

# CAH3546: FESTIVAL AND CULTURAL EVENTS

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## Effective Term

Semester A 2024/25

## Part I Course Overview

### Course Title

Festival and Cultural Events

### Subject Code

CAH - Chinese and History

### Course Number

3546

### Academic Unit

Chinese and History (CAH)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

CTL3546 Festival and Cultural Events Management

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The course aims to introduce students to the theoretical, academic and professional skills required to design and manage artistic festivals and cultural events. It also provides students the critical frameworks, the knowledge of the contemporary issues and the practical skills which are related to art festivals and cultural events.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Describe the size and types of art festivals, tourism, and cultural events in Hong Kong and Overseas, as well as the concepts and design among various events.	20	x	x	
2	Plan an art or cultural event in terms of its feasibility, knowledge of legal compliance, sponsorship, budget, staffing, staging, logistics etc.	20	x	x	
3	Describe the concepts of risk management, expectation management, and financial planning.	20	x	x	
4	Apply the concepts of event management in the evaluation of the case studies and group project.	20		x	x
5	Demonstrate critical writing and presentation skills.	20		x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	Lecture	Students will engage in lecture to consolidate the concepts and practical skills of event management among different event management industries.	1, 2, 3, 4, 5	2 hrs

2	Small-group analysis and evaluation	Students will participate in small groups to analyse and evaluate of the texts as a means to sensitise students to enhance their understanding of the taught topics throughout the course. Group discussion on case studies and presentations will involve students in active learning through interaction and reflection. Workshops will also be given to improve students' practical skills in planning an event. These activities will enhance students' ability on research and teamwork.	1, 2, 3, 4	1 hr
3	Group presentation	Students will participate in group presentation to consolidate their critical writing and presentation skills.	5	

**Assessment Tasks / Activities (ATs)**

	<b>ATs</b>	<b>CILO No.</b>	<b>Weighting (%)</b>	<b>Remarks (e.g. Parameter for GenAI use)</b>
1	The written proposal is given to assess students' comprehensive ability and practical skills (i.e. event proposal writing, budgeting, marketing and promotion, and logistics planning).	1, 2, 3, 4, 5	30	Assessment will be based on: (1) detailed knowledge of event management in related to tourism, cultural, business, and sport industries; (2) detailed knowledge of key concepts and practical skills related to event management; (3) strong evidence of critical thinking reflected in the short papers; (4) application of the learned/other examples and materials in-class/out-of-class; (5) persuasive writing skills.

2	Group projects are given to assess students' understanding of event management.	1, 2, 3, 4, 5	40	Assessment will be based on: (1) detailed knowledge of backgrounds, and key concepts in relation to event management; (2) strong evidence of critical thinking (i.e., using different perspectives learnt from the lectures and being able to reflect in the group works); (3) cooperation as a team; (4) persuasive presentation skills; (5) overall structure of the presentation.
3	Reflection reports are given to evaluate students' comprehensive ability.	2, 4, 5	30	Assessment will be based on: (1) strong evidence of critical thinking using different perspectives in analysing case studies; (2) ability to ask questions in the evaluation of case studies; (3) active engagement in in-class discussion sessions.

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Written Proposal

**Excellent (A+, A, A-)**

Detailed knowledge of backgrounds and concepts related to event management in different industries, strong evidence of critical thinking in relation to the context of event management process, strong ability to apply the concepts and skills as reflected in group project/presentation and individual written assignments, strong ability in evaluating case studies and being able to make suggestions, active engagement in in-class discussions.

**Good (B+, B, B-)**

High level of familiarity with knowledge of backgrounds and concepts related to event management in different industries, evidence of critical thinking in relation to the context of event management process, effort to apply the concepts and skills as reflected in group project/presentation and individual written assignments, effort in evaluating case studies and being able to make suggestions, participation in in-class discussion.

**Fair (C+, C, C-)**

Satisfactory understanding of backgrounds and concepts related to event management in different industries, some evidence of critical thinking in relation to the context of event management process, little effort to apply the concepts and skills as reflected in group project/presentation and individual written assignments, little effort in evaluating case studies without being able to make suggestions, interest in in-class discussion.

**Marginal (D)**

Understanding of backgrounds and concepts related to event management in different industries without the ability to apply it as reflected in group project/presentation and individual assignments, only little evidence of critical thinking in relation to the context of event management process, passive participation in the evaluation of case studies and in-class discussion.

**Failure (F)**

Very limited familiarity with backgrounds and concepts related to event management in different industries without the ability to apply it as reflected in group project/presentation and individual written assignments, no evidence of critical thinking in relation to the context of event management process, no contributions in the evaluation of case studies and in-class discussion.

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**Assessment Task**

Group projects

**Excellent (A+, A, A-)**

Detailed knowledge of backgrounds and concepts related to event management in different industries, strong evidence of critical thinking in relation to the context of event management process, strong ability to apply the concepts and skills as reflected in group project/presentation and individual written assignments, strong ability in evaluating case studies and being able to make suggestions, active engagement in in-class discussions.

**Good (B+, B, B-)**

High level of familiarity with knowledge of backgrounds and concepts related to event management in different industries, evidence of critical thinking in relation to the context of event management process, effort to apply the concepts and skills as reflected in group project/presentation and individual written assignments, effort in evaluating case studies and being able to make suggestions, participation in in-class discussion.

