

Faculty of GLOBAL & COMMUNITY STUDIES		
COURSE OUTLINE		
Term:	Fall 2015	Instructor:
Course No (Section):	TOUR220	Office:
Course Name:	Special Events - Tourism Generators	Telephone:
Credits:	3	E-mail:
Classroom/Lab:		Office Hours:
Scheduled:		

COURSE FORMAT: 4 hours per week for 15 weeks

PREREQUISITES: 18 credits of 100-level or higher coursework including TOUR 111 or REC 111.

NOTE: This course is equivalent to TOUR 118. Duplicate credit will not be granted for this course and TOUR 118.

FOURTH HOUR: 2 field trips; 1 project tutorial, event staging (all mandatory)

COURSE DESCRIPTION: Special events are increasingly viewed as an essential sector of a destination's tourism product. Not only are they instrumental in attracting additional tourists to a destination, special events can also reinforce a destination's brand, generate significant positive economic, social and cultural impacts, and limit the effect of seasonality. This course is aimed at increasing participants' awareness of the role special events play in increasing the attractiveness of a destination, enhancing a visitors' experience in the destination and providing participants with the basic knowledge and tools to develop, plan, and execute a special event through hands-on learning.

COURSE LEARNING OUTCOMES: Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
1. Explain the nature and significance of events in the context of destination management and tourism.
2. Describe the requirements for hosting tourism-generating events
3. Apply event tourism theory to plan a tourism-generating event
4. Establish goals and objectives for a special event
5. Identify the techniques and strategies required to plan successful special events.
6. Plan, promote and implement a small-scale special event.
7. Apply available techniques and strategies for incorporating sustainable practices into special event planning.

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
1. Destination SWOT Analysis	15%	I
2. Mini Presentation	10%	I
3. Field Trip Report	15%	I
4a. Planning an Event - Event Briefing Sheet	2%	G
4b. Planning an Event - Event Documents	18%	G
4c. Planning an Event - Event Staging	20%	G
5. Volunteer report	10%	I
6. In-class quizzes	10%	I
	100.00%	

GRADING PROFILE: A+=90-100% B+ = 77-79% C+ = 67-69% D = 50-59%
 A =85-89% B = 73-76% C = 63-66% F = 49% or less
 A-=80-84% B- = 70-72% C- = 60-62%

GRADING STANDARDS:

A+	All aspects of the work submitted are to exceptional standards. Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).
A	All aspects of the work submitted are to excellent standards. Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).
B	All aspects of the work submitted are to good standards. Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).
C	All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass. Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).

D	<p>Work submitted earns a minimal pass.</p> <p>Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).</p>
F	<p>All aspects of the work submitted are below adequate standards</p> <p>Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).</p>

REQUIRED TEXT and OTHER RESOURCES:

Event Management for Tourism, Cultural, Business and Sporting Events (4th edition); by Lynn Van Der Wagen;
 Publisher: Pearson Education Canada; ISBN-10: 1442534885

COURSE CONTENT/SCHEDULE:

CLASS	TOPIC (S)	ACTIVITIES
1	<p>Introduction to tourism-generating special events</p> <p><i>Defining events</i> <i>Types of events</i></p>	
2	<p>Hosting tourism-generating events</p> <p><i>Destination infrastructure</i></p>	
3	<p>Impact of tourism-generating special events</p> <p><i>Economic, social, cultural and environmental impacts</i></p>	
4	<p>Event hosting strategies: Bidding for an event</p> <p><i>Responding to a Request for Proposal</i></p>	Assessment #1 due: Destination SWOT Analysis
5	No Class	
6	<p>Event hosting strategies: Developing an event</p> <p><i>Planning and staging the event</i> <i>Event goals and objectives</i> <i>Event concept, venue, décor</i></p>	
7	<p>Staffing the event</p> <p><i>Managing volunteers</i> <i>Recruitment</i></p>	Assessment #4a due: Event Intention Sheet
8	<p>Promoting the event</p> <p><i>Advertising</i> <i>Public relations</i></p>	Assessment #2 due: Mini Presentation Field trip – Eat Vancouver – May 30 th , 2pm
9	<p>Financial management</p> <p><i>Event budget</i> <i>Financial procedures and systems</i></p>	Assessment #2 due: Mini Presentation
10	<p>Operations and logistics</p> <p><i>Onsite management</i> <i>Event set-up/breakdown</i></p>	Mandatory tutorial: Site inspection Assessment #3 due: Field Trip Report

11	Planning sustainable events <i>“Greening” strategies</i>	
12	Risk Management <i>Risk management</i> <i>Legal requirements and ethics</i> <i>Contracts</i>	Assessment #4b due: Event Planning Documents
13	Ensuring a successful event <i>Monitoring</i> <i>Control</i> <i>Evaluation</i>	Assessment #4c due: Event Staging
14 & 15	Course review FINAL EXAM PERIOD	Assessment #5 due: Volunteer Report

UNIVERSITY POLICIES:

Capilano University has policies on academic appeals (including appeal of final grade), student conduct, cheating and plagiarism, academic probation, and other educational issues. These and other policies are available on the University website.

FACULTY POLICIES:

Attendance:

Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline. **Attendance for weekend courses is mandatory.**

Participation:

This mark, if included as part of the assessment items by the instructor, is based on both the frequency and quality of the student’s comments, questions, observations, and involvement, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks. Preparing the required readings will support a student’s ability to participate. The participation mark is also influenced by professionalism (as described below), attitude and punctuality.

Professional Behaviour:

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

Cheating and Plagiarism: Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published on the University website.

Penalties for Cheating & Plagiarism:

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Missed Exams & Quizzes: Will receive a grade of '0' unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**

English Usage: All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**

Assignments: Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

Programmable Tools: The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.

Incomplete Grades: Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

Copyright Policy: Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.

Emergency Procedures: Students are required to familiarize themselves with emergency procedures posted in the classroom.