



HMG 6738: Tourism Industry Analysis
Department of Tourism, Events & Attractions
Rosen College of Hospitality, University of Central Florida

COURSE SYLLABUS

Instructor:	Dr. Arthur Huang	Term:	Spring 2022
Office:	Rosen College 261	Class Meeting Days:	
Phone:	407.903.8212	Class Meeting Hours:	
E-Mail:	arthur.huang@ucf.edu	Class Location:	Web
Website:	UCF Webcourse	Lab Location:	
Office Hours:	By appointment (send an inbox message for an appointment)		

I. Welcome

Welcome to HMG 6738: Tourism Industry Analysis. A tourism expert can conduct a diversity of tourism data analyses to inform marketing, revenue management, and policy. As such, the expert must be versed in applying input-output models, social accounting matrix, descriptive analyses, and visualizations with economic, social, and tourism data using specialized software. This course is focused on tourism industry analysis by featuring basic concepts, demonstration videos, practice exercises, hands-on projects, assignments, discussions, case studies, and knowledge checks.

II. Modality

Fully online (no zoom meetings scheduled)

III. University Course Catalog Description

Quantitative impact analysis of tourism as an industry in the regional/national economy along the Tourism Satellite Accounts concept.

IV. Course Overview

This course aims to provide a solid theoretical foundation on economic modeling, socio-economic analysis, data analysis, and data visualization. The key areas that will be covered include: (a)

overview of the tourism industry and the economic impact; (b) quantitative foundations (matrix operations), (c) input-output models and satellite accounts, (d) descriptive analysis (min, max, mean, standard deviation, etc.) of tourism data, and (e) essential data visualization (linear graphs, trend lines, etc.) techniques in Microsoft Excel.

V. Course Objectives

Upon the completion of this course, students should demonstrate the following knowledge or skills:

1. Given a summary of key definitions, identify the nature, scope, and scale of the tourism industry
2. Use basic concepts of matrices to execute matrix operations (e.g., multiplication, inverse) by hand and utilizing Microsoft Excel.
3. Given industry transaction matrices, apply Input-Output models to represent the flow of products and cash.
4. Given macro-economic data in a matrix format, apply Social Accounting Matrix Models (SAM) for macroeconomic planning
5. Perform basic descriptive analysis about tourism industry data (e.g., mean, standard deviation, etc.) using formulas.
6. Analyze tourism industry datasets by generating cross-tabulations (i.e., pivot tables) using pivot tables in Excel.
7. Apply the appropriate techniques in Excel to visualize and interpret tourism data.
8. Apply correlational analyses of tourism data utilizing Microsoft Excel tools.
9. Identify the key concepts, impacts, and opportunities about big data and tourism.

VI. Course Prerequisites

Graduate standing.

VII. Course Credits

3 credits

VIII. Required Texts and Materials

No required textbook

IX. Required Hardware/Software

Computer speakers and Microsoft Excel.

X. Optional Materials/Resources

Hara, Tadayuki (2008) Quantitative Tourism Industry Analysis: Introduction to Input-Output, Social Accounting Matrix Modeling, and Tourism Satellite Accounts. Elsevier.

XI. Evaluation and Grading

This course is based on a point system as explained below. All tests, discussions, and assignments have designated point values. The total number of points students can earn in this course is **1000**

pts. Your final letter grade will be based on your total points and what percentage they represent. Your final grade will be determined by how well you fulfill course requirements. Your grade will be based on the following assignments:

- **Quizzes (200 pts):** You will complete 7 quizzes (ranging from 25 to 40 pts. each) to demonstrate your comprehension of key definitions and performance of quantitative skills. Questions may come from course materials, videos, and any additional information uploaded to course modules. Please note: the attendance reporting quiz is given 5 pts.
- **Discussions (200 pts):** You will participate in 5 discussions (45 points each). The discussions will facilitate reflection and critical thinking on relevant topics of the course. Please note: the “self-introduction discussion” is given 20 pts.
- **Assignments (200 pts):** You will complete 8 assignments (25 points each) that may include demonstrating your ability to complete mathematical, economic or statistical calculations. The majority of assignments will be completed using Microsoft Excel.
- **Projects (200 pts).** There will be 2 Microsoft Excel/Word projects (100 points each). One is the input-output modeling project, and the other is the Social Accounting Matrix Modeling project.
- **Final Exam (200 pts):** This is a final comprehensive quiz that covers key knowledge and skills reviewed in demonstration videos, additional readings, discussions, previous quizzes, or any other materials used during the course. The format will be multiple-choice and true/false. The Final Exam will be cumulative.

