

University of Central Florida
Rosen College of Hospitality Management
Summer B: 2016 HFT 3798 Fairs and Festivals (Study Abroad)

Course Title: HFT 3798/Sec. BP61 – Fairs & Festivals, 3 credit hours
Instructor: Premila A. Whitney **Office Number:** 246
Class times: M/T/W/R: 10 a.m. – 11:50 a.m.
Class location: Rosen College of Hospitality Management – **Room 213**
Office hours: While traveling, whenever you need me.
While at Rosen: M/T/W/R: 12:00 – 1:00 pm each day
E-mail: Premila.Whitney@ucf.edu
Every effort will be made to respond to emails within 48 hours.
Phone: Office: 407-903-8020 Alternate: 407-579-7500
Every effort will be made to respond to phone calls within 24 hours.

Disclaimer:

Every reasonable effort will be made to adhere to the guidelines set forth in this syllabus. However, should there be any unforeseen or unavoidable circumstances that deem it necessary to make revisions; such revisions will be made and communicated to the class in a timely manner. Please note the syllabus is subject to change.

Catalog Description:

Evolution of modern day exhibitions and trade shows from fairs and festivals.

Prerequisites: HFT 1000 and HFT 2750 or C/I

Goals and Objectives:

At the conclusion of this course, the student will be able to:

1. Understand the history of early trade fairs
2. Describe the historical/economic impacts of fairs/festivals
3. Understand legacy issues of fairs/festivals
4. Explain fair and festival stakeholder organizations, tangible product, and visitor experience
5. Share experiences regarding the cultural components of fairs and festivals

Format:

Classes will include lecture and discussion, review of reading assignments and current event issues, guest speaker presentations if appropriate, in-class activities (individual and team), participation in group dinners, tours and activities while abroad. Participation in the in-class activities will be an important contributor to the learning process.

Textbook:

Reading assignments are outlined in the syllabus. Additional readings might be required as well. Students will also use electronic resources to complete course assignments.

Assignment Submissions: This is a face-to-face class and as such, all assignments will be due in person, in class, via hard copy supplied by the student.

Grading Requirements

All Assignments: Grammar, punctuation, and spelling are all very important in this industry. As such, each assignment will be graded with these attributes reviewed. Unless otherwise stated, if there are more than (3) errors in any of these areas, 10% of total possible points will be lost. For any assignment, if you show proof of a writing center consult, no points will be lost.

Rosen based, Pre-Travel Work (21) Points

In class, while working in teams, you will engage in a 'city information scavenger hunt', and submit your findings during our first week of class (6/23-6/27/2014). These findings will be reviewed in class, and will be available to each student. There is not a rubric for this assignment.

Reading Assignments: (75) Points

Choose and read (3) of the reading options on page six of the syllabus. Each one is worth 25 points, which will also require discussion during class. Using the Article Write Up form (located on page seven of the syllabus and in Canvas/Files tab), you will summarize each article and address insightful points using a separate form for each. See course agenda for due dates.

Festival Studies: (Final) Written Assignment (150) Points

Each student will be assigned a project which might include one of the following:

Rio Carnivale, Burning Man, Oktoberfest, Calgary Stampede, Bumbershoot, Oregon Shakespeare Festival, 1972 Munich Games, 1968 Mexico City Games, 1980 Moscow Games, 1976 Montreal Games, Plant City Strawberry Festival, Celebration, FL Pie Festival, National Cherry Blossom Festival (DC), or the 1962 Seattle World's Fair. Detailed directions can be found in Canvas/Assignments tab.

Festival Studies: Individual Presentation (50) Points

Each student will prepare an individual, brief presentation on their festival findings noted above. Everyone will present upon return from Europe and assigned presentation dates will be given on the first day of class. The presentation guidelines and grading rubric are included in Canvas/Assignment tab.

Travel Journal Creation and Maintenance: (204) Points

Each student will be required to create and maintain a travel experience journal. This can be handwritten or done electronically. The instructor will monitor these journals during the trip. At least one entry should be made each day of the trip, including all travel days (Orlando – London, London to Paris, Paris to Barcelona, and Barcelona to Orlando). Total travel days are July 1 – July 23 – for a total of **23 entries @ 9 points each**.

Please note: If I check your journal and you are missing an entry, you will automatically lose 5 points from the total possible points on this assignment. Also note the bonus 3 points built into this structure!

Entries can be personal, but should focus & recorded history of experiences with fairs, festivals, and events, specifically addressing the: **culture, language, food, art, customs, protocol, infrastructure, transportation, traveling with different personalities, using a tour operator, and** etcetera. This measuring component should allow you to re-visit your international experience. 'Catch-up' not allowed. Anytime I ask to see journals, there should be an entry for all previous days.

