LEIS3170 - Festival and Event Planning
Course Outline

Course Co-ordinator: Dr Kevin Markwell
Room: GP3.27
Ph: 4921 6573
Fax: 
Email: kevin.markwell@newcastle.edu.au
Consultation hours: please make an appointment via email

Brief Course Description
The course will facilitate student understanding of the contextual environment within which special events and festivals are located; their relationships with the broader tourism industry both at a national and international scale and their associated social and cultural impacts. In addition, through analysis and critique of selected events and festivals, students will gain valuable skills relating to their design, planning, management and evaluation. A range of specific events and festivals will be examined including cultural festivals, sporting events, conferences and conventions.

Contact Hours
Lecture for 1 Hour per Week for the Full Semester
Tutorial for 1 Hour per Week for the Full Semester

Learning Materials/Texts

In addition, you will need to draw from a range of literature in order to satisfactorily complete the assessment items for this course. The list below of books and journals is not by any means exhaustive, but it is meant to give you an indication of the range of academic material that is available, and from which you should draw material to be worked into written assessment items.

Books
Allen, J (et al) 2003 Festival and Special Event Management, 3rd Ed., Milton, QLD: John Wiley and Sons
Faulkner, B. 1993 Evaluating the Impacts of Hallmark Events, Canberra: Bureau of Tourism Research.

Journals
Tourism Management
Annals of Tourism Research
Tourism, Culture and Communication
Tourism Geographies
Tourist Studies
Event Management
Current Issues in Tourism
Journal of Tourism Studies

Course Objectives
On successful completion of this course, students will:
1. Have developed a critical understanding of the historical, political, cultural, and environmental contexts of festivals and events.
2. Be familiar with design, planning, marketing and leadership principles associated with events and festivals management.
3. Have developed the necessary skills to critique and analyse the effectiveness of selected festival and event cases.
4. Effectively communicate ideas and knowledge developed in this course in both written and oral form.
Course Content
This course will include topics such as:
1. Definitions and classifications systems.
2. Community and destination identity through public celebration.
3. Social and cultural impacts of events and festivals.
4. Design and planning approaches and models.
5. Marketing and promotion strategies.
6. Project Management.

Assessment Items
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Essays / Written Assignments</td>
<td>1,500 words, worth 30%.</td>
</tr>
<tr>
<td>Presentations -  Group</td>
<td>worth 20%.</td>
</tr>
<tr>
<td>Reports</td>
<td>2,000 words, worth 50%.</td>
</tr>
</tbody>
</table>

Assumed Knowledge
Students who enrol in this course will be expected to have undertaken at least LEIS1060 Introduction to Tourism and at least 40 units of LEIS at 2000 level.

Callaghan Campus Timetable
LEIS3170
FESTIVAL & EVENT PLANNING
Enquiries: School of Humanities and Social Science
Semester 1 - 2006
Lecture and Tutorial Monday 14:00 - 15:00 [V107]
or Monday 15:00 - 16:00 [W202]
or Monday 16:00 - 17:00 [W202]
or Monday 12:00 - 13:00 [W202]

Group Work, Peer and Self-Assessment
The assessment in this course involves group work assessment – the tutorial presentation.

Students will self-select one, or in some cases, two other students to comprise their group. Each group member will contribute an equal share to the overall task that the group has to achieve: research, prepare and deliver an interactive presentation on their chosen event. It is the responsibility of each group member to understand the overall aims and objectives of the task; provide contact details to ensure that they are contactable by other group members; attend and participate constructively in group meetings; give their apologies if they are unable to attend a meeting and ensure that they carry out the work that has been allocated to them; contribute equally to the tutorial presentation. In the case that a team member is not working co-operatively, notice should be given to that person and if the situation is not rectified, the course coordinator will be contacted and will seek a meeting with that individual.

Each individual will receive a mark based in part on the evaluation by team members (5%) and by the course coordinator (15%).
Plagiarism

University policy prohibits students plagiarising any material under any circumstances. A student plagiarises if he or she presents the thoughts or works of another as one’s own. Without limiting the generality of this definition, it may include:

- copying or paraphrasing material from any source without due acknowledgment;
- using another's ideas without due acknowledgment;
- working with others without permission and presenting the resulting work as though it was completed independently.

Plagiarism is not only related to written works, but also to material such as data, images, music, formulae, websites and computer programs.

Aiding another student to plagiarise is also a violation of the Plagiarism Policy and may invoke a penalty.

For further information on the University policy on plagiarism, please refer to the Policy on Student Academic Integrity at the following link -


The University has established a software plagiarism detection system called Turnitin. When you submit assessment items please be aware that for the purpose of assessing any assessment item the University may -

- Reproduce this assessment item and provide a copy to another member of the University; and/or
- Communicate a copy of this assessment item to a plagiarism checking service (which may then retain a copy of the item on its database for the purpose of future plagiarism checking).
- Submit the assessment item to other forms of plagiarism checking

Written Assessment Items

Students may be required to provide written assessment items in electronic form as well as hard copy.

