Development and Operations for Themed Environments

ARC6044 Section: 1489

***Class Periods:*** Thursday, 6:30-9:30pm

***Location:*** CityLab Orlando

***Academic Term:*** Spring 2020

***Instructor:***

Steven Grant

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407-610-8325

Office Hours: Wednesday 10-12, and by appointment

***Course Description***

A focus on legal, business, and operational issues peculiar to themed environment projects and how they impact decisions of owners. Legal topics include intellectual property, contracts, enforceability, and jurisdictions. Business topics include incentives/penalties, financial management. Operations topics include insurance, liabilities, maintenance and safety. Students gain knowledge behind top level direction.

***Course Pre-Requisites / Co-Requisites***

ARC5990 Introduction to Themed Environments

ARC5993 Integration Practices for the Built Environment

***Course Objectives***

* Understand the legal, regulatory (code) and business aspects of themed environment development and how they impact design, fabrication and construction.
* Be aware of the evolution of the themed environment development process.
* Understand how collaborative working strategies impact legal relationships and other working relationships.
* Understand how an owner makes business decisions for themed environment projects.
* Understand the overall operation of the themed environments business.

***Materials and Supply Fees***

Not applicable.

***Required Textbooks and web sites***

* Pine, B. Joseph and James H. Gilmore. *The Experience Economy*. Updated. Boston: Harvard Business Review, 2011.
* Lucas, Scott A, ed. *A Reader in Themed and Immersive Spaces*, Free PDF download or pay for a copy on a pay per print model. <http://press.etc.cmu.edu/content/reader-themed-and-immersive-spaces>
* “She Ji: The Journal of Design, Economics, and Innovation”. This Journal may be accessed via Science Direct. <https://www.sciencedirect.com/journal/she-ji-the-journal-of-design-economics-and-innovation/about/aims-and-scope>

***Pre-class assignments:***

1. Answer the questions
2. Why Themed Environments?
3. List themed environments
4. Review: <http://www.teaconnect.org/images/files/TEA_268_653730_180517.pdf>

***Assignments***

1. Reading Assignments: Each class period will have assigned readings.
2. Writing Assignments: 3 focus papers will be assigned that will focus on the readings.
3. Team Project: One team project will be assigned. It will include a research project and a power point presentation.

***Course Schedule***

**Class 1** (1/9/2010)

1. Class Focus: Overview of themed environments
2. Assignments
	* 1. Reading assignment:
			1. *The Experience Economy* pp x-40
			2. “Resetting the Clock; Theme Parks, New Urbanism, and Smart Cities”. Markus Reisenleitner. *A Reader in Immersive Spaces*, ed. Scott A. Lukas. pp. 279-287. This paper will be read in support of Development and Operations of Themed Resorts.
		2. Paper 1: *The Experience Economy* discusses the economic importance of providing experiences. How would a current service be changed to an experience that is directed at the Millennial market. What does a Millennial focused experience look like?
			1. Use MLA formatting. No other formatting will be accepted.
			2. Write a focus paper. If not sure how to. Look it up.
			3. Paper due on 1/30/2020
			4. Minimum words. 1200

**Class 2** (1/16/2020)

1. Focus of Class: Development and Operations of Themed Resorts
2. Assignment: Read: *The Experience Economy,* pp 41-105

**Class 3** (1/23/2020)

1. Focus of Class: Industrial Engineering
2. Assignment: read
3. *The Experience Economy,* 106-152
4. “Nostalgia as Litmus Test for Themed Spaces”. Susan Ingram*. A Reader in Themed and Immersive Spaces*, ed. Scott A Lukas. pp 39-43.

**Class 4** (1/30/2020)

1. Focus of Class: Risk Management in Themed Environments
2. Assignments
3. Read: *The Experience Economy*, 153-207
4. Paper 2:
5. Topic TBD
6. Use MLA formatting.
7. Paper due on 2/20/2020
8. Minimum words. 1200

**Class 5** (2/6/2020)

1. Focus of Class: Legal issues in Themed Environments
2. Assignment. Read:
3. Article on Overseas Themed Environments will be assigned.
4. *The Experience Economy*, 209-240

**Class 6** (2/13/2020)

1. Focus of Class: Overview of how overseas projects are designed and operated; China will be the focus.
2. Assignment
3. Read: *The Experience Economy*, 241-270
4. Research and write about a themed event.
	* + 1. Send a proposed event to the professor before next week for approval
			2. This is a team assignment (2 per team)
			3. Paper is due on 3/12/2020
			4. Paper to be a minimum of 1800 words
			5. Possible Focus of the paper
* What is the event’s theme?
* How does it support a public realm?
* What did the event evolve from?
* What is the purpose of the event?
	+ - 1. Prepare a PP presentation on the themed event. To be presented on 3/12/2020

