

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	HTM4343
<b>Subject Title</b>	Events Tourism and Management
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	<p>The overall objective is to introduce students to the importance of special events in the successful development of tourist destinations. It highlights the various forces that impact on events and provides learners with an insight into the events planning process. The subject also addresses the financial, human resources and marketing aspects of events. The subject takes a macro approach to events but also provides learners with generic event management skills that can be applied to festivals, meetings and conventions, expositions and shows, and to sport competitions.</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Professional Competence</b> Students will be able to <i>explain and evaluate</i> various knowledge and concepts of events management applicable to the hospitality industry.</p> <p><b>B. Critical Thinkers</b> Students will be able to <i>analyze and critique</i> existing and proposed special events.</p> <p><b>C. Effective Communicators</b> Students will be able to <i>communicate and react</i> proactively to the stakeholders in the hospitality industry in the area of events management.</p> <p><b>D. Innovative Problem Solvers</b> Students will also be able to display <i>creative and analytical skills</i> in managing special events assignments.</p> <p><b>E. Lifelong Learners</b> Students will be able to <i>justify</i> solutions to inherent problems.</p> <p><b>F. Ethical Leaders</b> Student will be able to <i>apply</i> knowledge/concepts of events management to real world situations in individual and team-based work.</p>

<b>Subject Synopsis/ Indicative Syllabus</b>	<ol style="list-style-type: none"> <li>1. Introduction, Definitions and Types of Events</li> <li>2. Forces, Trends, and Implications for Event Management and Event Tourism</li> <li>3. Perspectives on Events</li> <li>4. Planning Events</li> <li>5. Event Tourism Planning for Destinations</li> <li>6. Organization of Events</li> <li>7. Programming and Service Management</li> <li>8. Human Resource Management</li> <li>9. Generating Revenue</li> <li>10. Financial and Risk Management</li> <li>11. Marketing of Events</li> <li>12. Evaluation and impact assessment</li> </ol>
<b>Teaching/Learning Methodology</b>	<ol style="list-style-type: none"> <li>1. <b>Interactive Lectures</b> with discussions in class and illustration of real cases will be used.</li> <li>2. <b>Tutorials</b> will be conducted by directing students to guided readings and current issues and problems will be raised for group discussions in the tutorials.</li> <li>3. <b>Guest speaker/speakers</b> will be invited to give lectures/seminars on specific issues related to events tourism and management in order to enhance students' understanding of the theories learnt and their applications.</li> <li>4. <b>Field trip</b> may be used to allow students to have an appreciation of tourism business operation and relate it to relevant theories studied in the classroom.</li> </ol>

<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>1. Group Project</td> <td>40%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>2. Mid-term</td> <td>20%</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td>√</td> </tr> <tr> <td>3. Exam</td> <td>40%</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td>√</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						A	B	C	D	E	F	1. Group Project	40%	√	√	√	√	√	√	2. Mid-term	20%	√					√	3. Exam	40%	√	√				√	Total	100 %						
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<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <ol style="list-style-type: none"> <li>Group project: Each group will submit a written report of its group project. No late submission will be accepted.</li> <li>One progressive mid-term test will be given to assess students' learning in the subject. The format for the test may consist of multiple-choice questions, problems or a combination of both. Students <b>must</b> take the mid-term test in order to be awarded a coursework grade.</li> <li>Final examination: A comprehensive final examination will be given to assess students' overall learning in the subject. The format for the examination will consist of multiple-choice questions, problems or a combination of both.</li> </ol>																																															
<b>Student Study Effort Expected</b>	Class contact:																																														
	▪ Lecture		26 Hrs.																																												
	▪ Tutorial		13 Hrs.																																												
	Other student study effort:																																														
	▪ Preview, review and exercises		42 Hrs.																																												
	▪ Group project		34 Hrs.																																												
	Total student study effort		115 Hrs.																																												
<b>Reading List and References</b>	<p><b>Textbooks</b></p> <p>Bowdin, G. et al (2010). Events Management 3<sup>rd</sup> Ed., Oxford: Butterworth-Heinemann</p> <p>Getz, D. (2005). Event Management and Event Tourism 2<sup>nd</sup> Ed., New York: Cognizant Communication Corp.</p>																																														

### **SUGGESTED READINGS**

- Robinson, P., Wale, D., and Dickson, G. (2010) *Events Management*. Cambridge: CABI.
- Goldblatt, J. (1997). *Special Events: Best Practices in Modern Event Management*. New York: Van Nostrand Reinhold.
- McDonnell, I., Allen, J., and O'Toole, W. (2008). *Festival and Special Event Management 4<sup>th</sup> Ed.* Milton, Queensland: Jacaranda Wiley Ltd.
- Shank, M. D. (2009). *Sports Marketing: a Strategic Perspective*. Upper Saddle River, N.J.: Pearson.
- Van der Wagen, L. and Carlos, B. R. (2010) *Event Management for Tourism, Cultural, Business and Sporting Events*. Upper Saddle River, N.J.: Pearson.
- Bowdin, G. et al (2006). *Events Management 2<sup>nd</sup> Ed.* Oxford: Butterworth-Heinemann