

The Hong Kong Polytechnic University

Subject Code	HTM4335
Subject Title	Theme Parks and Attractions
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	HTM3209 – Attractions & Visitor Management or equivalent
Objectives	<p>To examine & analyse the nature, characteristics, and the problems/ issues of the theme park & 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>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Identify the key characteristics and different types of theme parks, and distinguish how they differ from attractions. • 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>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Analyse, synthesise information and provide solutions in response to various theme park/attraction problems and issues. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • Use a range of skills in interpreting, evaluating and presenting their assessment tasks. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Assess and evaluate the management and operations of a theme park/attraction and the views of a various stake-holders in the industry.
Subject Synopsis/ Indicative Syllabus	<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 3xxx) 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</p>

	<p>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"> a. History, definitions & types of theme parks b. Nature & characteristics of theme parks and the key players c. Park theming and design d. Theme park & attractions planning e. Project feasibility analysis f. Distinctive aspects of theme park marketing - niche marketing; collaborative marketing; and branding g. Theme park operations - guest experience; safety & risk management; and crisis management & communications h. Human resources management in a theme park – “Casting”: the Disney way; and staff retention i. Current issues in the theme park & attractions industry 																																						
<p>Teaching/Learning Methodology</p>	<p>I. Interactive Lectures - will be used to deliver the specialised knowledge on the various aspects of the theme park and attractions industry and current issues.</p> <p>II. Tutorials - will be used to guide students’ further readings and discussions to ensure thorough understanding and clarification of concepts and principles.</p> <p>III. Case Studies - will be adopted to help students learn how to identify, describe and analyse typical theme park challenges, problems and issues in the real world situation.</p> <p>IV. Field Study/Studies will be organized to give students first hand experience on the planning, design, or operations of various theme parks and attractions. The field study trip(s) involves familiarisation with an attraction which will relate to various class activities and assignments.</p>																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>i. Class Participation</td> <td>15%</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>ii. Individual assignment</td> <td>20%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>iii. Group Project</td> <td>35%</td> <td></td> <td></td> <td>√</td> <td>√</td> <td></td> <td></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						A	B	C	D	E	F	i. Class Participation	15%	√						ii. Individual assignment	20%	√	√	√				iii. Group Project	35%			√	√		
Specific assessment methods/tasks	% weighting			Intended subject learning outcomes to be assessed (Please tick as appropriate)																																			
		A	B	C	D	E	F																																
i. Class Participation	15%	√																																					
ii. Individual assignment	20%	√	√	√																																			
iii. Group Project	35%			√	√																																		

	iv. Exam	30%	√	√	√			
	Total	100%						
	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Class participation - Active participation in class activities & attendance is expected and will be assessed.</p> <p>Individual assignment - An individual assignment based on a theme park and attraction issue will be set.</p> <p>Project assignment - Students will be asked to form small teams (2-3 persons) to prepare a project report which evaluates a current problem or issue.</p> <p>Exam - A take-home examination will be used, which will focus on soliciting students' evaluation of and reflection on the relevant topics and issues rather than on their knowledge or basic understanding.</p>							
Student Study Effort Required	Class contact:							
	▪ Lecture		26 Hrs.					
	▪ Tutorial		13 Hrs.					
	Other student study effort:							
	▪ Field study/studies - 2 days x 8 hrs per day		16 Hrs.					
	▪ Reading and assignment preparation		68 Hrs.					
	Total student study effort		123 Hrs.					
Indicative Reading List and References	<p><u>Textbook</u></p> <p>There is no course text, but course readings will be assigned.</p> <p><u>Suggested Readings and Other Relevant Sources</u></p> <p>Capodagli, B., & Jackson, L. (1999) <i>The Disney Way: Harnessing the Management Secrets of in Your Company</i>. NY: McGraw Hill.</p> <p>Fyall, A., Garrod, D., Leask, A., & Wanhill, S. (Eds.) (2008). <i>Managing Visitor Attractions</i>. Oxford: Elsevier.</p> <p>Hench, J. (2003). <i>Designing Disney: Imagineering and the Art of Show</i>. NY: Disney Enterprises Inc.</p> <p>Price, H. (2003). <i>Walt's Revolution! By the Numbers</i>. Orlando: Ripley Entertainment Inc.</p> <p>Swarbrooke, J. (2002). <i>The Development and Management of Visitor Attractions</i> (2nd ed.). Oxford: Butterworth Heinemann.</p> <p>The Disney Institute. (2001). <i>Be our Guest: Perfecting the Art of Customer Service</i>. NY: Disney Enterprises Inc.</p> <p>Themed Entertainment Association. (1999). <i>Project Development Guidelines</i> (2nd ed.). Burbank: TEA</p>							

Useful Online Sources:

Hong Kong Tourism Board -

<http://partnernet.hktb.com/pnweb/jsp/comm/index.jsp>

Hong Kong Disneyland - <http://www.hongkongdisneyland.com>

International Association of Amusement Parks & Attractions -

<http://www.iaapa.org>

Leisure & Cultural Services Department, Hong Kong SAR Government -

<http://www.lcsd.gov.hk/CE/Museum>

Ocean Park - <http://www.oceanpark.com.hk>