**Class 7** (2/20/2020)

1. Focus of Class: Overview of the Business of Theme Parks.
2. Assignment: read: *The Experience Economy*, 271-299

**Class 8** (2/27/2020)

1. Focus of Class: Sourcing & Procurement and Contracts
2. Assignment: watch the following
3. <https://www.ted.com/talks/helen_marriage_public_art_that_turns_cities_into_playgrounds_of_the_imagination>
4. <https://www.ted.com/talks/nora_atkinson_why_art_thrives_at_burning_man#t-610120>

**Class 9** (3/12/2020)

1. Focus of Class: Development and Operations of Themed Events
2. Assignment:
3. Read: “Speed Dating: Providing a Menu of Possible Futures” John Zimmerman and Jodi Forlizzi. She ji. Volume 3, Number 1, Spring 2017.
4. Watch: [www.youtube.com/watch?v=6VWPHKABRQA](http://www.youtube.com/watch?v=6VWPHKABRQA) How I learned to stop hating and love museums
5. Paper 3:
6. Topic TBD
7. Use MLA formatting.
8. Paper due on 4/2/2020
9. Minimum words. 1200

**Class 10 (3/19/2020)**

1. Focus of Class: Development and Operations of Cultural Facilities
2. Assignment: Read: “Design Facilitation as Emerging Practice: Analyzing How Designers Support Multi-stakeholder Co-creation’ Manuela Aguirre, et al. she ji. Volume 3, Number 3, Autumn 2017.

**Class 11** (3/26/2020)

1. Focus of Class: Ongoing Maintenance of Themed Environments
2. Assignment: An article on the Cruise Industry will be assigned.

**Class 12** (4/2/2020)

1. Focus of Class: Development and Operations of Cruise ships
2. Assignment
3. “Design and the Economy of Choice”, Patrick Whitney, she ji, Issue No. 1, Autumn 2015.
4. “The Whole Horse”, Wendell Berry. “Citizenship Papers: Essays”
5. Read overview of Cost Estimating: <http://www.wbdg.org/design-disciplines/cost-estimating>

**Class 13** (4/9/2020)

1. Focus of class: Financial, Budgeting and Estimating
2. Assignment: TBD

**Class 14 (4/16/2020)**

1. Focus of Class: Overview of Project Controls (Spending Rates, Earned Value & Scheduling).

***The above is subject to change based on speaker availability***

***Attendance Policy, Class Expectations, and Make-Up Policy***

Attendance is mandatory and is recorded. Chronic absences and/or tardiness will have a negative impact on your grade, with a loss of up to 15% over your overall score (see grade breakdown below). If you must miss class, it is up to you to get the assignments and notes from your classmates. In the event of serious illness, family or personal crisis, arrangements can be made for attendance, missed exams or work. On this point, it is important for you to let me know of your circumstances as soon as possible. Excused absences must be consistent with university policies in the Graduate Catalog (<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#attendance>) and require appropriate documentation. Additional information can be found here: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

***Evaluation of Grades***

|  |  |  |
| --- | --- | --- |
| **Assignment** | **Total Points** | **Percentage of Final Grade** |
| Paper 1 | 20 | 20 |
| Paper 2 | 20 | 20 |
| Paper 3 | 20 | 20 |
| Team Project  | 20 | 20 |
| Participation/ Attendance  | 20 | 20 |

***Grading Policy***

The following is given as an example only.

|  |  |  |
| --- | --- | --- |
| **Percent**  | **Grade**  | **Grade Points**  |
| 90.0 - 100.0  | A  | 4.00  |
| 87.0 - 89.9  | A-  | 3.67  |
| 84.0 - 86.9  | B+  | 3.33  |
| 81.0 – 83.9  | B  | 3.00  |
| 78.0 - 80.9  | B-  | 2.67  |
| 75.0 - 77.9  | C+  | 2.33  |
| 72.0 – 74.9  | C  | 2.00  |
| 69.0 - 71.9  | C-  | 1.67  |
| 66.0 - 68.9  | D+  | 1.33  |
| 63.0 - 65.9  | D  | 1.00  |
| 60.0 - 62.9  | D-  | 0.67  |
| 0 - 59.9  | E  | 0.00  |

More information on UF grading policy may be found at: <http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades>
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

***Students Requiring Accommodations***

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, https://www.dso.ufl.edu/drc) 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.

***Course Evaluation***

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/> .

***University Honesty Policy***

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 (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) 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.

***Software Use***

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

***Student Privacy***

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

***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.

**Counseling and Wellness Center:** <http://www.counseling.ufl.edu/cwc>, and 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**at392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

*Academic Resources*

**E-learning technical suppor***t*, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

**Career Resource Center**, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

**Library Support**, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center**, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/>.

**Writing Studio, 302 Tigert Hall***,* 846-1138. Help brainstorming, formatting, and writing papers. <https://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-complaint-process>.