Cover Sheet: Request 13562

HFT4755 Theme Park and Attraction Management

Info

Process	Course|New|Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Dawn Shores dshores@hhp.ufl.edu
Created	1/31/2019 9:12:13 AM
Updated	10/10/2019 9:56:27 AM
Description of request	The Department of Tourism, Recreation and Sport Management is requesting to create a new course, HFT4755 Theme Park and Attraction Management.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Tourism, Recreation and Sport Management 012602000	Stephen Dodd		1/31/2019
No document changes					
College	Approved	HHP - College of Health and Human Performance	Sarah Eberhart		9/13/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			9/13/2019
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 13562

Info

Request: HFT4755 Theme Park and Attraction Management
Description of request: The Department of Tourism, Recreation and Sport Management is requesting to create a new course, HFT4755 Theme Park and Attraction Management.
Submitter: Dawn Shores dshores@hhp.ufl.edu
Created: 10/7/2019 1:13:42 PM
Form version: 6

Responses

Recommended Prefix HFT
Course Level 4
Number XXX
Category of Instruction Advanced
Lab Code None
Course Title Theme Park and Attraction Management
Transcript Title Theme Park & Att Mgmt
Degree Type Baccalaureate

Delivery Method(s) Online
Co-Listing No
Co-Listing Explanation N/A
Effective Term Fall
Effective Year 2020
Rotating Topic? No
Repeatable Credit? No

Amount of Credit 3
If variable, # min 0
If variable, # max 0
S/U Only? No
Contact Type Regularly Scheduled
Weekly Contact Hours 3
Course Description This course provides an in-depth study of the theme park and attraction industry with a focus on management and operations. Specifically, it will examine park design and development, ride and show operations, special events, retail & merchandising, food & beverage, and support services that form the basis of contemporary parks.
Prerequisites LEI3360
Co-requisites N/A
Rationale and Placement in Curriculum There is a strong demand by students for this course, and is also a standard course within hospitality management degree programs. Upon approval, this course will be offered as an elective within the curriculum.
Course Objectives The major goal of the course is to familiarize students with the theme park and attraction industry. The course will focus on the organization and management functions of large attraction and theme park complexes, and will emphasize the application of class material to current industry trends. More specifically, the course's objectives include:

• Develop knowledge of the global theme park and attraction industry, including its classification, trends, characteristics, economic impact, volume, and historical development.
• Review the economic, social and environmental impacts of the theme park and attractions industry.
• Evaluate the necessary phases in the planning, development, Imagineering and design processes of theme parks and attractions.
• Examine the production, systems and delivery of park services such as ticketing, capacity, flow, maintenance, engineering, safety and security.
• Review the various components of the theme park and attraction product, including shows, rides, special events, food services, retail and merchandise and support services.
• Assess the most significant managerial challenges and opportunities in theme park and

attraction operations including organizational structure, leadership and staffing, sales and marketing, leadership, control and performance evaluation.
• 	Describe the major challenges and opportunities in managing and operating theme parks and attractions.
• 	Develop analytical, critical thinking and creative management skills relevant to theme park and attraction industry.
• 	Compute, analyze, and interpret key performance measures and make decisions and planning for the theme park and attraction industry.
• 	Demonstrate and apply theories and concepts as they relate to the various responsibilities of manager at a theme park and attraction industry.

Course Textbook(s) and/or Other Assigned Reading Creating Magic by Lee Cockerell: ISBN 978-0-385-52386
The Customer Rules by Lee Cockerell: ISBN: 978-0-7704-3560-8

Weekly Schedule of Topics Week 1
Introduction to the Course, Instructor, Students, Canvas Site, Syllabus, Schedule, Course Requirements
Module 1 Introduction to Theme Park and Attraction Management   Assignment: Read syllabus, review Canvas site, take syllabus quiz, Post personal introduction video to canvas
Assignments: Read Chapter 1, Perform Module 1 assignment, discussion, quiz 1.
Week 2
Module 2 Classifying Theme Park and Attraction Structure, Trends, Concepts   Assignments: Read Chapter 2, Perform Module 2 assignment, discussion, quiz 2
Week 3
Module 3 Theme Park and Attraction Planning and Development   Assignments: Read Chapter 3, Perform Module 3 assignment, discussion, quiz 3
Week 4
Module 4 Theme Park and Attraction Design and Imagineering Assignments: Read Chapter 4, Perform Module 4 assignment, discussion, quiz 4
Week 5
Module 5 Management, Leadership and Staffing of Theme Parks and Attractions
         Assignments: Read Chapter 5, Perform Module 5 assignment, discussion, quiz 5
Take Exam #1 (Modules 1-5).
Week 6
Module 6 Attraction Food and Beverage Operations
Exam #1 Review   Assignments: Read Chapter 6, Perform Module 6 assignment, discussion, quiz 6
Week 7
Module 7 Theme Park Retail and Merchandising   Assignments: Read Chapter 7, Perform Module 7 assignment, discussion, quiz 7
Week 8
Module 8 Ride, Show and Event Management   Assignments: Read Chapter 8, Perform Module 8 assignment, discussion, quiz 8
Week 9
Module 9 Capacity, Flow, Production and Theme Park Systems Assignments: Read Chapter 9, Perform Module 9 assignment, discussion, quiz 9
Take Exam #2 (Modules 6-9).
Week 10
Module 10 Service Quality, Employee Satisfaction and Customer Experience
Exam #2 Review   Assignments: Read Chapter 10, Perform Module 10 assignment, discussion, quiz 10
Submit Theme Park and Attraction Trends Research Paper
Week 11
Module 11 Attraction Engineering and Maintenance
Research Paper Review   Assignments: Read Chapter 11, Perform Module 11 assignment, discussion, quiz 11
Week 12
Module 12 Theme Park Safety and Security   Assignments: Read Chapter 16 Perform Module 12 assignment and discussion.
Week 13
Module 13 Controlling the Theme Park Operation: Accounting and Finance   Assignments: Read