Grading Scheme:

460 - 500 points	= A
410 - 459 points	= B
360 - 409 points	= C
310 - 359 points	= D
358 or fewer points	= F

**** Please note that a 92 constitutes an A. I do not round, please do not ask. Additionally, I grade on a point system, rather than percentage. Plus/Minus is NOT used.***

Course Policies

Attendance: Attendance for all classes, group activities, group meals, and group tours etcetera is mandatory, and will be considered when evaluating final point totals. Points will be deducted for missed F2F classes, or group activities missed. A **loss of (5) total points** from total points earned will be suffered for every unexcused absence.

Tardiness: Please respect your fellow classmates and instructor by arriving on time. I realize that traffic or other circumstances might sometimes prohibit you from doing this, but tardiness should not be habitual. If you are late and a quiz or attendance has already been given/taken, you will **not be permitted** to take the quiz and will be counted as absent unless prior notification of tardiness exists. In addition, if you are late more than once, a **loss of (5) total points** from your total points earned for each tardy **after the first**, unless a valid excuse is presented. Instructor determines the validity of the excuse.

Communications: Primarily E-mail

The primary method of contact will be email via Canvas (once class begins) and possibly some emails from my UCF account. Canvas is the preferred method of contact once classes start.

Cell phones/pagers/beepers: **During scheduled class times while at Rosen and abroad**, turn these items off! These items must be kept in your pocket, purse, backpack, briefcase or other satchel-type device. They may **not** be in your hands or on your desk space. In case of emergency, please notify instructor that you need to leave your device out and on vibrate. If needed, they may be answered outside of the classroom with prior permission only.

Laptops or other computer aides: For purposes of this class, the use of these items is ok. Should they become distracting to the instructor or other learners, they will no longer be permitted.

Respect for others: There will be absolutely no talking, passing notes, texting, Facebook/ing or other type of distracting behavior while the instructor, guest speaker, or fellow students are presenting or talking. Your opinion on class topics is valued and should be shared with everyone, not just your neighbor. Should you be caught engaging in distracting behavior, you will lose **10** points from your total points earned at the end of the term for **each** time you are reprimanded. The instructor takes this very seriously.

Late Work: Generally, late work will not be accepted. If the instructor agrees to accept late work, a minimum of 20% of possible points will be lost for each class day it is late.

Typed Work: Any & all assignments that are to be completed outside of class must be typed. If it is not typed, you will receive zero (0) credit. There will not be the opportunity to re-submit a handwritten assignment for partial credit once the zero has been earned. Travel journals may be hand written.

Stapled Work: Any assignment turned in that requires more than one page should be clipped or stapled. If it is not, it will receive **zero** credit.

Cheating/Plagiarism: Cheating, and/or plagiarism will not be tolerated. The instructor will follow University guidelines if a student is found to be doing either. If caught, you will be turned in, so please do your own work. If you have questions about subject matter, please see me after class & I'm happy to explain one-on-one.

Hospitality and Courtesy/Professional Behavior: We are representing the Rosen College and the University of Central Florida. We will conduct our business in a courteous, professional and hospitable fashion at all times. **Please review the OIS Study Abroad Personal Conduct/Behavior Policy. Violation of these policies may result in expulsion from this program/course.**

Dress/Attire:

Please take note of the seasonal local weather history in London, Paris, & Barcelona and pack/dress accordingly. Avoid clothing with logos or other icons which might be offensive to other cultures, and which might identify you as 'a tourist'. In some places we are traveling, shorts are a fashion no-no, and bare shoulders or revealing clothing may prevent you entering some museums, churches or other establishments.

In-class Activities: There will be no make-up for in-class activities without an excused absence. These are subject to review and discussion during the class period when administered. All classes and activities/meals abroad are mandatory, and will be an important connection to course discussion and measurement, as well as opportunities to review issues/concerns.

Golden Rule: Students are encouraged to obtain and read the University's publication, The Golden Rule. It is assumed by the instructor that the student is familiar with this document. This booklet will serve as the guide to the administrative aspects of the course.

ADA: Reasonable accommodation will be made upon request by the instructor.

What constitutes an excused absence: While in the United States, the following prevail:

1. Original doctor's note excusing you from class that specific day.
2. You are on a university sanctioned event (i.e. you play football, cheer, debate team etc.) w/documentation
3. Jury duty, with original proof of summons
4. Other scheduled court date, with original proof of summons
5. Immediate family member bereavement (mom/stepmom, dad/stepdad, brother/sister, grandparent or your own child. Your boy/girlfriend's family is not part of your immediate family and will not be excused).

What constitutes an excused absence: While abroad:

1. Visibly & physically sick. Sickness cannot have been caused from staying up too late or other "party type" behavior from the night before.
2. News from home that an immediate family member is sick or deceased. You will get (2) days to mentally prepare to stay on the trip or head back home. This is considered an extreme circumstance, so make ups/grades will have to be decided upon on a case-by-case basis.
3. Please note that: alarm not going off, being tired, or just not interested in that day's activities are **NOT** considered an excused absence.

Notes: The summer Study Abroad 2014 classroom schedule is subject to change. Modifications might be made based on need, course progress, tour and activity opportunities, facilities, material review etc. Changes will be reviewed with all students and communicated in a timely fashion.