Grading criteria/rubrics for each assignment (e.g., Microsoft Excel Files with models, Word documents Presenting Analyses) will be provided in each module.

Evaluation/Grading Scale					
950-1000	95-100%	A	740-769	74-76%	C
900-949	90-94%	A-	700-739	70-73%	C-
870-899	87-89%	B+	670-699	67-69%	D+
830-869	83-86%	B	630-669	63-66%	D
800-829	80-82%	B-	600-629	60-62%	D-
770-799	77-79%	C+	599 or less	<59%	F

XII. Grade Dissemination

Graded tests and materials in this course will be returned individually only by request. You can access your scores at any time using "myUCF Grades" in the portal. Please note that scores returned mid-semester are unofficial grades. If you need help accessing myUCF Grades, see the online tutorial: <https://myucfgrades.ucf.edu/help/>.

XIII. Schedule

Week	Date	Module	Assignments(s)
1	1/10 - 1/14	Introduction to the Tourism Industry	<ul style="list-style-type: none"> • Quiz 1: Attendance reporting • Discussion 1: self-Introduction • Discussion 2: The economic impact of out-of-state visitor spending in Florida.
2	1/17 -1/21	Basic concepts of matrices	<ul style="list-style-type: none"> • Quiz 2: Basic of Matrices
3	1/24 – 1/28	Matrix Operations	<ul style="list-style-type: none"> • Quiz 3: Matrix Multiplication
4	1/31 – 2/4	Introduction to Input-Output Models	<ul style="list-style-type: none"> • Discussion 3: Tourism and Issues: Cancun case study. • Assignment: I-O Tourism Article Review
5	2/7 – 2/11	Application of Input-Output Models	<ul style="list-style-type: none"> • Discussion 4: Tourism impact of 2010 FIFA World Cup in South Africa. • Quiz 4: Input-output model
6	2/14 – 2/18	Input-Output Models with real-life datasets	<ul style="list-style-type: none"> • Week 6 assignment: I-O completed excel sheet.
7	2/21 – 2/25	Social Accounting Matrix (SAM)	<ul style="list-style-type: none"> • Quiz 5: Social Accounting Matrix • Week 7 assignment: SAM Excel File
8	2/28 – 3/4	SAM for impact studies	<ul style="list-style-type: none"> • Quiz 6: SAM for impact studies • Assignment: Application of the SAM for impact studies
9	3/7 – 3/11	Spring Break	No activities
10	3/14 – 3/18	Descriptive Analyses of Tourism Data	<ul style="list-style-type: none"> • Quiz 7: Descriptive analysis • Assignment 7: Descriptive Analysis with Excel
11	3/21 – 3/25	Pivot tables (i.e., cross-tabulations)	<ul style="list-style-type: none"> • Assignment 8: Pivot Tables
12	3/28 – 4/1	Visual Analyses (Charts, Time series graphs, Linear trends).	<ul style="list-style-type: none"> • Assignment 9: Data Visualization
13	4/4 – 4/8	Correlational Analyses	<ul style="list-style-type: none"> • Assignment 10: Correlational Analysis
14	4/11 – 4/15	Big Data in Tourism	<ul style="list-style-type: none"> • Discussion 5: Big data analytics in tourism and hospitality: opportunities and challenges
15	4/18 – 4/22	Week 15 – Final Review and Evaluation	<ul style="list-style-type: none"> • Final Comprehensive quiz • Self-reflection essay

In addition to the scheduled assignments, quizzes, discussion and final exam showed in the table above, the present course requires the completion of 2 projects. These two projects will not be presented in a

specific week. Instead, they will be available to work on them throughout the semester and will need to be completed as follows

Project 1: Input-Output: In this major project, you will have an opportunity to determine whether you have mastered performing input-output analysis using Microsoft excel. The due date for this project is **March 21st**.

Project 2: Policy Analysis with SAM Model. In this project, you will use the Social Accounting method (SAM) to investigate how hypothetical economic policies can impact households' income levels. The due date for this project is **April 11th**.