Extension of Time for Assessment Items, Deferred Assessment and Special Consideration for Assessment Items or Formal Written Examinations

Students are required to submit assessment items by the due date, as advised in the Course Outline, unless the Course Coordinator approves an extension of time for submission of the item. University policy is that an assessment item submitted after the due date, without an approved extension, will be penalised.

Any student:

1. who is applying for an extension of time for submission of an assessment item on the basis of medical, compassionate, hardship/trauma or unavoidable commitment: or

2. whose attendance at or performance in an assessment item or formal written examination has been or will be affected by medical, compassionate, hardship/trauma or unavoidable commitment;

must report the circumstances, with supporting documentation, to the appropriate officer on the prescribed form.
Please go to the Policy and the on-line form for further information, particularly for information on the options available to you, at:


**Changing your Enrolment**

The last dates to withdraw without financial or academic penalty (called the HECS Census Dates) are:

For semester 1 courses: 31 March 2006

Students may withdraw from a course without academic penalty on or before the last day of semester and prior to the commencement of the formal exam period. Any withdrawal from a course after the last day of semester will result in a fail grade.

Students cannot enrol in a new course after the second week of semester/trimester, except under exceptional circumstances. Any application to add a course after the second week of semester/trimester must be on the appropriate form, and should be discussed with the School Office.

To change your enrolment online, please refer to

http://www.newcastle.edu.au/study/enrolment/changingenrolment.html

**Contact Details**

**Faculty Student Service Offices**

The Faculty of Education and Arts
Room: GP1-22 (General Purpose Building)
Phone: 0249 215 314

The Faculty of Business and Law
Room: SRS130 (Social Sciences Building)
Phone: 0249 215 983

**The Dean of Students**

Dr Jennifer Archer
Phone: 492 15806
Fax: 492 17151
resolutionprecinct@newcastle.edu.au

Various services are offered by the University Student Support Unit:

Alteration of this Course Outline

No change to this course outline will be permitted after the end of the second week of the term except in exceptional circumstances and with Head of School approval. Students will be notified in advance of any approved changes to this outline.

Web Address for Rules Governing Undergraduate Academic Awards

Web Address for Rules Governing Postgraduate Academic Awards

STUDENTS WITH A DISABILITY OR CHRONIC ILLNESS

The University is committed to providing a range of support services for students with a disability or chronic illness.

If you have a disability or chronic illness which you feel may impact on your studies, please feel free to discuss your support needs with your lecturer or course coordinator.

Disability Support may also be provided by the Student Support Service (Disability). Students must be registered to receive this type of support. To register please contact the Disability Liaison Officer on 49 21 5766, or via email at: student-disability@newcastle.edu.au

As some forms of support can take a few weeks to implement it is extremely important that you discuss your needs with your lecturer, course coordinator or Student Support Service staff at the beginning of each semester.

For more information related to confidentiality and documentation please visit the Student Support Service (Disability) website at:
www.newcastle.edu.au/services/disability

Studentmail and Blackboard: www.blackboard.newcastle.edu.au/
This course uses Blackboard and studentmail to contact students, so you are advised to keep your email accounts within the quota to ensure you receive essential messages. To receive an expedited response to queries, post questions on the Blackboard discussion forum if there is one, or if emailing staff directly use the course code in the subject line of your email. Students are advised to check their studentmail and the course Blackboard site on a weekly basis.

Written Assignment Presentation and Submission Details
Students are required to submit assessment items by the due date. Late assignments will be subject to the penalties described below.

Hard copy submission:

- **Type your assignments**: All work must be typewritten in 11 or 12 point black font. Leave a wide margin for marker’s comments, use 1.5 or double spacing, and include page numbers.
- **Word length**: The word limit of all assessment items should be strictly followed – 10% above or below is acceptable, otherwise penalties may apply.
- **Proof read your work** because spelling, grammatical and referencing mistakes will be penalised.
- **Staple the pages** of your assignment together (do not use pins or paper clips).
University coversheet: All assignments must be submitted with the University coversheet: www.newcastle.edu.au/policy/academic/general/assess_coversheet.pdf

Assignments are to be deposited in the relevant discipline assignment box:

- School of Humanities and Social Sciences, MC127, McMullin Building.

Do not fax or email assignments: Only hard copies of assignments will be considered for assessment. Inability to physically submit a hard copy of an assignment by the deadline due to other commitments or distance from campus is an unacceptable excuse. Assignments mailed to Schools are accepted from the date posted.

