

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM4342
Subject Title	Convention Venue Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	<p>The overall objective is to introduce the development and venue management of MICE sector. The subject is designed to examine those critical issues that are significant to the industry's current and future development from both practical and academic point of view.</p> <p>The objectives are:</p> <ul style="list-style-type: none"> ▪ to familiarize students with the developments in convention venues, ▪ to integrate the management concepts/theories to the MICE venue context in particular, and ▪ to develop students' academic abilities to appreciate and analyze the critical challenges and future opportunities in MICE industry, MICE venue development in particular.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence Students will be able to <i>explain and apply</i> various knowledge and concepts of venue management applicable to the meeting industry.</p> <p>B. Critical Thinkers Students will be able to <i>analyze and critique</i> existing and proposed meeting venue designs and management approaches.</p> <p>C. Effective Communicators Student will be able to <i>communicate and react</i> proactively to the stakeholders in the hospitality industry in the area of convention venue management.</p> <p>D. Innovative Problem Solvers Students will be able to <i>analyze and critique</i> existing and proposed convention venues.</p> <p>E. Lifelong Learners Students will be able to <i>justify</i> solutions to inherent problems.</p>

	<p>F. Ethical Leaders Student will be able to <i>apply</i> knowledge/concepts of convention venue management to real world situations in individual and team-based work.</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Key topics to be addressed in this subject (Subject to regular update)</p> <ol style="list-style-type: none"> 1. MICE Industry and Venues Types of MICE venues, MICE venues as public facilities, Government’s motivations for developing MICE venue 2. Market Assessment Feasibility of MICE venue, Factors to be considered for MICE venue development, Assessment methods 3. Site Selection Site selection criteria, relevance of site selection factors to different clients, site selection decision-making process 4. Design Considerations Architecture selection criteria, MICE venue design requirements and standards, Design trends 5. Venue Marketing Marketing objectives; promotion plan, budget, tools and strategies 7. Venue Management Funding and financing issues, Venue governance and operations 8. Future Trends Impact of business, social, technological and political trends on MICE venue development
<p>Teaching/Learning Methodology</p>	<ol style="list-style-type: none"> i. Interactive lectures will be given with class discussions and illustrations of real world case examples. ii. Tutorials will be conducted by directing students to guided readings and current issues. Problems will be raised for group discussions in the tutorials. iii. Group Project will be developed by small groups of students. Students are required to prepare a comprehensive critique of select aspects of convention venue design and management issues. Team members have to submit both a written report and prepare a final project presentation to demonstrate their understanding. iv. Project Presentation is designed for each team to present their work towards the end of the course. It offers an opportunity to practice vital presentation skills.

- v. **Field trip** will be used to allow students to have an appreciation of convention venue operation and relate it to relevant theories studied in the classroom. (*Teaching hotel as a venue for site visit in addition to other field trip.*)
- vi. **Guest speaker(s)** will be invited to give lectures/seminars on specific issues related to convention venue management in order to enhance students' understanding of the theories learnt and their applications.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		A	B	C	D	E	F
I. Venue Analysis (Individual)	10%	√	√		√		
II. Mid- Term Test (Individual)	15%	√	√		√	√	√
III. Field Trip Journal (Group)	5%	√	√		√	√	√
IV. Project resentation (Group)	15%	√	√	√	√	√	√
V. Project Written Report	15%	√	√	√	√	√	√
VI. Final Exam (Individual)	40%	√	√		√	√	√
Total	100 %						

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Individually, students will be required to conduct an analysis of a specified venue to assess its feasibility as a setting for a range of MICE, community, sporting and special events. **Each student will work on a different venue.** The analysis will be completed using a number of key criteria including: aesthetics, accessibility, functionality and security. One other student in the class will be selected randomly to comment, confirm and supplement the details of the analysis. A complete venue portfolio can be compiled through the work of the whole class.

The individual assignment is worth 10% (8% for the paper, 2% for the peer review) of the subject assessment. Students are required to submit a report which

is to analyse a specified venue to assess its feasibility as a setting for a range of MICE, community, sporting and special events. It focuses on students' ability of critical evaluation through information seeking.

A **mid-term test** is used to assess students' understanding of key terms and processes related to convention venue management. The test will consist of Multiple Choice, True/False, and Short-answer Questions.