XIV. Course Policies: Grades

Late Work Policy: Generally, late submissions are worth 0 points. This is what will happen in the professional world. I expect that everyone finishes his/her work on time. The only two exceptions are: 1) personal or family emergency and 2) university-related extracurricular activities. Illnesses or personal injuries include you or your children or spouse, and extracurricular activities include athletics. A written statement from a responsible party is required to be granted these special considerations. In the case of illness or personal injury, a letter from a physician or registered nurse must indicate that you were incapacitated from finishing work on time. In the case of athletics, a printed schedule of events and/or a letter from your coach or trainer must be presented to the instructor to indicate why you have to miss the deadline.

Grades of "Incomplete": The current university policy concerning incomplete grades will be followed in this course. Incomplete grades are given only in situations where unexpected emergencies prevent a student from completing the course and the remaining work can be completed the next semester. Your instructor is the final authority on whether you qualify for an incomplete. Incomplete work must be finished by the end of the subsequent semester or the "I" will automatically be recorded as an "F" on your transcript.

Due dates: Please check the due date of each assignment and online discussions on the Webcourse. Overall, most weekly assignments are due by the end of the following Sunday. For online discussions, your initial post is due at the end of Friday and your response to at least one other student's post is due by the end of Sunday. This is designed to give students more time to review, reflect on, and respond to each other's work.

XV. Course Policies: Technology and Media

Email: Students are encouraged to use the inbox function on the Webcourse to communicate with the instructor. Emails will typically be returned within 24 hours (except weekends).

Webcourses: All course materials, assignments, discussions, and quizzes will appear on the web course. The students are expected to check it regularly.

XVI. Course Policies: Students' Expectations

1. **Academic Honesty:** Cases of academic impropriety of any type (e.g., plagiarism, cheating) will be dealt with in accordance with the Rules of Conduct and the Disciplinary Process of the University of Central Florida, as described in the latest edition of *The Golden Rule*. Cheating/plagiarism of any kind will result at the very least in an "F" for that assignment and may (depending on the severity of the case) lead to an "F" for the entire course, suspension, or expulsion from UCF and/or a "Z" designation on the student's official transcript indicating academic dishonesty. For more information on the Z Designation, see <http://integrity.sdes.ucf.edu/zgrade>.
2. **Communication with the instructor.** Students can communicate with the instructor via the Inbox on Webcourse (preferred) or via a Knights email. When you send me an inbox message or email, **use proper e-mail etiquette when addressing/signing your messages (addressing me as Dr. or Professor Huang rather than "hey"). Unsigned or unclear emails or messages will not receive replies.**
3. **About late submissions.** Generally, late submissions are worth **zero** points. This is what will happen in professional work. I expect that everyone finishes his/her work on time. The only two exceptions are: 1) personal or family emergency and 2) university-related extracurricular activities. Illnesses or personal injuries include you or your children or spouse, and extracurricular activities include athletics. A written statement from a responsible party is required to be granted these special considerations. In the case of illness or personal injury, a letter from a physician or registered nurse must indicate that you were incapacitated from finishing work on time. In the case of athletics, a printed schedule of events and/or a letter from your coach or trainer must be presented to the instructor to indicate why you have to miss the deadline.
4. **The Golden Rule:** Students are encouraged to obtain and read the University's publication (<http://goldenrule.sdes.ucf.edu/docs/goldenrule.pdf>). It is assumed by the instructor that the student is familiar with this document, which serves as the guide to the administrative aspects of the course.
5. **FERPA and Privacy:** As a student, your educational records are considered confidential and are protected under FERPA (Family Educational Rights and Privacy Act). Under most circumstances your records will not be released without your written and signed consent, however, some directory information may be released to third parties without your prior consent unless a written request to restrict this is on file. You can learn more about student rights to privacy at <https://registrar.ucf.edu/ferpa/>.
6. **Special Needs:** The University of Central Florida is committed to providing reasonable accommodations for all persons with disabilities. This syllabus is available in alternate formats upon request. Students with disabilities who need accommodations in this course must contact the professor at the beginning of the semester to discuss needed accommodations. No

accommodations will be provided until the student has met with the professor to request accommodations. Students who need accommodations must be registered with Student Accessibility Services (<http://sas.sdes.ucf.edu>), Ferrell Commons, 7F, phone (407) 823-2371, TTY/TDD only phone (407) 823-2116, before requesting accommodations from the professor.

