



School of

Resort & Hospitality Management

COURSE SYLLABUS

Please read this syllabus in its entirety. It is a part of the course content. Further, it is important that you understand what is required in this course and the times for completing all activities.

SECTION 1: COURSE INFORMATION

Course Number & Name: HFT4755 – Theme Parks and Attractions Management
CRN: 11673
Course Credit Hours: 3
Semester: Spring 2020
Department/Program: School of Resort & Hospitality Management
Meeting Times/Location: Wednesdays, 1:30 - 4:15pm
Format: Lecture, Online, Field Trip(s) and Group Assignments
Instructor Name: Dr. Scott Lee
Office Location: Sugden Hall, Room 217
Contact Information: slee@fgcu.edu, 239-590-7707 (office), 239-289-0277 (cell)
Office Hours: T, W & R: 12:00-1:30pm & 4:15-4:30pm
Prerequisites: None

Course Description: An in-depth look at the different operational areas and management and leadership of theme parks and attractions.

Required Text: Creating Magic by Lee Cockerell. ISBN: 978-0-385-52386-8
The Customer Rules by Lee Cockerell. ISBN: 978-0-7704-3560-8

Supplemental Reading:

Course Website (CANVAS): <http://fgcu.edu/canvas/> (requires ID and password to login).

First Week Attendance Policy

In accordance with the Federal mandate, students are required to complete an attendance verification activity on Canvas before the deadline during the first week of class. Failure to do so will result in a delay in the disbursement of your financial aid. The confirmation of attendance is required for all students, not only those receiving financial aid.

SECTION 2: MISSION, LEARNING OUTCOMES, & MEASUREMENTS

A. PROGRAM MISSION

“The mission of the Resort and Hospitality Management program is to provide students with core competencies and experiential learning opportunities in preparation for successful management careers and leadership roles in the resort and hospitality industry and to instill values of lifelong learning and community service.”

B. PROGRAM LEARNING OUTCOMES

Upon successful completion of the program students will be able to:

1. Illustrate proficiencies and skills relevant to the operational areas of Resort and Hospitality Management.
2. Apply effective communication skills.
3. Evaluate information and make decisions using critical thinking and problem solving skills.
4. Apply ethical reasoning and professional judgment.

C. COURSE LEARNING OUTCOMES

At the completion of this course, students should be able to:

1. Identified important historical events to the theme park and attractions industry.
2. Analyzed theme park management leadership strategies.
3. Experienced a theme park operation as a guest.
4. Applied the leadership strategies analyzed to another Resort or Hospitality operation.
5. Described the different operational areas of a theme park.

D. MEASUREMENTS OF STUDENT LEARNING OUTCOMES

ALC/ILO/ PLO Learning Objectives	Course Learning Outcomes	Assessment Used To Measure Outcomes
Content/Discipline Knowledge & skills ILO1 & 3, PLO1 & 4	1. Identified important historical events to the theme park and attractions industry. 2. Experienced a theme park operation as a guest. 3. Described the different operational areas of a theme park.	Exam questions Group Assignments
Communication ILO2 & 3, PLO3& 4	1. Described the different operational areas of a theme park.	Group Assignments
Critical/Analytical Thinking ILO1 & 3, PLO1 & 4	1. Analyzed theme park management leadership strategies. 2. Applied the leadership strategies analyzed to another Resort or Hospitality operation.	Exam questions Group Assignments

ALC – Academic Learning Compact (State of Florida requirements)

ILO – University Learning Outcomes

PLO – RHM Program Learning outcomes

SECTION 3: LEARNING OUTCOME EVALUATION METHODS AND GRADING POLICIES

A. Course Grading Activities: based on the total number of points assigned below:

Participation and Attendance

Your participation in class is an important part of the learning process. Asking questions, raising issues, offering personal experiences, and presenting opposing points of view contributes to a more complete understanding of the topic. **Full participation in all class activities is mandatory in order to pass this class.**

Please speak up! This is a participatory course and you must be able to participate in group work, keep up with assignments and deadlines, and regularly attend classes to be successful in this class. Student group projects serve as action learning labs and provide the foundation for application of course theory and content. The group experience and work serves as the foundation for peer assessments in which student will apply evaluation techniques. Student peer evaluations will have an effect on a portion of your grade.