Keep a copy of all assignments: All assignments are date-stamped upon receipt. However, it is the student’s responsibility to produce a copy of their work if the assignment goes astray after submission. Students are advised to keep updated back-ups in hard copy and on disk.

Online copy submission to Turnitin
In addition to hard copy submission, students are required to submit an electronic version of the following assignments to Turnitin via the course Blackboard website:

- Essay 1500 words
- Report 2000 words

Prior to final submission, all students have the opportunity to submit one draft of their assignment to Turnitin to self-check their referencing.

Assignments will not be marked until both hard copy and online versions have been submitted. Marks may be deducted for late submission of either version.

The course ID for this course is 1452015 and the password is festival

Penalties for Late Assignments
Assignments submitted after the due date, without an approved extension of time will be penalised by the reduction of 5% of the possible maximum mark for the assessment item for each day or part day that the item is late. Weekends count as one day in determining the penalty. Assessment items submitted more than ten days after the due date will be awarded zero marks.

Special Consideration/Extension of Time Applications
Students wishing to apply for Special Consideration or Extension of Time should obtain the appropriate form from the Student HUBS.

Remarks
Students can request to have their work re-marked by the Course Coordinator or Discipline Convenor (or their delegate); three outcomes are possible: the same grade, a lower grade, or a higher grade being awarded. Students may also appeal against their final result for a course. Please consult the University policy at:


Return of Assignments
Where possible, assignments will be marked within 3 weeks and returned to students in class. At the end of semester, students can collect assignments from the Student HUBS during office hours.

Preferred Referencing Style
In this course, it is recommended that you use the Harvard in-text referencing system (similar to the APA system) for referencing sources of information used in assignments.
Inadequate or incorrect reference to the work of others may be viewed as plagiarism and result in reduced marks or failure.

An in-text citation names the author of the source, gives the date of publication, and for a direct quote includes a page number, in parentheses. At the end of the paper, a list of references provides publication information about the source; the list is alphabetised by authors’ last names (or by titles for works without authors). Further information on referencing and general study skills can be obtained from:


**Student Representatives**

We are very interested in your feedback and suggestions for improvement. Student Representatives are the channel of communication between students and the School Board. Contact details of Student Representatives can be found on the School website.

**Student Communication**

Students should discuss any course related matters with their Tutor, Lecturer, or Course Coordinator in the first instance and then the relevant Discipline or Program Convenor. If this proves unsatisfactory, they should then contact the Head of School if required. Contact details can be found on the School website.

**Essential Online Information for Students**

Information on Class and Exam Timetables, Tutorial Online Registration, Learning Support, Campus Maps, Careers information, Counselling, the Health Service and a range of free Student Support Services can be found at:

Grading guide

<table>
<thead>
<tr>
<th>% Range</th>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>49% or less</td>
<td>Fail (FF)</td>
<td>An unacceptable effort, including non-completion. The student has not understood the basic principles of the subject matter and/or has been unable to express their understanding in a comprehensible way. Deficient in terms of answering the question, research, referencing and correct presentation (spelling, grammar etc). May include extensive plagiarism.</td>
</tr>
<tr>
<td>50% to 64%</td>
<td>Pass (P)</td>
<td>The work demonstrates a reasonable attempt to answer the question, shows some grasp of the basic principles of the subject matter and a basic knowledge of the required readings, is comprehensible, accurate and adequately referenced.</td>
</tr>
<tr>
<td>65% to 74%</td>
<td>Credit (C)</td>
<td>The work demonstrates a clear understanding of the question, a capacity to integrate research into the discussion, and a critical appreciation of a range of different theoretical perspectives. A deficiency in any of the above may be compensated by evidence of independent thought. The work is coherent and accurate.</td>
</tr>
<tr>
<td>75% to 84%</td>
<td>Distinction (D)</td>
<td>Evidence of substantial additional reading and/or research, and evidence of the ability to generalise from the theoretical content to develop an argument in an informed and original manner. The work is well organised, clearly expressed and shows a capacity for critical analysis.</td>
</tr>
<tr>
<td>85% upwards</td>
<td>High Distinction (HD)</td>
<td>All of the above, plus a thorough understanding of the subject matter based on substantial additional reading and/or research. The work shows a high level of independent thought, presents informed and insightful discussion of the topic, particularly the theoretical issues involved, and demonstrates a well-developed capacity for critical analysis.</td>
</tr>
</tbody>
</table>

Assessment Items

**Group Tutorial Presentation (20%)**

You are to work in pairs for this assessment item. Select a special event or festival from the list provided (or you may select an alternative provided that you have received authorisation from your tutor) and carry out research on this event/festival utilising the academic literature and the internet. You are to conduct a 25 minute session in the tutorial allocated to you in which you:

- Describe the event/festival
- Outline its history/genesis/origins
- Identify and discuss some of the major social, cultural, economic and political impacts
- Identify and discuss any management issues that have arisen
- Explore the relationships between the festival/event and the destination in terms of destination identity, image, branding and place-making.