7. **Professionalism:** Regularly checking the Webcourse, courtesy to instructor and fellow students, and avoiding disruptive behaviors are all expected on Webcourse—just as they are in the professional arena of the workplace students are preparing to enter.
8. While the Florida statute stipulates that fully online course must have at least 80% of contents delivered online, this course aims at 100% online, which means you are not required to be physically at Rosen Campus to complete this course. These favorable conditions will be offered only with the conditions that you strictly follow the rules presented in this syllabus.

XVII. Academic Services to Support Student Success

Regional Campus Support

Regional Campuses extend the academic support and student development efforts of the UCF Orlando campus to those students who attend classes or live near one of UCF's ten regional campus locations. At each location, students have access to advisors and student services teams. Services at Regional Campuses are similar to the ones found on the Orlando campus, such as transfer orientation, career services, and accommodations for students with disabilities.

Student Academic Resources Center

The resources provided at the Student Academic Resource Center (SARC) encourage students to develop college-level study skills and be successful academically. With course-specific modules and videos relating to courses at UCF, and tutorials designed to improve your study skills, SARC has the tools to help you succeed in online courses.

Student Accessibility Services

Student Accessibility Services (SAS) acknowledges that classroom and campus accessibility needs and considerations are expanding as more classes and campus experiences incorporate online and technological components. They are happy to discuss any course or campus barriers that may be preventing your access to education. More information, including the types of services, technology, and accommodations, are available on the Student Accessibility Services website.

Successful You

Each one-minute video (Links to an external site.) provides a concrete action step to help you avoid undesirable consequences.

UCF Apps

Use the applications available at UCF Apps for your courses – Microsoft Office, SPSS, SAS, and many others – anytime, anywhere, and on whatever device you choose!

UCF Library

The UCF Library is your starting point for online research. With access to the UCF Library Catalog and hundreds of electronic journals and databases containing full-text articles, the library is just a click away.

UCF Writing Center

The University Writing Center (UWC) provides free individual writing consultations to UCF students. Whether you're writing a paper for your online course or creating a non-academic document outside of UCF, the UWC helps you achieve your goals by teaching better writing strategies. All UWC consultants are current UCF graduate or undergraduate students.

XVIII. Non-academic Services

UCF offers a set of non-academic resources, services and community activities to facilitate your success. Services include and are not limited to advising, advocacy, mentoring, care, career counseling, computer labs, financial aid, exercise programs, sports. For a full list of non-academic services, visit <https://www.ucf.edu/services/>

XIX. Campus Safety Statement

Emergencies on campus are rare, but if one should arise in our class, we will all need to work together. Everyone should be aware of the surroundings and familiar with some basic safety and security concepts.

- In case of an emergency, dial 911 for assistance.
- Every UCF classroom contains an emergency procedure guide posted on a wall near the door. Please make a note of the guide's physical location and consider reviewing the online version at http://emergency.ucf.edu/emergency_guide.html.
- Familiarize yourself with evacuation routes from each of your classrooms and have a plan for finding safety in case of an emergency. (Insert class-specific details if appropriate)
- If there is a medical emergency during class, we may need to access a first aid kit or AED (Automated External Defibrillator). To learn where those items are located in this building, see <https://ehs.ucf.edu/automated-external-defibrillator-aed-locations>. (insert class specific information if appropriate)
- To stay informed about emergency situations, sign up to receive UCF text alerts by going to my.ucf.edu and logging in. Click on "Student Self Service" located on the left side of the screen in the tool bar, scroll down to the blue "Personal Information" heading on your Student Center screen, click on "UCF Alert", fill out the information, including your e-mail address, cell phone number, and cell phone provider, click "Apply" to save the changes, and then click "OK."
- If you have a special need related to emergency situations, please speak with me during office hours.
- Consider viewing this video (<https://youtu.be/NIKYajEx4pk>) about how to manage an active shooter situation on campus or elsewhere.

XX. Deployed Active-Duty Military Students

If you are a deployed active-duty military student and feel that you may need special accommodation due to that unique status, please contact your instructor to discuss your circumstances.

XXI. Technical Support

For Webcourses technical questions, contact Online@UCF Support
at: <http://learn.ucf.edu/support/>.