



# Storyboard Tampa Field Trip Artifact

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# Project Overview

This course will address the transformation of a physical, location-based field trip into an engaging and effective online experience.

## Project Goals

- ◆ Replicate real-world experience
- ◆ Facilitate learning outcomes
- ◆ Engage and motivate learners

## Project Objectives

- ◆ Identify & describe at least 3 key concepts of hospitality in Tampa.
- ◆ Explain the impact of tourism on Tampa economy.
- ◆ Connect key concepts of hospitality and tourism to the real-world examples explored during the virtual field trip.

# Basic Course

## Flow & Navigation

Welcome, future Tampa tourist gurus! Students in this course are transported by the iconic TECO line street car, which will lead them through the city, stopping at some of the most iconic tourist destinations in the city of Tampa.

### Background Information Screen #2

The background information screen gives detail on the impact and significance of tourism on Tampa's economy.

### Map and Route Screen #3

The map and route screen is where students will view the route and stops they'll be taking on the street car.

### Introduction Screen #1

The introduction screen welcomes students to the course, and briefly goes over what students can expect to find in this online, interactive experience.

### Navigational Tools

-  Next Page
-  Help
-  Narration Script

# Basic Course

## Flow & Navigation Cont.

### Location Screens #1 - 8

Students encounter their location guide, interactive objects, etc. to learn why the location is considered a popular place for tourism and how it impacts the hospitality and tourism economy. Immersive, 3D views will be used through the facilitation of AI modeling.

- ◆ Straz Center
- ◆ Floridian Palace Hotel
- ◆ Amalie Arena
- ◆ Tampa Bay History Center
- ◆ Florida Aquarium
- ◆ Ybor City Museum
- ◆ Columbia Restaurant
- ◆ Manatee Viewing Center

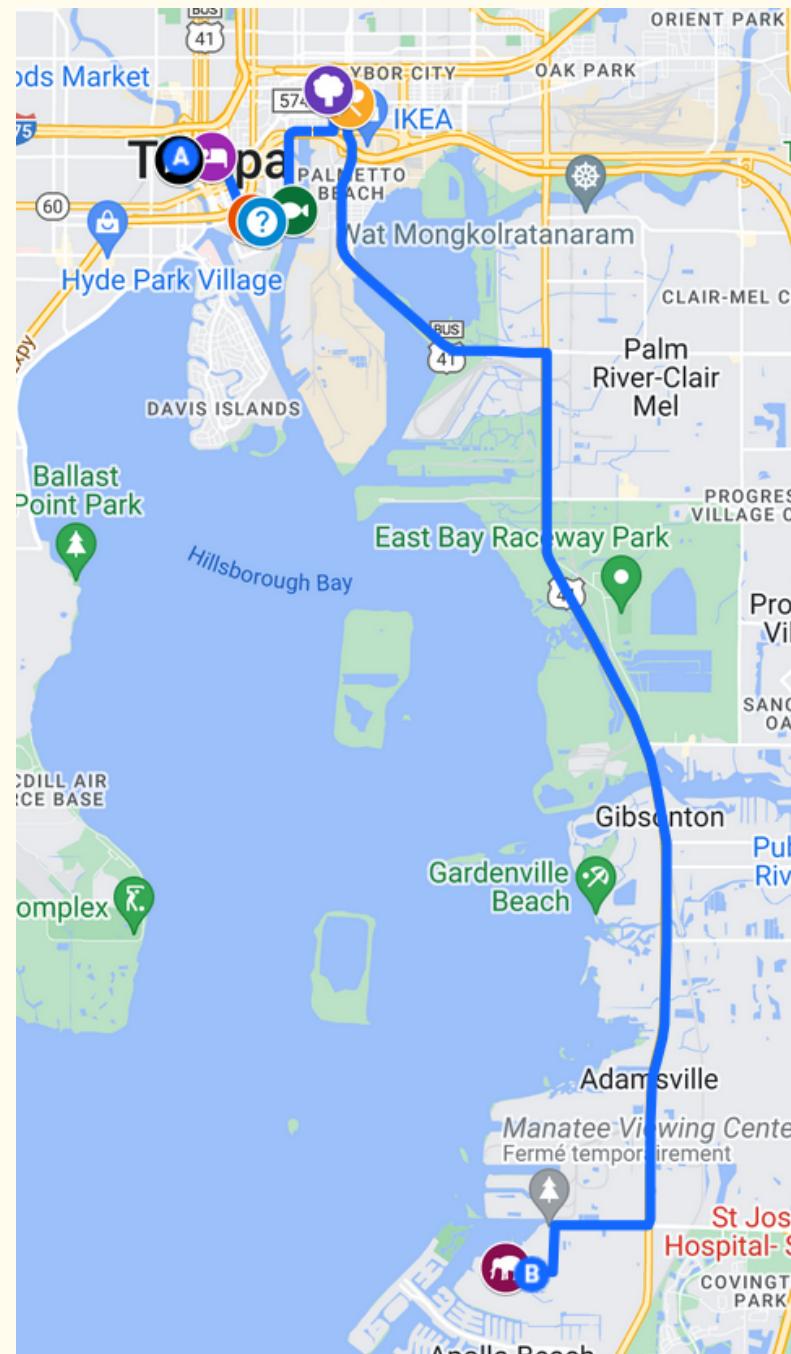
### Assessment Screens #1.1 - 8.1

There will be a short quiz at the conclusion of each location screen. Here, students' knowledge will be tested on the location's details and its impact on Tampa's hospitality and tourism industry.