Tutorial presentations will commence in week 4.

**List of Events and Festivals**

- Adelaide Grand Prix
- Adelaide Festival
- Carnival in Rio
- Sydney or Athens Olympic or Paralympic Games
- International Gay Games
- FIFA World Cup
- Edinburgh Festival
- Oktoberfest
- Mt Hagen Highlands Cultural Show
- Woodford Folk Festival
- Tamworth Country Music Festival
- Orange Food and Wine Festival
Croc Fest  
New Orleans Mardi Gras  
Glastonbury Festival  
Love Parade, Berlin  
Okanagan Wine Festival  
Aloha Festival

**Essay (30%)**
Word Length: 1500 words  
Date Due: 5.00pm Friday April 7

Drawing upon examples from selected events and festivals, and the academic literature (both books and journal articles) discuss the following question:

**Discuss the capacity of special events and festivals to be economically or socially/culturally transformative.**

**Report (50%)**
Word Length: 2000 words  
Date Due: 5.00pm Friday 9 June

You are to develop a feasibility report for a 2-day festival designed to:

- Enhance the destination image of the particular city or town in which it will be located;  
- Increase domestic tourist numbers to the destination;  
- Assist with local community development;  
- Connect with some aspect of the destination (physical environment, local cultures/communities, heritage or a combination of these).

The local council has provided a seeding grant of $5000.00 to help underwrite some of the costs associated with the festival, but as the consultant, you will need to identify other income streams.

The feasibility report will contain but will not necessarily be limited to incorporating the following aspects:

- Event concept  
- Description of and rationale for event structure  
- Risk assessment  
- Budget  
- Identification of stakeholders and ‘audience’, target market, participants  
- Marketing and promotion strategies

Your feasibility report will be the product of a process of research and investigation that will involve local renaissance, internet searching and gathering and synthesising information from a variety of academic and technical/specialist sources. It must be as realistic as possible.

<table>
<thead>
<tr>
<th>Week</th>
<th>Week beginning</th>
<th>Lecture Topic &amp; Assessment at a Glance</th>
</tr>
</thead>
</table>
| 1    | February 20    | Introduction and course overview. Assessment. Expectations. Overview of the MICE Industry in Australia. Historical emergence of special events and festivals.  
Reading: Ch. 1 Textbook |
| 2    | February 27    | Event typology. Social and cultural perspectives. Structure of the MICE industry.  
Reading: Ch. 1 Textbook |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>March 13</td>
<td>Social, cultural, economic and political impacts of special events and festivals I: positive</td>
<td>Reading: Ch. 2 Textbook</td>
</tr>
<tr>
<td>5</td>
<td>March 20</td>
<td>Social, cultural, economic and political impacts of special events and festivals II: negative</td>
<td>Reading Ch.2 Textbook</td>
</tr>
<tr>
<td>6</td>
<td>March 27</td>
<td>Event tourism planning. Destination-based event tourism strategies. Regional development. The role of conferences.</td>
<td>Reading Ch. 3 Textbook</td>
</tr>
<tr>
<td>7</td>
<td>April 3</td>
<td>Conceptualising the event. The creative process. The event concept and design. Stakeholders.</td>
<td>Reading Ch.4 textbook</td>
</tr>
<tr>
<td>8</td>
<td>April 10</td>
<td>Excursion: Newcastle Visitor and Convention Bureau, Newcastle City Council.</td>
<td>Mid-Semester Recess: Friday 14 April - Friday 28 April</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>May 8</td>
<td>Event and festival planning process. Strategic planning. Staffing and volunteer management.</td>
<td>Reading Ch. 5 and 6 Textbook</td>
</tr>
<tr>
<td>11</td>
<td>May 15</td>
<td>Strategic marketing of events. Planning event ‘product’ experiences.</td>
<td>Reading Ch. 7 Textbook</td>
</tr>
<tr>
<td>12</td>
<td>May 22</td>
<td>Project management. Budgeting. Sponsorship</td>
<td>Reading: Ch. 9 and 10 Textbook</td>
</tr>
<tr>
<td>13</td>
<td>May 29</td>
<td>Risk management and legals.</td>
<td>Reading Ch. 11 Textbook</td>
</tr>
<tr>
<td>14</td>
<td>June 5</td>
<td>Logistics and staging of events.</td>
<td>Reading: Ch. 12 and 13 Textbook</td>
</tr>
</tbody>
</table>

Queen’s Birthday Public Holiday: Monday 12 June  
Examination period: Tuesday 13 June - Friday 30 June