

Discussion Assignment

This is a graded discussion: 8 points possible

Your GM has taken notice of the success of the Forum Shops in Las Vegas, Nevada. Recognizing that shopping continues to rise in importance for guest activities, your GM would like your input on the development of a series of "Forum Shops" in the transition area between the main hotel and the convention center, approximately 100,000 square feet (1/6 the size of the Las Vegas Forum Shops). Based on the demographics of the Orlando traveler, their shopping motivations, your knowledge of resort retail layout/design, and the importance of operations, recommend a series of components that should be included in the proposed retail area to ensure it's success. Your boss is keenly interested in the endeavor providing a return on gross margin per square foot where the cost per square foot for this space is \$250. What will you include in your recommendation and how will you support your recommendation? (Refer to the rubric before posting your initial response and two replies to ensure that you are working towards full credit.)

BACKGROUND INFORMATION: Among the many ways to entertain a guest in Las Vegas: music, magic shows, traveling exhibits, spas, golf, and of course gambling, shopping is one activity that is of growing interest among travelers to Vegas. In 1992, Caesar's opened the Forum Shops. Although there were shops and malls in Vegas before, the Forum Shops paved the way for shopping centers as part of how Las Vegas entertains its tourists. Shoppers can indulge at shops such as Christian Dior, Versace, Emporio Armani, Harry Winston, and Valentino or, if they are looking for something a little less pricey, they might be found in stores such as The Walking Company, H&M, Guess, Gap, Abercrombie and Fitch, and Anthropologie.

The main difference between the forum shops and a shopping mall that can be found in every major city is the Experience. The Forum replicates the Roman Forums with pillars, mosaics, statues, and water fountains that might have been found in the original. The Forum Shops are extremely profitable for retail shops. In 2014 the Forum Shops were averaging sales of \$1,400 per square foot. This average is vastly greater than the U.S. national average for retail shops, which is \$350 per square foot.

Sources:

1. Kim, Seun and Pauline Sullivan. Experiential Retail: Shopping in Recreation Tourism at the Venetian Resort. e-Review of Tourism Research (eRTR) 3, No. 6 (2005), 126-132. http://ertr.tamu.edu/attachments/228_a-3-6-1.pdf.
2. The Forum Shops at Caesars Directory. The Forum of Shops at Caesars. <http://www.simon.com/mall/MallDirectory.aspx?id %224>
3. http://retail.about.com/od/marketingpromotion/a/measuring_sales.htm (Links to an external site.)

This topic was locked Apr 4, 2016 at 11:59pm.

Grading Rubric

Topic: Discussion 5 - So m... X +

https://webcourses.ucf.edu/courses/1165217/discussion_topics/3494466

HFT4274-16Spring 0M61 > Discussions > Discussion 5 - So much to do -- so little time!

webcourses@UCF

Assignment Rubric Details

4274 Discussion Posting Rubric (8pts) (2)

You've already rated students with this rubric. Any major changes could affect their assessment results.

Criteria	Ratings				Pts
	Initial posting is completed, explained in a fashion that demonstrates understanding of the materials & ENHANCES learning through incorporation of relevant materials external to the course materials 3 pts	Initial posting is completed, explained in a fashion that demonstrates understanding of the material and DESCRIBES relevant information included in the course. 2 pts	Initial posting is COMPLETE 1 pts	Initial posting is INCOMPLETE 0 pts	
Initial posting - 100 to 200 words that responds to the discussion topic, and stimulates discussion and/or presents a question to be addressed	Initial posting is completed, explained in a fashion that demonstrates understanding of the materials & ENHANCES learning through incorporation of relevant materials external to the course materials 3 pts	Initial posting is completed, explained in a fashion that demonstrates understanding of the material and DESCRIBES relevant information included in the course. 2 pts	Initial posting is COMPLETE 1 pts	Initial posting is INCOMPLETE 0 pts	3 pts
Recommendation & Statement of Impact (SOI) - explanation of what should be done, what it will cost, and what the benefit is	Student makes a definitive recommendation of actions to be taken (supported by an existing, real life example) including a quantified expected outcome of expense and return (how much money will be spent and how much revenue or profit will be generated) 3 pts	Student does not incorporate one of the three components: a definitive recommendation of action to be taken, quantified expense, or return 2 pts	Student does not incorporate two of the three components: a definitive recommendation of action to be taken, quantified expense, or return 1 pts	Student does not provide a definitive recommendation or SOI 0 pts	3 pts
Replies - 2 substantive replies that identify potential opportunities and/or reply to stated needs of a classmate's posting.	Two replies are completed, explained in a fashion that demonstrates understanding of the materials & ENHANCES learning through incorporation of relevant materials external to the course materials. 1 pts	Two replies are completed, explained in a fashion that demonstrates understanding of the material and DESCRIBES relevant information included in the course. 0.5 pts	Two replies are completed 0.25 pts	Two replies are not completed 0 pts	1 pts
Mechanics of Submission	Postings are written in a professional tone, are well organized, free of formatting/spelling/grammar issues, and use appropriate terminology and concepts from the module. 1 pts	Postings are written in a professional tone, are well organized, free of formatting/spelling /grammar issues, but are lacking appropriate terminology and concepts from the module. 0.5 pts	Postings are not written in a professional tone and/or are not well organized or include errors. 0 pts		1 pts
Total Points: 8					

Windows taskbar: Ask me anything, 12:27 PM, 4/16/2017