Chapter 13, Perform Module 13 assignment, discussion, quiz 13
Week 14
Module 14 Attraction Sales, Marketing and Performance Evaluation   Assignments: Read and watch assigned Theme Park special topic readings and videos
Submit Theme Park and Attraction Concept Report
Week 15
Module 15: Theme Park and Attraction Concept Report Reviews   Take Exam #3 (Modules 10, 11, 12, 13, 14)
Week 16
Exam #3 Review - Reading Days

Links and Policies GRADING SCALE AND POLICY: Students are reminded of the university regulations regarding the allocation of grades. A student's overall performance in this subject shall be graded as follows: For more information please refer to the link to the undergraduate catalog web page https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx.

ATTENDANCE, MAKE-UP EXAM AND ASSIGNMENT POLICY: Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.
TECHNICAL DIFFICULTIES AND UF HELP DESK: Online access is your responsibility. If you experience trouble accessing the course or your GatorLink account, or any other relevant issues, please contact the UF Computing Help Desk.
•	Help Desk advisors are usually available 24 hours per day 7 days per week and can be reached via message, email or phone. You must have your UF ID number handy when calling so they can assist you.
•	Please email me immediately if you have any questions or trouble with the technology or content of the course. I will attempt to respond to your emails within 24 business hours of receipt. Please remember to include the course prefix and number in your emails and all correspondence must be presented in a professional manner.

STUDENTS WITH DISABILITIES: The Dean of Students Office provides individualized assistance for students with documented disabilities. Services are based upon student need and impact of their specific disability. There is no requirement for any student to self-identify as having a disability. Students with disabilities requesting accommodations should first register with the Disability Resource Center by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. The Dean of Students Office determines what is and is not appropriate documentation. Examples of accommodations that are available to students include, but are not limited to, registration assistance, approval of reduced course load, course substitutions, classroom and examination accommodations, auxiliary learning aids, additional course drops when disability related, and assistance in other university activities. The designated coordinator for compliance with Section 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) is the Assistant Dean of Students responsible for Students with Disabilities Programs, P202 Peabody Hall, 392-1261 (Voice), or 392-3008 (TDD). https://www.dso.ufl.edu/drc/.
THE UNIVERSITY OF FLORIDA "ACADEMIC INTEGRITY CODE": 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-honorcode/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class. For further information regarding the honor code at the University of Florida, you may also visit the website of the Dean of Students: http://www.dso.ufl.edu/judicial/academic.php
EVALUATION OF INSTRUCTION: "Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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."

CAMPUS RESOURCES

HEALTH AND WELLNESS U MATTER, WE CARE: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

DEAN OF STUDENTS OFFICE: Do you need help resolving a conflict or would you like access to the student code of conduct? Visit the Dean of Students site: https://www.dso.ufl.edu/
COUNSELING AND WELLNESS CENTER: http://www.counseling.ufl.edu/cwc/Default.aspx, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

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

ONLINE COMPUTING HELP DESK AND E-LEARNING SUPPORT SERVICES: E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu.
https://lss.at.ufl.edu/help.shtml.

CAREER CONNECTIONS CENTER: Reitz Union, 392-1601.

LIBRARY SUPPORT: http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.

POLICY ON COURSE SYLLABI: UF, Academic Affairs, February 8, 2016 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 CAMPUS: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

ON-LINE STUDENTS COMPLAINTS: http://www.distance.ufl.edu/student-complaintprocess

ADDITIONAL HELP: If you are having difficulty with the course material, please email the Professor and/or visit the Health and Human Performance Subject Guide at the UF Library:
http://www.uflib.ufl.edu/cm/hhp/hhp.html. Or contact the sport, tourism and recreation subject librarian:
http://apps.uflib.ufl.edu/staffdir/SubjectSpecialist.aspx.

