



COURSE OUTLINE

TOURISM 257 (TOUR 257)

Events and Attractions Management

**45 hours
3 credits**

PREPARED BY: Craig Hansen

DATE: Dec 18, 2015

APPROVED BY: Margaret Dumkee

DATE: Jan 27, 2016

APPROVED BY ACADEMIC COUNCIL: (date)

RENEWED BY ACADEMIC COUNCIL: (date)

YUKON COLLEGE

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Course Outline prepared by Craig Hansen, December 2015.

Yukon College
P.O. Box 2799
Whitehorse, YT
Y1A 5K4

APPLIED SCIENCE AND MANAGEMENT
Events & Attractions Management
3 Credit Course
Term 2, Year 2016

Events and Attractions Management

INSTRUCTOR: Craig Hansen

OFFICE HOURS: TBA

OFFICE LOCATION: A2420

CLASSROOM: Hilltop Bistro

E-MAIL: chansen@yukoncollege.yk.ca

TIME: 9:00am - 12:00 Mondays

TELEPHONE: 867-668-8811

DATES: Jan. 4 - April 18, 2016

COURSE DESCRIPTION

This course covers the knowledge and basic skills for planning, organizing, managing and evaluating festivals, special events, meetings, seminars, conferences, or community-based attractions. Topics include improving existing events and attractions, planning and implementing new events and attractions, site selection, developing budgets and timelines, developing promotional and marketing strategies, maintaining records, and event wrap-up and evaluation. Emphasis is also placed on establishing community-based relationships and support, and on recruiting, developing and leading teams of volunteers.

PREREQUISITES

HOSP 101, combined with second term status in the program or consent of the division.

RELATED COURSE REQUIREMENTS

EQUIVALENCY OR TRANSFERABILITY

TBA

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to

1. Identify the key components of a successful event, conference, meeting, and community-based attraction.
2. Evaluate an existing event or attraction, and make recommendations for improvements.
3. Determine customer/client group needs, interests, and special needs.
4. Participate in planning, implementing and following up on a new event or attraction.
5. Draft a business or project plan, including budget, timelines, policies and procedures, for an event, conference, meeting or attraction.
6. Research and ensure compliance with prevailing federal, territorial and local legislation and regulations.
7. Recognize and accommodate protocol and cultural needs of prospective customers or participants.
8. Assist in developing an event, conference or meeting program, including identification and assessment of potential sites, accommodations, entertainment, equipment, food and beverage services and other logistics.
9. Develop a marketing plan that includes promotional, marketing, public relations, publicity and media strategies and activities.
10. Identify and solicit community and organizational support, and prospective sponsors and donors.
11. Know how to recruit, develop, motivate, and lead a volunteer team.
12. Recognize and show appreciation for volunteers, sponsors and donors.
13. Coordinate services, activities and follow-up with other divisions, and other organizations, tourism professionals and service providers.

COURSE FORMAT:

The instructor's role is to facilitate learning. Lectures will typically be short, and will summarize and enhance material provided in the textbook(s) and other handouts. The instructor will not cover all of the material in the assigned readings during class. To participate and learn effectively in classroom discussions and activities, students must come prepared, with assigned reading completed and understood.

Case studies, class discussions, exercises, industry examples, group work, and applied assignments will be used. Sharing of information and experiences through questions and dialogue is encouraged. Guest speakers and industry resource people may be featured in some class sessions. For effectiveness and value of the learning process, regular attendance and full participation in class sessions are essential.

A final examination is a required component of the course.

Each student is entirely responsible for being aware of assignments, due dates, changes to the course schedule, etc., that may arise at any class.

ASSESSMENTS

Assignments	60%
Final Examination	25%
Participation	15%

Attendance & Participation

Full attendance is expected in TOUR 257. Due to the nature of the grading process students would not be able to pass with poor attendance. For this reason a student may be asked to leave the course and not participate in the final event which is the culmination of assignments.

Assignments

Written assignments and exercises are due at class start time on the date assigned. Unless otherwise stated, written assignments must be word processed. Written assignments must also meet business writing standards: clear, complete, concise, and correct in grammar, punctuation and spelling. Most assignments will align with an authentic event that your team is responsible to design and implement. This means that timing in the planning of the special event and active participation in the implementation of activities is critical in order to be successful. This event is the culmination of assignments from this course and combines learnings from all courses taken in the program.

Tests - Final Exam

The final examination will be comprehensive and based on the event process.

Other - Participation

Success in the course is dependent on a high level of participation. The participation mark is based on active involvement in classroom activities and assignments with a positive, productive and enthusiastic approach. Therefore, attendance and participation are essential; advise the instructor in advance if you are unable to attend a class.

EVALUATION

Assignments	60%
Midterm Exam	N/A
Participation	15%
Final Exam	25%
Total	100%

REQUIRED TEXTBOOKS AND MATERIALS

Handouts

ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the Academic Regulations:

http://www.yukoncollege.yk.ca//downloads/Yukon_College_Academic_Regulations_and_Procedures_-_August_2013_final_v1.pdf

PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Resubmitting a paper which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

YUKON FIRST NATIONS CORE COMPETENCY

Yukon College recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see www.yukoncollege.yk.ca/yfnccr.

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or lassist@yukoncollege.yk.ca.

TOPIC OUTLINE

1	Jan 4	Overview of Course Outline/Processes Introduction
2	Jan 11	Major Event - Preliminary Planning
3	Jan 18	Administration /Event Details
4	Jan 25	Event Co-ordination/Event Details
5	Feb 1	Marketing Plan Implementation/Event Details
6	Feb 8	Risk Management Plan Implementation /Event Details
7	Feb 15	Human Resources Co-ordination/Event Details
8	Feb 22	February 22nd - 26th Reading Week- No Classes
9	Feb. 29	Professionalism/Event Details
10	Mar 7	Event Details
11	Mar 14	Event Details
12	Mar 21	Event Details
13	Mar 28	Easter Monday - No Classes

14	Apr 4	Event Details
15	Apr 11	Event Details
16	Apr 18	Course Summary & Evaluation Final Examination