

COURSE OUTLINE		
TERM: Summer 2026	COURSE NO: TOUR373	
INSTRUCTOR:	COURSE TITLE: Transformative Events: Place, People & Purpose	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Skwxwú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səliwətał (Tsleil-Waututh), shíshálh (Sechelt), Skwxwú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may be offered in mixed mode/online format. This course may also include lab sessions or field trips where appropriate.

COURSE PREREQUISITES

60 credits of 100-level or higher coursework

CALENDAR DESCRIPTION

This course investigates the evolving events sector through integrated frameworks of decolonized, sustainable and experiential design. Learners will engage in foundational and transformative principles of the event ecosystem, including partnerships, procurement and venue management. Important industry trends will be discussed such as values-based design, regenerative tourism, and global sustainability frameworks. Emphasis is placed on cultivating applied competencies and culturally responsive practices that align with contemporary industry requirements and emerging paradigms in ethical and sustainable event planning and management.

COURSE NOTE

None

REQUIRED TEXTS AND/OR RESOURCES

A reading package will be available to students with online and library resources.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. **Explain** the evolution, scope and significance of the events industry
2. **Compose** cohesive and ethically based event design, using regenerative tourism principals
3. **Evaluate** the social, economic and land-based impacts of events within localized and globalized contexts
4. **Integrate** Indigenous knowledge and worldviews with event design and planning
5. **Apply** competitive relational, culturally sensitive and technological skills to contemporary event industry practice

COURSE CONTENT

Topic(s)
Part 1: Reframing Events: Place, People & Purpose <ul style="list-style-type: none"> Events Across Borders, The Evolution of Gatherings & Decolonizing Space Regenerative Tourism & The Global Destination Sustainability Index
Part 2: Core Concepts & Event Ecosystems <ul style="list-style-type: none"> Venues, Catering, Contracts, Procurement, Cost & Revenue Values-Based Event Design and Ethical Sponsorships Partnerships, Destinations, Sectors & Clients
<u>Outdoor Learning (Weather Permitting)</u> Part 3: Gatherings for all <ul style="list-style-type: none"> Indigenous Events: Mindfulness & Culturally Informed Event Design Accessibility, Diversity, Equity & Inclusion Experience & Personalization: Meaningful Experiences & Engaged Audiences
3 x Lab Sessions and/or Field Trips
<u>Outdoor Learning (Weather Permitting)</u> Part 4: Event Impacts & Sustainability <ul style="list-style-type: none"> Community-Wide Impacts, Reciprocal Relationships & The Gift Economy United Nations Sustainable Development Goals
Part 5: In Between Two Worlds- Technology & Relational Dynamics <ul style="list-style-type: none"> Project Management, Artificial Intelligence, Data Analytics & Automation Slowing Down in a Fast World: Relational Accountability, Cultural Awareness
Final Presentations <ul style="list-style-type: none"> Showcasing Student Work

EVALUATION PROFILE

Assessment	% of Final Grade
Class Participation*	0-10%
Event Application Assignment/s	5-20%
Land-based site reflection	20-30%
Case Study- Storytelling	10-20%
Group project**	20-45%
TOTAL	100%

* Participation grades are based upon the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions; listening attentively during lectures and when other students are speaking; and participating in all activities with an open and inquisitive mind.

**This may consist of several smaller assignments. No one individual component will be more than 35%

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due on the due date listed unless otherwise noted in the course syllabus. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

*** Accommodations can be made to honour community needs and traditional practices.

Attendance

Students are expected to attend all classes and associated activities. In the event of an emergency/unforeseen circumstances the student must notify the instructor by email. See course syllabus for penalties associated with missed attendance on particular assignments and/or days.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-services/>

Capilano University Security: download the [CapU Safe Alert App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence Policy and B.401.1 Sexual Violence Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.