Course Grading:

<u>Assignments:</u>	<u>Possible Points</u>
Professional Participation	10 or 35 points
Video Project	10
Creative Photo Submission	2 (extra credit)
Leadership Strategy Presentation	10
Book Exam (Just from the books)	20
Mid-term	20
Final Exam (Cumulative)	30**

** Unprofessional behavior of any kind while representing FGCU on the class trip will result in earning an automatic '0' grade for both participation and the final exam grades for this course. Unprofessional behavior is anything that is in conflict with the FGCU Student Code of Conduct or anything that creates a situation that requires the professor to address specific elements of your behavior on the trip.

B. Grading Scale/Point System

90-100	A
80-89	B
70-79	C
60-69	D
59 and below	F

SECTION 4: TEACHING METHODS, PHILOSOPHY, & MESSAGE TO STUDENTS

A. TEACHING METHODS

The instructor may incorporate the following methods while presenting this course: Lecture, Discussion, PowerPoint Presentations, Student Presentations, In-Class Individual and Group Exercises, Video Films and clips, Guest Speakers, Field Trips, Group Reports and Demonstrations.

B. TEACHING PHILOSOPHY

I believe the best learning opportunities happen when each individual is actively engaged with the course material. Please come to class prepared to get involved and actively engage your classmates and professor regarding the course material.

SECTION 5: COURSE POLICIES

A. CLASS ROOM FORMAT

- a. This course will require students to be actively engaged in class meetings, activities, and assignments in the classroom, outside the classroom, prior to, during and after the class-trip to Walt Disney World.

B. COURSE POLICIES

- a. On-time attendance is important for this class. Please allow yourself enough time to arrive on campus, park your car, and be seated in the classroom prior to when class starts.

SECTION 6: TENTATIVE CLASS SCHEDULE OUTLINED FOR SPRING 2019

WEEK	Due Date	Topics, Chapters, Assignments, & Deadlines
1	1/08	<p>Topic: Course introduction, overview of assignments, expectations and course field trips</p> <p>Student Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Identified important historical events to the theme park and attractions industry. 2. Described the different operational areas of a theme park. <p>Assignments: 1st week Canvas Assignment, Rooming Information, Shirt Orders, University Release Forms, Emergency Contact Info</p>
2	1/15	<p>Topic: Creating Magic – Textbook, Exam</p> <p>Student Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Analyzed theme park management leadership strategies. 2. Applied the leadership strategies analyzed to another Resort or Hospitality operation. <p>Assignments: Creating Magic, chapters 1-13, Book Exam – Chapters 1-13,</p>
3	1/22	<p>Topic: Pre-trip Briefing, Student Expectations and Assignments</p> <p>Student Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Identified important historical events to the theme park and attractions industry. 2. Analyzed theme park management leadership strategies. 3. Experienced a theme park operation as a guest. 4. Applied the leadership strategies analyzed to another Resort or Hospitality operation. 5. Described the different operational areas of a theme park. <p>Assignments: Start Packing, Group Projects</p>
4	1/29	<p>Topic: Theme Park Operations</p> <p>Student Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Identified important historical events to the theme park and attractions industry. 2. Analyzed theme park management leadership strategies. 3. Experienced a theme park operation as a guest. 4. Applied the leadership strategies analyzed to another Resort or Hospitality operation. 5. Described the different operational areas of a theme park. <p>Assignments: Mandatory Trip to WDW – January 29- February 2, 2020 – Bus leaves at 12:00 noon! . . . group projects, lectures, meetings, on location activities, small group discussions</p>

SECTION 6: TENTATIVE CLASS SCHEDULE OUTLINED FOR SPRING 2019 CONT.