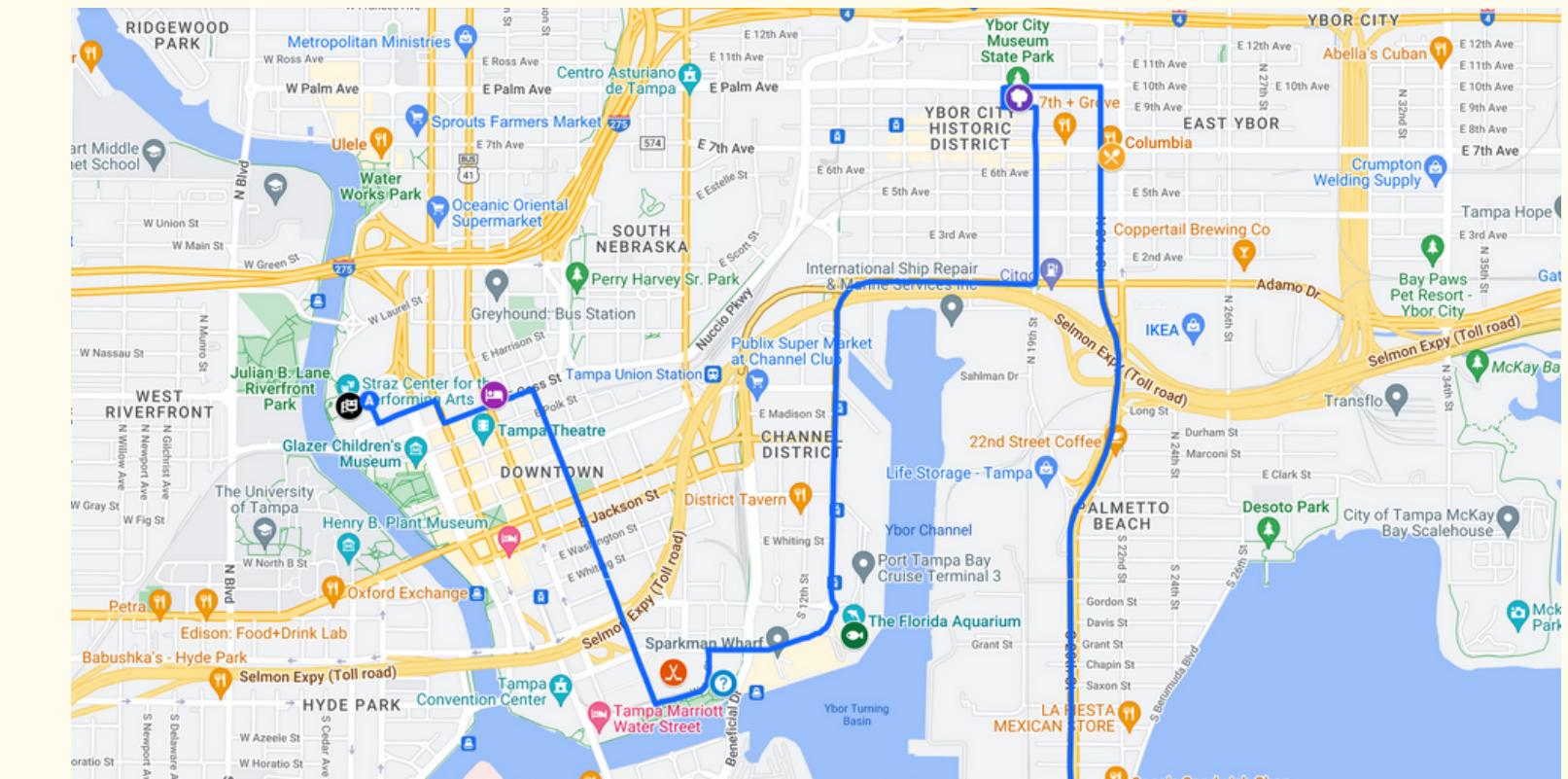
- ◆ Multiple Choice
- ◆ Not Timed
- ◆ Opportunities for Reflection



# Course Route



To the left is the complete map overview of the different stops students will be taking along their course route. Most locations are contained in downtown or Ybor. The southernmost point is the Manatee Viewing center, where students will end the course by meeting some happy, endearing aquatic creatures!



## Legend:

- Manatee Viewing Center
- Florida Aquarium
- Amalie Arena
- Tampa Bay History Center
- Columbia Restaurant
- Ybor City Museum State Park
- Floridan Palace Hotel
- Straz Center for the Perform...



