

**The Hong Kong Polytechnic University**

<b>Subject Code</b>	HTM4335
<b>Subject Title</b>	Theme Parks and Attractions
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Pre-requisite / Co-requisite/ Exclusion</b>	HTM3209 – Attractions & Visitor Management or equivalent
<b>Objectives</b>	<p>To examine &amp; analyse the nature, characteristics, and the problems/ issues of the theme park &amp; attractions industry;</p> <p>To prepare and/or evaluate a theme parks/attractions plan or project; and</p> <p>To analyse and evaluate how a theme park/attraction is managed and operated.</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to be:</p> <p><b>A. Competent professional:</b></p> <p>Students will be able to identify the key characteristics and different types of theme parks, distinguish how they differ from attractions, and examine and evaluate the role and importance of theming and feasibility analysis, and undertake the preparation and/or evaluation of a theme park or attraction plan/project.</p> <p><b>B. Critical thinker:</b></p> <p>Students will be able to analyse, synthesise information and provide solutions in response to various theme park/attraction problems and issues.</p> <p><b>C. Innovative problem solver:</b></p> <p>Students will be able to assess and evaluate the management and operations of a theme park/attraction and the views of a various stake-holders in the industry.</p> <p><b>D. Effective communicator:</b></p> <p>Students will be able to use a range of skills in interpreting, evaluating and presenting their assessment tasks.</p> <p><b>E. Lifelong Learners (not applicable)</b></p> <p><b>F. Ethical leader:</b></p> <p>Students will be able to effectively work within a team, and develop ethical theme park strategies and use their skills to respond to customers’ problems and</p>

	<p>requests ethically.</p> <p><b>G. Socially Responsible Global Citizen (not applicable)</b></p>
<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<p>This subject examines the development, theming and management of theme parks and attractions, and current issues in this industry. It extends the material covered in Attractions and Visitor Management (HTM 3209) by specifically examining, in detail, the role and importance of theming when planning, designing and developing an attraction. It covers the planning and feasibility of theme parks and attractions at the project/site level, as well as addressing some of the key management and operational aspects (niche marketing, collaborative marketing, branding, safety, service excellence, and staff retention) which distinctly apply to the theme parks and attractions industry. In addition, current and key issues in the industry will also be addressed</p> <ol style="list-style-type: none"> <li>a. History, definitions &amp; types of theme parks</li> <li>b. Nature &amp; characteristics of theme parks and the key players</li> <li>c. Park theming and design</li> <li>d. Theme park &amp; attractions planning</li> <li>e. Project feasibility analysis</li> <li>f. Distinctive aspects of theme park marketing - niche marketing; collaborative marketing; and branding</li> <li>g. Theme park operations - guest experience; safety &amp; risk management; and crisis management &amp; communications</li> <li>h. Human resources management in a theme park – “Casting”: the Disney way; and staff retention</li> <li>i. Current issues in the theme park &amp; attractions industry</li> </ol>