

# TOUR 3006 FESTIVALS AND EVENTS

**Credit Points** 10

**Coordinator** Willem Coetzee ([https://directory.westernsydney.edu.au/search/name/Willem Coetzee/](https://directory.westernsydney.edu.au/search/name/Willem%20Coetzee/))

**Description** This subject explores the complexities of planning and managing major festivals and events. Students will gain an appreciation of the benefits festivals and events can provide for communities and visitor economies, as well as the challenges and risks they present. The subject will also cover a variety of other aspects, including: marketing, branding, sustainability, place-making, access, equity and security/policing. Students will be encouraged to attend events and festivals over the course of the semester, and experts will be invited to provide 'real-world' case-studies. The major assessment allows students to draw on the knowledge and skills they are developing to propose their own major festival/event.

**School** Social Sciences

**Discipline** Tourism

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

## Restrictions

Successful completion of 80 credit points of study.

## Learning Outcomes

1. Analyse the role of festivals and events, including their relationship to tourism.
2. Evaluate the benefits and challenges that festivals and events present to communities and visitor economies.
3. Critically appraise festival and event practices.
4. Work individually and in teams to present their ideas orally and in written forms.
5. Propose festivals and/or events to an expert audience.

## Subject Content

- The purpose of festivals and events.
- Strategies for planning and managing major festivals and events.
- The role of festivals and events in the visitor economy.
- The challenges and risks of festivals and events.
- Festival and event marketing, branding, sustainability, place-making, access, equity and security and policing.
- NSW and Australian festival and event organiser expert perspectives.
- Developing major festival and event proposals.
- Pitching a major festival/event.

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are

regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task
Essay	1500 words	40	N	Individual
Presentation	15 minutes (500 words equivalent, per group member)	20	N	Group
Proposal	1000 words per group member	40	N	Individual

Teaching Periods

## Autumn (2023)

### Parramatta - Victoria Rd

#### On-site

**Subject Contact** Willem Coetzee ([https://directory.westernsydney.edu.au/search/name/Willem Coetzee/](https://directory.westernsydney.edu.au/search/name/Willem%20Coetzee/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=TOUR3006\\_23-AUT\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=TOUR3006_23-AUT_PS_1#subjects))