# Straz Center for the Performing Arts

Since its opening in 1987, the Straz has welcomed nearly 16 million guests.



The Straz Center in Tampa is a notable spot of cultural and artistic importance for the city, offering a diverse range of performing arts events, including Broadway shows, concerts, and ballet. Here, students will receive information from David A. Straz, Jr., a prominent philanthropist and businessman who made significant contributions to the Tampa community, which led to the naming of the Straz Center in his honor. Students will learn about the Straz Center's role in attracting tourists interested in arts and culture, its contribution to local employment through the arts industry, and its impact on the local hospitality sector as attendees often dine and stay in nearby accommodations.

# Floridian Palace Hotel

Est. 1927

The Floridian Palace Hotel in Tampa is a notable spot of hospitality and importance for the city due to its historical significance as one of Tampa's grand hotels and its role in hosting prominent guests and events. Students will be led by Allen J. Simms, the original investor in the Floridian Palace Hotel who played a pivotal role in financing and developing the hotel. Students will learn of the hotel's role as a luxury destination for tourists, its contribution to the city's tourism sector, and its economic impact on the local hospitality industry.

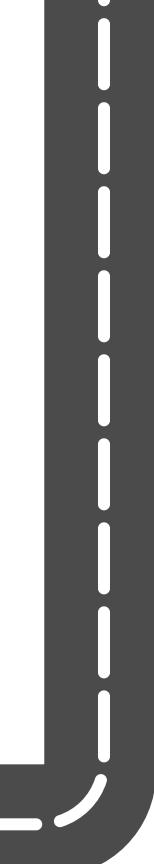


# Amalie Arena



Amalie Arena is a popular and notable venue that holds concerts and events, and most notably, where the Tampa Bay Lightning play. The 3 time Stanley Cup hockey champions tour will be hosted by founder Phil Esposito. Students will learn with Phil Esposito on how he created the team, being the first hockey team developed in Florida and their growing success has brought sports fans from all over to watch them play and the impact it brings to hospitality.





# Tampa Bay History Center



The Tampa Bay History Center is one of Tampa's premier cultural venues and an anchor of the city's cultural arts district. Founded in 1989, the History Center opened its new, 60,000 square-foot facility on Tampa's Riverwalk in 2009. It's a Smithsonian Affiliate museum since 2012 and attracts more than 100,000 annual visitors.

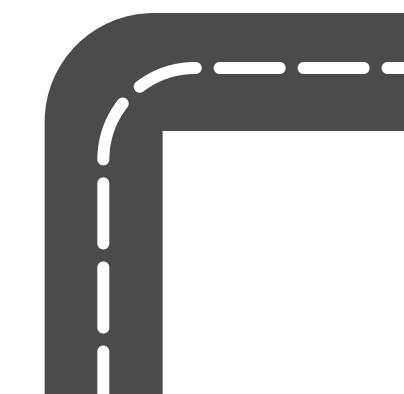


Our guide for this trip will be a historian who has spent years studying Florida's rich and diverse history. They are passionate about sharing their knowledge and making history come alive for students.



# The Florida Aquarium

At the Florida Aquarium, learners will dive deep into hospitality and tourism within the context of aquatic conservation and eco-tourism. The Florida Aquarium is not just a place to observe marine life; it exemplifies hospitality concepts in action.





# Ybor City Museum State Park



The Ybor City Museum is a notable spot due to its rich cultural heritage. It's located in Tampa, Florida's Ybor City, which was once known as the "Cigar Capital of the World". The museum is housed in the historic Ferlita Bakery, a significant landmark in the Ybor City Historic District.

Our guide for this trip will be Don Vicente Martinez Ybor, the founding father of Ybor City. His entrepreneurship and vision helped shape the city and its incredible cultural heritage.



The Columbia Restaurant's rich history, exceptional hospitality, and culinary excellence provide a multifaceted lens through which learners can explore the interplay of hospitality and tourism. This stop offers a unique perspective on the industry's diverse facets and its impact on the local community. Through the ambiance and cuisine of the Columbia Restaurant, learners will see how it aligns with tourism's economic and cultural dimensions.

# Columbia Restaurant Ybor



# Manatee Viewing Center



The manatee viewing center is located at TECO's Big Bend Power Station, a sanctuary for manatees and for the public to be educated about the sea cows and their habitat. A manatee will guide the students on why manatees flock to that location for its warm waters and how this allows the public to view gatherings all while providing a sanctuary and promote sustainable tourism.



# Storyboard Conclusion

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After students have visited and learned about all of the 8 locations, they will be formally assessed on their knowledge through a comprehensive, multiple-choice test. If the course is successfully designed, students will have experienced an immersive and interactive experience that achieves the same outcomes as an in-person experience. Slides in this course will include screen text, character dialogue, static imagery, advanced 3D scanned models of each of the locations, animation, navigational elements, accessibility features, and more, providing a varied and engaging learning experience.