Grading Scheme METHODS OF EVALUATION: The grade in this course will be computed as follows:

Quizzes (13 @ 10 points each) 130 points   23%
Discovery Learning Exercises (13 @ 10 points each)

130 points   23%
Discussion Board Participation Assignments (13 @ 5 points each)

65 points   11%
Exams (3 @ 50 points)

150 points   26%
F&B Concept Project (1 @ 100 points)

100 points   17%
Total

575 points   100%
** [Specific details about the assignments are provided in the course canvas site]

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A = 94-100   C+ = 77-79.99   D+ = 67-69.99
A- = 90-93.99   C = 74-76.99   D = 64-66.99
B+ = 87-89.99   C- = 70-73.99   D- = 60-63.99
B = 84-86.99   E = 0-59.99
B = 80-83.99

Instructor(s) To be Determined.

Theme Park and Attractions Management Group Project Grading Rubric – HFT 4XXX					
	Percentage Scale:	0.00 – 69.49%	69.50 – 82.49%	82.50 – 89.49%	89.50 - 100%
	%	**Below Standard**	**Approaching Standard**	**At Standard**	**Exceeds Standard**
Introduction, Concept Description and Background • Proper Cover Page, TOC • Effective executive summary • The concept is clearly introduced and background of your business provided - where did your idea come from, the genesis, company summary and ownership structure • The management, staffing and service was clearly defined and explained - your executive team, background and roles and responsibilities • Describes the business objectives - states want to accomplish as a business including, but not limited to, commonly used industry key performance measures, financial health, quality and service expectations, corporate social responsibility, etc., • The company vision, mission and values statements are clearly defined and appropriate	15%	Shows little understanding and definition of the concept, management and organization, business strategy, objectives and guidance Executive summary missing or poorly constructed Offers few examples of proposed objectives and statements	Shows some understanding and definition of the concept, management and organization, business strategy, objectives and guidance Executive summary inadequate Offers some examples of proposed objectives and statements	Shows adequate understanding and definition of the concept, management and organization, business strategy objectives and guidance Executive summary adequate Offers adequate examples of proposed objectives and statements	Shows superior understanding and definition of the concept, management and organization, business strategy, objectives and guidance Effective Executive Summary Offers many examples of proposed objectives and statements
Products and Services Mix • The concept products and services mix is clearly and creatively defined and described • Clear description of the experience customers will have - the look, feel, culture, and climate, Images and context • Description of key amenities and attributes	30%	Shows little understanding, creativity and description of the product and services mix, customer experience, amenity and attribute mix of the concept	Shows some understanding, creativity and description of the product and services mix, customer experience, amenity and attribute mix of the concept	Shows adequate understanding, creativity and description of the product and services mix, customer experience, amenity and attribute mix of the concept	Shows adequate understanding, creativity and description of the product and services mix, customer experience, amenity and attribute mix of the concept
Target Markets, Marketing Strategy • Target audiences are clearly defined and described • Rationale provided for the identification of key market segments and their descriptions. • Clear explanation of what each key audience/segment prefers in terms of products and services and reacts/responds to in terms of marketing efforts • Clear, but brief overview of a preliminary marketing, sales and distribution strategy • Offers a positioning idea/ statement and a brief outline of the marketing activities to be pursued in the sales and marketing of your business (i.e., 4-7 P's of marketing and specific tactic for advertising, web/online, promotion, PR, and distribution channel management.	30 %	Shows little understanding, creativity and description of target markets, marketing strategy, tactics and planning Offers few examples of proposed marketing efforts	Shows some understanding, creativity and description of target markets, marketing strategy, tactics and planning Offers some examples of proposed marketing efforts	Shows adequate understanding, creativity and description of target markets, marketing strategy, tactics and planning Offers adequate examples of proposed marketing efforts	Shows superior understanding, creativity and description of target markets, marketing strategy, tactics and planning Offers many examples of proposed marketing efforts

Proper organization, professional writing, logical flow of analysis and content and presentation	25%	Proper organization, professional writing/ PPT, logical flow of content and clear professional presentation was not provided	Proper organization, professional writing/ PPT, logical flow of content and clear professional presentation was somewhat provided	Proper organization, professional writing/ PPT, logical flow of content and clear professional presentation was adequate	Proper organization, professional writing/ PPT, logical flow of content and clear professional presentation was superior
• Logically organized, key points, key arguments, and important criteria for evaluating the business logic easily identified and presented • Key points were supported with a well thought out rationale based on applying specific revenue management concepts, theory and applications • Proper grammar, spelling, punctuation, professional writing, clear low-text, easy to read PPT. • Professional presentation deck with and clear delivery of content • Proper bibliography (APA) and appendices		Grammar, spelling, punctuation, professional writing,, delivery needs significant improvement	Grammar, spelling, punctuation, professional writing, delivery needs some improvement	Grammar, spelling, punctuation, professional writing, delivery was adequate	Grammar, spelling, punctuation, professional writing, delivery was superior

Name:_____ _____ Date:_____ Grade:_____