointment visit: http://writing.ufl.edu/writing-studio/

- **Counseling and Wellness Center**

Phone 352-392-1575, website https://counseling.ufl.edu/; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

- **U Matter, We Care**

The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact

umatter@ufl.edu. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

- **Computing Help Desk**

The UF Computing Help Desk is available to assist students when they are having technical issues. Website https://helpdesk.ufl.edu/

- **Library Help Desk**

The help desk is available to assist students with access to all UF Libraries resources. Website https://uflib.ufl.edu/

COVID-Related Classroom Expectations

In response to COVID-19, the following practices are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of ourselves, our neighbors, and our loved ones.

- **Be kind and courteous to others at all times.**
    - It can be difficult to share space and interact with others when they have a different viewpoint or opinion. But we are GATORS and we pride ourselves on maintaining a campus that values diversity and it is important for us to recognize that only if we work together can we overcome major challenges like this pandemic.

- **If you are not vaccinated, get vaccinated.**
    - Vaccines are readily available at no cost and have been demonstrated to be safe and effective against the COVID-19 virus. Visit this link for details on where to get your shot, including options that do not require an appointment: https://coronavirus.ufhealth.org/vaccinations/vaccine-availability/
    - Students who receive the first dose of the vaccine somewhere off-campus and/or outside of Gainesville can still receive their second dose on campus.

- **You are expected to wear approved face coverings at all times during class and within buildings even if you are vaccinated.**
    - Please continue to follow healthy habits, including best practices like frequent hand washing. Following these practices is our responsibility as Gators.
    - Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
    - Hand sanitizing stations will be located in every classroom.

- **If you are sick, stay home and self-quarantine.**
    - Please visit the UF Health Screen, Test & Protect website about next steps, retake the questionnaire and schedule your test for no sooner than 24 hours after your symptoms began.
    - Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at 352-392-1161 (or email covid@shcc.ufl.edu) to be evaluated for testing and to receive further

instructions about returning to campus. UF Health Screen, Test & Protect offers guidance when you are sick, have been exposed to someone who has tested positive or have tested positive yourself. Visit the UF Health Screen, Test & Protect website for more information.
    - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.
    - If you are withheld from campus by the Department of Health through Screen, Test & Protect you are not permitted to use any on campus facilities. Students attempting to attend campus activities when withheld from campus will be referred to the Dean of Students Office.

- Continue to regularly visit www.coronavirus.UFHealth.org and www.coronavirus.ufl.edu for up-to-date information about COVID-19 and vaccination.

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.

Tuesday: 12:50 PM – 2:45 PM (Room: CAR 0100; Hybrid: Zoom)
Thursday: 12:50 PM – 1:40 PM (Room: CAR 0100; Hybrid: Zoom)

DATE		Module	TOPIC	Note
1/6	Thursday	Orientation	Introduction & Syllabus	*Airbnb Online Experiences*
1/11	Tuesday	Applications	Design science, design thinking and smart tourism systems	Smart Applications in Cities, Attractions, and Theme Parks *& Pokémon GO play at UF Campus*
1/13	Thursday			Field analysis 1: *SeaWorld Orlando's New Official Park App*
1/18	Tuesday			Field analysis 1: group presentation
1/20	Thursday			Field analysis 2: *Disney Genie*
1/25	Tuesday			Field analysis 2: group presentation
1/27	Thursday	*Case 1: Ctrip: Transforming Travel and Tourism*		Case story presentation #1
2/1	Tuesday			Analytical presentation #1
2/3	Thursday	*Case 2: Uber: Competing Globally*	Destinations/places as complex systems	Case story presentation #2
2/8	Tuesday			Analytical presentation #2
2/10	Thursday	*Case 3: PropertyGuru: Driving AI Powered Real Estate*	Data science at work (and barriers to use)	Case story presentation #3
2/15	Tuesday			Analytical presentation #3
2/17	Thursday	*Case 4: MGM Resorts International in 2018: Time for Another Reinvention*	Tourism System Level I: Travelers and travel behavior	Case story presentation #4
2/22	Tuesday			Analytical presentation #4
2/24	Thursday	*Case 5: Tristar Hotel Group: Customer Satisfaction*		Case story presentation #5
3/1	Tuesday			Analytical presentation #5

		and Technology Adoption		
3/3	**Thursday**	*Case 6: JetBlue Technology Ventures: Bringing External Innovation in House*	Tourism System Level II: Tourism businesses – organizations	Case story presentation #6
Spring Break				
3/15	**Tuesday**			Analytical presentation #6
3/17	**Thursday**	*Case 7: Marriott International: The Next 90 Years*		Case story presentation #7
3/22	**Tuesday**			Analytical presentation #7
3/24	**Thursday**	*Case 8: The Walt Disney Company*	Tourism System Level III: Tourism attractions	Case story presentation #8
3/29	**Tuesday**			Analytical presentation #8
3/31	**Thursday**	*Case 9: Smart City Strategy: Amsterdam, Barcelona, and Atlanta*	Designing smart places	Case story presentation #9
4/5	**Tuesday**			Analytical presentation #9
4/7	**Thursday**	*Case 10: Panda Base: Digital Transformation for Wildlife Conservation*	Designing for sustainability, quality- of-life and resilience	Case story presentation #10
4/12	**Tuesday**			Analytical presentation #10
4/14	**Thursday**	Future	Future of smart tourism	Individual report #1
4/19	**Tuesday**			Individual report #2
Final Individual Project Report 4/27/2022			INDIVIDUAL SUBMISSION DUE: 7:30 PM, 4/27/2022 (Wednesday)	