WEEK	Date	Topics, Chapters, Assignments, & Deadlines
5	2/05	<p>Topic: Trip Debrief Discussion</p> <p>Student Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Identified important historical events to the theme park and attractions industry. 2. Analyzed theme park management leadership strategies. 3. Experienced a theme park operation as a guest. 4. Applied the leadership strategies analyzed to another Resort or Hospitality operation. 5. Described the different operational areas of a theme park. <p>Assignment: Lecture, Discussion</p>
6	2/12	<p>Topic: Theme Park History and Beginnings</p> <p>Student Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Identified important historical events to the theme park and attractions industry. <p>Assignment: Lecture</p>
7	2/19	<p>Topic: Theme Park Management – Percapita Analysis</p> <p>Student Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Analyzed theme park management leadership strategies. <p>Assignment: Lecture</p>
8	2/26	<p>Exam on Theme Park History, Percapita Analysis, Field Trip Experiences, Guest Speakers</p> <p>Student Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Identified important historical events to the theme park and attractions industry. 2. Analyzed theme park management leadership strategies. 3. Experienced a theme park operation as a guest. 4. Applied the leadership strategies analyzed to another Resort or Hospitality operation. 5. Described the different operational areas of a theme park. <p>Assignment: Exam</p>
9	3/05	SPRING BREAK FROM 03/04/2019 TO 03/09/2019 (NO CLASS)
10	3/12	<p>Topic: Theme Park Management – Guest Service Management</p> <p>Student Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Analyzed theme park management leadership strategies. <p>Assignment: Lecture</p>

SECTION 6: TENTATIVE CLASS SCHEDULE OUTLINED FOR SPRING 2019 CONT.

WEEK	Date	Topics, Chapters, Assignments, & Deadlines
11	3/19	<p>Topic: Theme Park Management – Guest Speaker, Lee Cockerell (Tentative)</p> <p>Student Learning Outcomes: 1. Analyzed theme park management leadership strategies.</p> <p>Assignment: Lecture</p>
12	3/26	<p>Topic: Leadership Strategy Presentations</p> <p>Student Learning Outcomes: 1. Analyzed theme park management leadership strategies. 2. Applied the leadership strategies analyzed to another Resort or Hospitality operation. 3. Described the different operational areas of a theme park.</p> <p>Assignment: Group Presentations</p>
12	3/27	LAST DAY TO DROP/WITHDRAW
13	4/02	<p>Topic: Leadership Strategy Presentations</p> <p>Student Learning Outcomes: 1. Analyzed theme park management leadership strategies. 2. Applied the leadership strategies analyzed to another Resort or Hospitality operation. 3. Described the different operational areas of a theme park.</p> <p>Assignment: Group Presentations</p>
14	4/09	<p>Topic: Leadership Strategy Presentations</p> <p>Student Learning Outcomes: 1. Analyzed theme park management leadership strategies. 2. Applied the leadership strategies analyzed to another Resort or Hospitality operation. 3. Described the different operational areas of a theme park.</p> <p>Assignment: Group Presentations</p>
15	4/16	<p>Topic: Leadership Strategy Presentations</p> <p>Student Learning Outcomes: 1. Analyzed theme park management leadership strategies. 2. Applied the leadership strategies analyzed to another Resort or Hospitality operation. 3. Described the different operational areas of a theme park.</p> <p>Assignment: Group Presentations</p>
16	4/23	<p>Topic: Leadership Strategy Presentations and Video Projects</p> <p>Student Learning Outcomes: 1. Analyzed theme park management leadership strategies. 2. Applied the leadership strategies analyzed to another Resort or Hospitality operation. 3. Described the different operational areas of a theme park.</p> <p>Assignment: Group Presentations and Video Projects</p>

The instructor reserves the right to amend the tentative schedule as deemed necessary.

