

Note that **those who are interested in this course have to attend the first session (i.e., introduction to course) of the class**; otherwise you're not supposed to take this course. Auditing and sitting in the course are not allowed. Access is restricted when the class is in session.

NATIONAL DONG HWA UNIVERSITY
Department of Tourism, Recreation and Leisure Studies
TRLS51700/BM_84980
Studies in Festival & Event Tourism (aka Research in Event Tourism)
節慶觀光研究
Fall Semester 2024
Wednesday 9:10-12:00 pm, Management C236

Instructor: Lai-hsin Lai (賴來新), Ph.D. **Phone:** 890-5611
C410 Management Building **E-mail:** lh lai@gms.ndhu.edu.tw
Office Hours: Tue. 12:00 - 2:00 p.m. and by appointment

Course Objectives

1. To review the evolution of event tourism: concepts and approaches.
2. To identify the effects, role, and significance of event tourism.
3. To examine event tourism destinations: case studies and best practice.
4. To understand various issues related to managing event operations.

Course Format

Class meetings will be run as seminars involving shared participation and leadership among class members, including the instructor. Most class periods will consist of a discussion of the assigned readings. For most of the course, we will engage in cooperative learning. All students are expected to actively engage in this process as the success of this method rests on student interaction. Therefore, assigned readings must be read prior to the class meeting.

Course Readings

We will use a collection of readings from various journals and other sources.

Course Requirements and Evaluation

1. ***Cooperative Learning and Leadership (Expert Teams).*** You will be evaluated on your level of participation and responsibility taken for cooperative learning. Specifically, you will work with a reading partner to help you better understand

the articles. As a reading team you will be responsible for giving a powerpoint presentation and developing a set of questions for each set of readings, which can be integrative or specific to the article (or both). Then, your team will lead all or a portion of the topic for the week. Please remember to email your PowerPoint slides to the course instructor by 9:00 a.m. Tuesday.

2. ***Class Participation.*** Students are expected to attend class regularly and actively participate in class discussions. The extent to which you are prepared and contribute to the discussion of each week's seminar will be assessed.
3. ***Article Summary and Critiques.*** You will be required to submit five summary/critique papers (2-3 pages in length) through the semester. These papers should not only be summaries of each of the papers but also capture your thoughts/reflections on overall themes discussed in the readings. Each assignment is due at the very beginning of class.
4. ***Integrated literature review (7-10 articles).*** Each student will conduct a review of literature on an event tourism topic of interest to event studies. This review is to be integrative and critical in nature. Students should include a title page, including a title; an outline of the review; an introduction to the review; approximate subheadings based on content area; a conclusion section; a critical comments section; and an implications for further research and practice section (this latter section must be at least two pages long). The paper should be a maximum of 15 pages, 12 point Times New Roman/標楷體, single line spacing, with one inch margins. Use the APA Style Manual, 7th edition. Apart from the written paper, you are also to do a presentation about your integrated literature review by using PowerPoint on December 25, 2024.

Course grades will be based on the following weighting scale:

<i>Class discussion and participation</i>	30%
<i>Article Summary and Critiques</i>	30%
<i>Integrated literature review</i>	40%

All assignments submitted should follow the principle of Academic Integrity.

Using the ideas, data, or language of another without specific or proper acknowledgement (i.e., plagiarism) is dishonest. I will not accept work that includes copied and pasted information; all information or ideas included in your assignments must be in your own words. If you use ideas of others, you must provide proper citations and references in the assignment.

Course Schedule and Topics

Week, Dates, & Discussion Leader (DL)	Topic
Week 1 September 11	Introduction to Course
Week 2 September 18	Reading Week (Add/Drop Period)
Week 3 September 25 DL:	Defining Event Tourism
Week 4 October 2 DL:	Research Methods and Trends of Event Studies <i>Article Summary and Critiques due</i>
Week 5 October 9 DL:	Social and Cultural Perspectives <i>Article Summary and Critiques due</i>
Week 6 October 16 DL:	Political and Economic Perspectives
Week 7 October 23 DL:	Cultural Events
Week 8 October 30 DL:	MICE or MEEC (Meetings, Expositions, Events and Conventions)
Week 9 November 6 Midterm Week DL:	Sporting Events
Week 10 November 13 DL:	NDHU Sports Day (no classes)
Week 11 November 20 DL:	Event Audiences <i>Article Summary and Critiques due</i>
Week 12 November 27	Stage and Visitor Management <i>Article Summary and Critiques due</i>

DL:	
Week 13 December 4 DL:	Planning and Managing Events <i>Article Summary and Critiques due</i>
Week 14 December 11 DL:	Event Value and Evaluation
Week 15 December 18 DL:	Event and Sustainability
Week 16 December 25 DL: All students enrolled in this course	Presentation of Literature Review
Week 17 January 1 Final Week	New Year's Day (Holiday)
Week 18 January 8	NO CLASS