Please review the full travel itinerary/schedule listed in Canvas/Files tab carefully. As mentioned often, this schedule is also subject to change.

Fairs & Festivals Course Agenda

*This is the schedule while we are at UCF Rosen College. The itinerary for the time spent abroad has been uploaded into Canvas.

Day	Topic	Assignment
	Review Syllabus/Travel Rules/Scavenger Hunt	Scavenger Hunt in class
	Review reading assignment	Reading Assignment #1
	Lecture: Event Impacts & Legacies	Reading Assignment #2
	Review reading assignment	Reading Assignment #3
	Lecture: Recap Travels Individual Student Presentations	Festival Studies paper due (for those presenting today)
	Individual Student Presentations	Festival Studies paper due (for those presenting today)
	Individual Student Presentations	Festival Studies paper due (for those presenting today)

**Readings for HFT3798 – Fairs & Festivals
Total of (3) due for this class**

Choose (1) of the following:

Getz, D. (2002). Why festivals fail. *Event Management*, 7(4), 209-219.

Morgan, M. (2009). What makes a good festival? Understanding the event experience. *Event Management*, 12(2), 81-93.

Choose (2) of the following Online Articles:

Silicon Valley Expo 2020

http://www.bayareacouncil.org/docs/Expo_Report_sml.pdf

We Can't Have Another World's Fair

<http://online.wsj.com/article/SB123499805562316993.html>

Dear International Olympic Committee

<http://www.chicagoreader.com/chicago/dear-international-olympic-committee/Content?oid=1205247>

Industry Compass 2008

<http://www.ifea.com/iemagazine/2008IFEAIndustryCompass.pdf>

Industry Compass 2010

<http://www.ifea.com/iemagazine/2010IFEAIndustryCompass.pdf>

MISCELLANEOUS ARTICLES YOU MIGHT ENJOY READING ON YOUR OWN

<http://www.docstoc.com/docs/7720422/Woodstock-'99-Communication-Breakdown>

http://www.sptimes.com/News/121700/news_pf/Columns/Orlando_Tampa_Bay_ar.shtml

http://articles.orlandosentinel.com/2001-08-07/news/0108070188_1_live-in-tampa-tampa-bay-area-tampa-and-orlando

http://articles.orlandosentinel.com/2011-11-09/entertainment/os-orlando-calling-festival-20111109_1_music-festival-ska-hop

http://articles.orlandosentinel.com/2012-04-24/entertainment/os-orlando-calling-canceled-2012-20120424_1_promoter-melvin-benn-music-fans-kid-rock

<http://www.rollingstone.com/music/pictures/the-best-of-the-fests-19-cool-summer-festivals-20120711>

ARTICLE: Write Up Form

Student Name:

Article Publication Date:

Author:

Summary of Article. Please use additional space if needed!

This section should be in paragraph format. Give names, dates and important info about the event as you understand it.

This area where I've given instructions should not appear on turned in work. Only parts in bold.

You may use more than one page if needed for this assignment. Can go to two, full pages if need be.

What were some of the insightful points found in the article? Do you agree with the article statements? Why or why not? You may use more space if needed!

- You may choose to do this area in a bullet point format
- This bulleted area where I've given instructions should not appear on turned in work. Only parts in bold.

Please note: what you submit in writing for any article write up must look IDENTICAL to this form. This bolded "please note" reminder should also be deleted from what you submit.

Individual Presentation

(50 points)

___ TIME: 10 - 12 minutes **8 POINTS** Actual Time _____

___ APPEARANCE: **8 POINTS**

Wore business or business casual attire that did NOT include: gaucho pants, capri pants, jeans of any kind, tank tops w/spaghetti straps, flip flops, skirts that appeared to be shorter than 4 inches above knee, tennis shoes, sperrys, sandals, or flip flops etc.

___ DELIVERY: **18 POINTS**

- Proper Self Introduction: Professional in nature
- Topic Opening – unique and powerful
- Physical Variety – eye contact, posture, facial expressions, body language
Notes: Have team member advance your slides while you speak
Move away from the podium when presenting
Avoid reading–use only key words on **note cards** to ‘trigger’ your discussion *
- Verbal – clear voice, easy to hear, correct pronunciation, vocal variety/inflection when necessary
- Crutch words – avoid words like “ah” and “um”
- Topic Closing – strong statement that brings the presentation to an end.
Overall ability to reel in the audience, making them interested in your fair or festival.

___ CONTENT: **10 POINTS**

- Strong content that fully describes the event, target audience, and promotions
- Professional approach
- Presentation organized in interesting, yet logical sequence
- Demonstrates full knowledge with detailed explanations
- Creative (used creativity as related to the overall presentation style, slides, props and attempt to gain audience interaction etc.)

___ SUPPORT MATERIALS: **6 POINTS**

- Prezi, Power Points, Audio, Other Visual, Handouts/Shows quality and reinforces presentation, no errors, effectively used
- Ability to field audience questions about the fair/festival

* **WOW Factor that no one is expecting**