SECTION 7: UNIVERSITY & COLLEGE STANDARDS & POLICIES

Academic Behavior Standards and Academic Dishonesty - All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the **FGCU Student Guidebook** under the “Student Code of Conduct” and “Policies and Procedures” sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

Students are expected to maintain the highest standards of academic honesty and integrity while in this course and as a student at Florida Gulf Coast University. In addition to standard definitions of honesty, integrity, and plagiarism, this policy also prohibits you from possessing, using, viewing, accessing, or otherwise benefiting from previous and/or concurrent work products created for this course by other students or any other person, allowing persons outside your team to contribute to the creation of your team's work product, putting your name on a team project in which you did not contribute, and submitting a paper written by you for another course or occasion without the explicit knowledge and consent of the instructor. Failure to maintain these standards will result in severe academic penalties, including receiving an automatic F in this course.

A student's name on any written exercise shall be regarded as assurance that the work is the result of student's own thought and study, stated in student's own words and produced without assistance, except as quotation marks, references and footnotes acknowledging the use of other sources. Students may be authorized to work jointly, but such effort must be indicated as joint on the work submitted.

Plagiarism occurs whenever you copy someone's writing, even partially, and fail to reference it in your paper. If you copy a substantial amount of the sentence from a source, it should be referenced in quotes. If you paraphrase it, you must reference it but you do not need quotes. If any member of a team is found plagiarizing, they and their entire team will be given an automatic ZERO (0) for their assignment and turned over to Judicial Affairs. If anyone in your team is caught plagiarizing, then the whole team will be given a 0 for the assignment.

Please remember that plagiarism is a serious offense and will not be tolerated. Plagiarism in projects will result in a failing grade of ZERO (0) POINTS and may lead to more serious consequences (**FGCU Student Guidebook** under the “Student Code of Conduct”). Therefore, your projects must be original material. **Also copying your classmate assignment(s) and turn them in will result in a failing grade of ZERO (0) POINTS for ALL parties involved.**

Copyright – The university requires all members of the university community to familiarize themselves and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under university policies.

University Nondiscrimination Statement

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of **Title IX** of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Disability Accommodations Services - Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

University Policy about Student Observance of Religious Holidays - All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.
<http://www.fgcu.edu/generalcounsel/files/policies/4.005%20Student%20Observance%20of%20Religious%20Holidays.pdf>

Grading Policies and Grading Systems - The grading system at FGCU is described in the FGCU Catalog and is overseen by the Office of Planning and Institutional Performance. (<http://www.fgcu.edu/catalog/>) In accordance with Family Educational Rights and Privacy Act, 1974 (FERPA), grades may not be announced in class or displayed in any public view by use of the Student ID number (or social security number) in a paper or electronic format. Electronic display format includes email or a web-based environment such as Canvas.

Retention of Papers, Tests, Student and Class Records - University policy dictates that any materials, hardcopy or electronic, that contribute to the determination of a course grade be maintained by individual faculty for one full academic year after the end of the semester. In addition, departments/programs must maintain all records pertinent to grades for any faculty no longer with the university.

SECTION 7: UNIVERSITY & COLLEGE STANDARDS & POLICIES CONT.

Eagle Mail - is Florida Gulf Coast University's student e-mail system. Your FGCU Eagle Mail account **MUST** be activated. If you are a first time student, you will need your PIN and Student ID, both of which are assigned at registration.

- If you don't know your PIN, you will need to go to the Registrar's office to retrieve it.
- To activate your account, **visit <http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp>**.
- The Canvas (**at <http://elearning.fgcu.edu>**) will be used as the primary application for learning and communication. Additional course information may be distributed via Eagle Mail, so make sure you know how to retrieve your Eagle mails, and check it very frequently (**at least once a day**).
- Log in to Canvas at **<http://elearning.fgcu.edu>**. You need to use FGCU Eagle Mail account and password to log in.
- Assignments, instructions, and other course information on Canvas are integral components of the course material and are hereby incorporated as part of this syllabus.

