

The Hong Kong Polytechnic University

Subject Code	HTM4343
Subject Title	Events Tourism and Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	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 events, festivals, meetings and conventions, expositions and shows, and to sport competitions.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professional 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. Critical Thinkers Students will be able to <i>analyze and critique</i> existing and proposed special events.</p> <p>C. Innovative Problem Solvers Students will also be able to <i>display creative and analytical skills</i> in managing special events assignments.</p> <p>D. Effective Communicators 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>E. Lifelong Learners Students will be able to <i>justify</i> solutions to inherent problems.</p> <p>F. Ethical Leader Student will be able to <i>apply</i> knowledge/concepts of events management to real world situations in individual and team-based work.</p> <p>G. Socially Responsible Global Citizen</p>

	Students will also be able to <i>prove how to plan and manage events</i> well as socially responsible global citizens.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction, Definitions and Types of Events 2. Forces, Trends, and Implications for Event Management and Event Tourism 3. Perspectives on Events 4. Planning Events 5. Event Tourism Planning for Destinations 6. Organization of Events 7. Programming and Service Management 8. Human Resource Management 9. Generating Revenue 10. Financial and Risk Management 11. Marketing of Events 12. Evaluation and impact assessment 13. Understanding of Trends: Socially Responsible Global Citizen