**Fair (C+, C, C-)**

Satisfactory understanding of backgrounds and concepts related to event management in different industries, some evidence of critical thinking in relation to the context of event management process, little effort to apply the concepts and skills as reflected in group project/presentation and individual written assignments, little effort in evaluating case studies without being able to make suggestions, interest in in-class discussion.

**Marginal (D)**

Understanding of backgrounds and concepts related to event management in different industries without the ability to apply it as reflected in group project/presentation and individual assignments, only little evidence of critical thinking in relation to the context of event management process, passive participation in the evaluation of case studies and in-class discussion.

**Failure (F)**

Very limited familiarity with backgrounds and concepts related to event management in different industries without the ability to apply it as reflected in group project/presentation and individual written assignments, no evidence of critical thinking in relation to the context of event management process, no contributions in the evaluation of case studies and in-class discussion.

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**Assessment Task**

Reflection reports

**Excellent (A+, A, A-)**

Detailed knowledge of backgrounds and concepts related to event management in different industries, strong evidence of critical thinking in relation to the context of event management process, strong ability to apply the concepts and skills as

reflected in group project/presentation and individual written assignments, strong ability in evaluating case studies and being able to make suggestions, active engagement in in-class discussions.

#### **Good (B+, B, B-)**

High level of familiarity with knowledge of backgrounds and concepts related to event management in different industries, evidence of critical thinking in relation to the context of event management process, effort to apply the concepts and skills as reflected in group project/presentation and individual written assignments, effort in evaluating case studies and being able to make suggestions, participation in in-class discussion.

#### **Fair (C+, C, C-)**

Satisfactory understanding of backgrounds and concepts related to event management in different industries, some evidence of critical thinking in relation to the context of event management process, little effort to apply the concepts and skills as reflected in group project/presentation and individual written assignments, little effort in evaluating case studies without being able to make suggestions, interest in in-class discussion.

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Very limited familiarity with backgrounds and concepts related to event management in different industries without the ability to apply it as reflected in group project/presentation and individual written assignments, no evidence of critical thinking in relation to the context of event management process, no contributions in the evaluation of case studies and in-class discussion.

## **Part III Other Information**

### **Keyword Syllabus**

Arts Festival, Film Festival, Event Management; Cultural event, Heritage Management, Cultural Tourism, Managing the Arts, Marketing of art and leisure management, arts industries

### **Reading List**

#### **Compulsory Readings**

	<b>Title</b>
1	Allen, J. & O' Toole, W. (1999). Festival and Special Event Management. Sydney: John Wiley & Sons.
2	Ian Yeoman ed. (2004). Festival and Events Management: An International Arts and Culture Perspective. Oxford: Elsevier Butterworth-Heinemann, 2004.
3	Van der Wagen, L. & Carlos, B. R. (2005). Event Management for tourism, cultural, business, and sport events. Upper Saddle River, NJ: Pearson.
4	Robertson, Martin and Elspeth Frew Eds. (2008). Events and Festivals: Current Trends and Issues. London: Routledge.
5	Raj, R. Walters, P. & Rashid, T. (2009). Events Management: An Integrated and Practical Approach. LA: Sage.
6	Raj, R. & Musgrave, J., Eds. (2009). Event Management and Sustainability. Cambridge, MA: MPG Books Group.
7	Wang, Cindy Hing-Yuk (2011). Film Festivals: Culture, People, and Power on the Global Screen. New Brunswick, N.J.: Rutgers University Press, 2011.
8	Fischer, Alex (2013). Sustainable Projections: Concepts in Film Festival Management. Scotland: St. Andrews Film Studies.

**Additional Readings**

	Title
1	Hong Kong Tourism Board, available at: <a href="http://www.discoverhongkong.com/eng/events/festivals-guide.html">http://www.discoverhongkong.com/eng/events/festivals-guide.html</a> Retrieved on 18 Jan 2012
2	Leisure and cultural service department, available at: <a href="http://www.lcsd.gov.hk/en/cs_pa_festival.php">http://www.lcsd.gov.hk/en/cs_pa_festival.php</a> Retrieved on 18 Jan 2012
3	Hong Kong Arts Festival, available at: <a href="http://www.hk.artsfestival.org/en/prog/highlights/8/">http://www.hk.artsfestival.org/en/prog/highlights/8/</a> Retrieved on 18 Jan 2012
4	The Hong Kong International Film Festival Society, available at: <a href="http://www.hkiff.org.hk/en/index.php">http://www.hkiff.org.hk/en/index.php</a> Retrieved on 18 Jan 2012
5	Hong Kong Salsa Festival 2012, available at: <a href="http://www.hksalsafestival.com/">http://www.hksalsafestival.com/</a> Retrieved on 18 Jan 2012
6	Hong Kong International Jazz Festival, available at: <a href="http://www.hkja.org/en/">http://www.hkja.org/en/</a> Retrieved on 18 Jan 2012
7	Sport Business, available at: <a href="http://www.sportbusiness.com/">http://www.sportbusiness.com/</a> Retrieved on 20 Jan 2012