The FGCU Writing Center - assists student writers through free, accessible, learning-based writing consultations. Our primary goals are to help students improve their abilities to think independently, to write critically, and to learn and implement strategies that will assist them in producing effective writing assignments. Consultants help writers with brainstorming, formulating a clear thesis, developing their ideas, and revising. Writing Center sessions are designed to assist writers in improving their ability to revise independently. Writing Consultants also help writers identify issues of style and mechanics; however, **they do not edit or proofread**. The Writing Center is located in Library West, 202C. Library West is not accessible from the main Library building (Library East). Phone: 239/590-7141

SECTION 8: UNIVERSITY & SUPPORT RESOURCES

1. Useful FGCU Resources for Students:

ONLINE: Florida Gulf Coast University Catalog (<http://www.fgcu.edu/catalog/>)

ONLINE: Florida Gulf Coast University Student Guide Book (<http://studentservices.fgcu.edu/JudicialAffairs/>)

ONLINE: Florida Gulf Coast University Code of Conduct (<http://studentservices.fgcu.edu/JudicialAffairs/>)

2. Service-Learning

Information on integrating service-learning into the course and course syllabus is available online at <http://www.fgcu.edu/Connect/>

3. Distance-Learning

Information on distance learning courses is available online at <http://itech.fgcu.edu/distance/>

4. Online Tutorials

Information on online tutorials to assist students is available online at <http://www.fgcu.edu/support/>

5. Canvas Learning Management System and Demonstration Site Information on Canvas is available online at <http://canvas.fgcu.edu/> and <https://fgcu.instructure.com/courses/7692>

6. Library Resources

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: http://library.fgcu.edu/faculty_index.html

7. LCOB Statement:

Center for Academic Achievement

The Center for Academic Achievement (CAA) provides academic support services to all FGCU students. Students can take advantage of our free peer tutoring and Supplemental Instruction sessions for lower-level math and science courses, as well as workshops to facilitate the development of skills necessary for college success. If you would like to participate in any of our programs, learn about tutoring services, or meet with an Academic Retention Coordinator, please visit the CAA in Library 103 or call us at (239) 590-7906. Our website is www.fgcu.edu/caa.

8. Protocol for Online Classes

Respondus Monitor – Remote, Online Exam Monitoring

In order to protect the integrity of online assessments that are delivered to students off site in a non-proctored location, this course may employ *Respondus Monitor* technology that will allow for the web-enabled monitoring of exams and quizzes. Students must own a computer device and an associated webcam that meet the minimum requirements of the University's standard remote monitoring system. Additional information:

- Respondus Monitor* overview: <http://respondus.com/products/monitor/>
- Respondus Monitor* Faculty Training and Workshops: TBA

Respondus LockDown Browser – Classroom and/or Remote Online Exams

In order to protect the integrity of classroom *or* remote online exams, this course may employ *Respondus LockDown Browser* technology that will allow for the student's temporary restriction to a designated online testing website, disabling the ability to print, copy, access other applications or move to any other URL for the duration of the assessment. This technology may be used on campus in University computer classrooms *or* for remote delivery of quizzes and exams. [For online classes only: students must own a computer that meets the minimum requirements of the University's standard lock down browser application.] Additional information:

- Respondus LockDown Browser* overview: <http://respondus.com/products/lockdown-browser/>
- Respondus LockDown Browser* Faculty Training and Workshops: TBA

Lecture Capture Technology/FGCU Capture – Classroom Recording

This course may employ technology that will allow for audio and/or video recording of live classroom sessions. This lecture capture technology is utilized for the sole purpose of enhancing student learning. It may provide for supplemental student instruction via secure links to recorded session(s,) the live stream of courses, presentations of off-site guest speakers and/or the delivery of course instruction utilizing "flipped classroom" methodologies. Student questions and/or comments may be included as a part of any session being recorded. See FGCU-CAPTURE for additional details and training <http://aets.fgcu.edu/fgcucapture.asp>

9. Counseling and Psychological Services (CAPS)

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at www.fgcu.edu/caps for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).