



COURSE OUTLINE

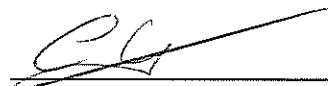
TOUR 257

Events/Attractions Management

48 HOURS

3 CREDITS

PREPARED BY:

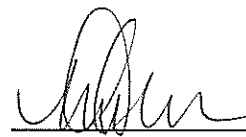


Craig Hansen, Instructor

DATE:

Jan 9, 2015

APPROVED BY:



Margaret Dumkee, Dean

DATE:

Jan 9, 2015

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Course Outline prepared by Craig Hansen, February 2015.

Yukon College
P.O. Box 2799
Whitehorse, YT
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APPLIED SCIENCE AND MANAGEMENT
Food & Beverage Services II
3 Credit Course
Winter, 2015

COURSE OUTLINE

TOURISM 257 (TOUR 257)

Events and Attractions Management

Instructor: Craig Hansen
Office Location: A2420
Office Hours: By appointment.
Telephone: 668-8811 Fax: 668-8890 (College)
668-8850 (Division Secretary)

Course Length: 45 hours; 3 credits
Course Days/Time: Monday 9:00 – 12:00
Classroom: Room #Hilltop Bistro Ayamdigut Campus, Yukon College

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.

Learning Outcomes:

Learning outcomes represent the knowledge, skills and values that students can expect to take with them upon course completion. They also represent what employers can expect to see applied in the workplace. The outcomes approach is different from traditional teaching and learning approaches. The roles of the instructor are facilitator, coordinator and collaborator -- not just lecturer. The roles of the student involve actively collaborating and participating in one's own learning, and synthesizing and analyzing information from a variety of sources and course activities.

Upon successful completion of this course, learners 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.
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Course Prerequisites: HOSP 101, combined with second term status in the program or consent of the division.

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.

Evaluation:

Assignments 60%

Written assignments and exercises are due at class start time on the date indicated. 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.

Final Examination 25%

The final examination will be comprehensive and solely based on the National Standards for Event Co-ordinator. A score of 75% or better is required to pass.

Participation 15%

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.

Total: 100%

Attendance and 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.

Plagiarism

Plagiarism involves representing the words of someone else as your own, without citing the source from which the material is taken. If the words of others are directly quoted or paraphrased, they must be documented according to standard procedures (APA). The resubmission of a paper for which you have previously received credit is considered a form of plagiarism.

Plagiarism is academic dishonesty, a serious academic offence, and will result in you receiving a mark of zero (F) on the assignment or the course. In certain cases, it can also result in dismissal from the college. And do not underestimate the impact such a situation will have on your reputation.

STUDENTS WITH DISABILITIES OR CHRONIC CONDITIONS:

Reasonable accommodations are available for students with a documented disability or chronic condition. It is the student's responsibility to seek these accommodations. If a student has a disability or chronic condition and may need accommodation to fully participate in this class, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or lassist@yukoncollege.yk.ca.

Required Textbook(s):

Event Co-ordinator
Canadian Tourism Human Resource Council

Note: It is recommended that students keep their textbook(s) and resource materials. As well as being valuable work references, they will be very useful in subsequent courses in the tourism program.

EQUIVALENCY/TRANSFERABILITY: TBA

INSTRUCTIONAL REQUIREMENTS:

Industry experience and/or training in the area of instruction with strong knowledge of food & beverage operations.

Proposed Syllabus:

For readings:

Session	Date(s)/ Week of ...	Topic(s)	Reading
1	Jan 5	Overview of Course Outline/Processes Introduction	Handouts
2	Jan 12	Major Event – Preliminary Planning	Handouts
3	Jan 19	Administration /Event Details	Pg. 1-28
4	Jan 26	Event Co-ordination/Event Details	Pg. 29 - 58
5	Feb 2	Marketing Plan Implementation/Event Details	Pg. 59-68
6	Feb 9	Risk Management Plan Implementation /Event Details	Pg. 69-78
7	Feb 16	Human Resources Co-ordination/Event Details	Pg. 79-100
8	Feb 23	Professionalism/Event Details	Pg. 101-122
9	Mar 2	Event Details	
10	Mar 9	Event Details	
11	Mar 16	March 16th – 20th Reading Week– No Classes	
12	Mar 23	Event Details	
13	Mar 30	Event Details	
14	Apr 6	Easter Monday – No Classes	
15	Apr 13	Event Details	
16	Apr 20	Course Summary & Evaluation	
17	Apr 27	Final Examination	