CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Spring 2020	**COURSE NO:** TOUR 220	
INSTRUCTOR:	**COURSE TITLE:** Special Events - Tourism Generators	
OFFICE: PHONE: E-MAIL:	**SECTION NO(S):**	**CREDITS:** 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT:
Three hours of class time, plus an additional hour delivered through a variety of activities for a 15-week semester, which includes two weeks for final exams. **FOURTH HOUR:** Completion of fourth hour activities is mandatory.
The following are a sample of what may be assigned as a fourth hour activity: attendance to field trips, event staging, event volunteering and other activities outside of the assigned class time.

COURSE PREREQUISITES
18 credits of 100 level or higher coursework including TOUR 111 or REC 111

CALENDAR DESCRIPTION:
This course will cover all aspects of event management and event marketing: choosing the right event, designing a business (event) plan, event/cause marketing, sponsor proposals, managing the pre-event, event day(s) management, and post event activities. Students will design a new special event and prepare a business plan for that event. The course will also include case studies from existing events.

COURSE NOTE:
TOUR 220 is equivalent to TOUR 118. Duplicate credit will not be granted for this course and TOUR 118.

REQUIRED TEXT and OTHER RESOURCES:
Selected readings will be provided through the TOUR 220 course eLearn site.

COURSE STUDENT LEARNING OUTCOMES:
Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:
1. Explain the nature and significance of events in the context of destination management and tourism development.
2. Describe the requirements for hosting successful tourism-generating events
3. Establish and utilize goals and objectives to plan a special event.
4. Identify the techniques and strategies required to plan successful special events.
5. Plan, promote and implement a small-scale special event.
6. Apply available techniques and strategies for incorporating sustainable practices into special event planning.

REQUIRED TEXT and OTHER RESOURCES:
Selected readings will be provided through the TOUR 220 course eLearn site.

COURSE CONTENT

CLASS	TOPIC
1	**Introduction to tourism-generating special events** *Defining events, types of events*
2	**Impact of tourism-generating special events** *Economic, social, cultural, environmental impacts*
3	**Hosting tourism-generating events** *Event tourism strategy & destination infrastructure*
4	**Event hosting strategies** *Event planning and bid processes*
5	**Developing an event** *Event concept, goals & objectives* *Designing the event experience* *Event planning tools*
6	**Marketing the event** *Advertising & public engagement*
7	**Financial management** *Event budget, financial processes and systems* **Staffing the event** *Managing volunteers*
8	**Operations and logistics** *Onsite management* *Event set-up/breakdown*
9	*Event Visit – Field Trip*
10	**Planning sustainable events** *"Greening" strategies*
11	**Risk Management** *Risk management, legal requirements, ethics, contracts* **Event Site Visits**
12	**Event Execution**
13	**Ensuring a successful event** *Monitor, Control, Evaluation* **Event Evaluation**

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
In-class quizzes (4)	20%	I
Event Tourism Strategy Analysis	10%	I
Mini Presentation	10%	I
Field Trip Report	10%	I
Volunteer Report	10%	I
Event Planning Documents	20%	G
Event Execution & Debrief	20%	G
	100%	

ASSIGNMENTS

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to specific assignment descriptions on the eLearn site for a detailed breakdown and rubric.

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 at the beginning of the class 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. See course syllabus for penalties associated with late assignments.

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. Rescheduling will not be allowed for reasons such as holidays or work conflict, nor shall re-scheduling be possible after exams have been graded and returned. Please consult with your instructor. Final Exams are to be written on the date and time scheduled.

Attendance
Students are expected to attend all classes and associated activities. Attendance is mandatory if the delivery of this course is through a weekend based format. See course syllabus for penalties related to missed classes.

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 or when working in groups on tasks assigned by the instructor.

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-life/

Capilano University Security: download the CapU Mobile Safety 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 S2017-05 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 and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure. See 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.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

See course syllabus