The mid-term test will take the form of multiple-choice questions and is part of the continuous assessment for this subject. This formative test is worth **15%** of the subject assessment, and will help students to identify aspects of the subject that students need to review or revise. It focuses on students' knowledge & intellectual skills by testing students' understanding and application of convention venue Management.

A **field-trip journal** is used to assess students' ability as critical observers. Through journal writing, students can connect the field trip experiences to coursework and related readings.

The field trip journal is worth 5% of the subject assessment as a group. Students should demonstrate mastery of the knowledge of the subject, and should include some original synthesis on their part.

A **Group Project** comprising a written project report and a group presentation will assess students' understanding of the topic, power of critical thinking and creativity in their report and presentation. Their ability to answer enquiries from peers and teacher will also be assessed. Students will be requested to work with 4 to 5 classmates. Students will be required to jointly submit a written report and to make oral presentations to the class.

Students are required to prepare a comprehensive critique of select aspects of convention venue design, venue site selection, venue management and marketing issues through comparison, site assessment, or case studies. Students are required to choose ONE topic from the list provided by the teachers.

For the **Group Project**, students will be required to deliver a 20-minute presentation on convention venue management (formative assessment) and submit the written report at the end of the semester (summative assessment). The Group Project is worth **30%** of the subject assessment and focuses on student's ability to: a) explain, b) discuss, and evaluate, c) critically evaluate and apply to venue management, and d) demonstrate team-working and communication skills.

An **examination** will be employed to test the students' understanding of the subject, and ability in answering applied problems relating to convention venue management. At the end of the course, there will be a formal written 3 hour examination. This will ask students to answer questions on what students have learnt. Normally students will have the option to select and answer from a range of given questions.

The final examination is a summative assessment which focuses on students' knowledge & intellectual skills and students' ability to apply concepts by testing students' understanding of the subject. The exam is worth 40% of the subject

	assessment. The following criteria will be used to assess the examination.	
Student Study Effort Expected	Class contact:	
	▪ Lecture	26 Hrs.
	▪ Tutorial	13 Hrs.
	Other student study effort:	
	▪ Field Trip	5 Hrs.
	▪ Mid-term Test	10 Hrs.
	▪ Project	20 Hrs.
	▪ Assignment	10 Hrs.
	▪ Exam	20 Hrs.
	Total student study effort	104 Hrs.
Reading List and References	<p>Textbooks</p> <p>Petersen, D.C. (2001). <i>Developing Sports, Convention and Performing Arts Centers. 3rd Ed.</i>, Washington, DC: Urban Land Institute.</p> <p>Frank, E. R., Lee, A. E., Robert, J. S. (2009). <i>Public Assembly Facility Management: Principles and Practices</i>. IAVM.</p> <p>Suggested Readings</p> <p>Astroff, M. & Abbey, J. (1998). <i>Convention Sales and Services</i> (5th Ed.). N.J., Waterbury Press.</p> <p>Davidson, R. and Rogers, T. (2006) <i>Marketing Destinations and Venues for Conferences, Conventions and Business Events</i>, Oxford: Butterworth-Heinemann</p> <p>Lawson, F. (2000). <i>Congress, convention and exhibition facilities: Planning, design and management</i>. London, Architectural Press.</p> <p>Nelson, R. (2004) (Ed.) <i>Current Issues in Convention and Exhibition Facility Development</i>, New York: Haworth Hospitality Press</p> <p>Nelson, R. (2006) (Ed.) <i>Developing a Successful Infrastructure for Convention & Event Tourism</i>, New York: Haworth Hospitality Press</p> <p>Penner, R. H. (1991). <i>Conference Center Planning and Design</i>. Architecture Design and Technology Press, London</p> <p>Petersen, D.C. (2001). <i>Developing Sports, Convention and Performing Arts Centers. 3rd Ed.</i>, Washington, DC: Urban Land Institute.</p>	

	<p>Rogers, T. (2003). <i>Conferences & Conventions A Global Industry</i>, Butterworth Heineman</p> <p>Weber, K. & Chon, K. (2002) (ed). <i>Convention Tourism: International Research and Industry Perspectives</i>, New York: Haworth Hospitality Press</p>