

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM2BN08
Subject Title	Weddings, Festivals and Exhibitions: Organizing, Planning and Understanding Economic and Social Impacts
Credit Value	3
Level	2
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<p>Hong Kong, Macau, Guangzhou, Beijing, Singapore, London, New York are among the many cities to attract large-scale festivals, events, and exhibitions. The impacts of festivals and events on host destinations range from economic and political to social, cultural and environmental. Small/medium-scale local events, such as wedding, social events, and concerts, also create a supply-demand chain that is significant to the local economy.</p> <p>This subject aims to provide an insight into and understanding of the multiple impacts of festivals and events. It promotes awareness and understanding of the value and importance of events in Hong Kong and other cities in the Greater Bay Area as well as the globe.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>a) Competent professional: Students will be able to demonstrate the impacts of festivals, events, and exhibitions; assess the implications of multiple impacts on host communities, organizations, and policy makers in a local, regional, and national context; identify and discuss the impacts of festivals, events, and exhibitions; and understand the implications of multiple impacts on host communities, organizations, and policy makers in a local, regional, and national context;</p> <p>b) Critical thinker: Students will be able to draw on a wide range of resources in making judgments by learning the various technical tools and reports to review and analyze the tangible and intangible benefits of festivals and events; appraise and differentiate between festival and event impact evaluative frameworks.</p> <p>c) Innovative problem solver: Students will be able to demonstrate independent thinking to generate and analyze the event industry's supply and demand chain through case studies.</p> <p>d) Effective communicator: Students will be able to use a wide range of routine and some advanced skills in using IT applications, and evaluate new technologies as they emerge through</p>

	<p>demonstrations of various software programs and systems used in the event industry; and accept responsibility and accountability for one’s own output as the result of working on a group project of assessing the impacts of an event/festival.</p> <p>e) Lifelong learner Students will be able to recognize the need for a lifelong learning and self-development; plan, manage, and evaluate their own learning in pursuit of self-determined goals.</p> <p>f) Ethical leader: Students will be able to accept some responsibility for the output of others by working as a team member for an event impact study; and identify ethical issues through an understanding of the social and environmental impacts of events/festivals on local communities.</p> <p>g) Socially responsible global citizen: Students will be able to demonstrate a global outlook by analyzing different cultures and social development needs in the local, national and global contexts (interest in culture and social development); and accept their responsibilities as professionals and citizens to society, their own nation and the world (social, national, and global responsibility).</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Topics & Indicative Contents</p> <ol style="list-style-type: none"> 1. Different types of events and the multiple dimensions of event impacts 2. Event impacts and its measuring tools 3. Regional economic impact for corporate meeting, conference, and convention 4. Economic impact of exhibitions in Hong Kong, the Greater Bay Area, and globe 5. Exhibitions and waste management 6. Event industry supply chain: weddings and concerts 7. Customer experiences in weddings and social events 8. Economic/political impact of mega events (e.g., the Olympic Games) 9. Media and technology in international mega events 10. Cultural-social impact of festival and civic celebrations 11. Image and eventful cities in the globe 12. Stakeholders and power

	<p>Interactive Lectures will be used with discussions in class and illustration of real cases. For instance, site visits to exhibition centres/festivals, seminars, and talks from industry practitioners will be incorporated within the class.</p>
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Tutorials will be conducted by directing students to guided readings. Current issues and problems will be raised for group discussions.