Sheffield Hallam University

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MODULE DESCRIPTOR

TITLE	Major Event Policy and Practice
SI MODULE CODE	44-7819-00S
CREDITS	15
LEVEL	7
JACS CODE	N820
SUBJECT GROUP	Events Management
DEPARTMENT	Service Sector Management
MODULE LEADER	Stewart Hilland

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	**Placement (if applicable)**	**Independent Guided Study**	**Total Number of Study Hours**
72		78	150

MODULE AIM
To provide students with the intellectual skills and competencies to critically analyse and evaluate the strategies adopted and legacy outcomes achieved in the staging of major events.

MODULE LEARNING OUTCOMES
By engaging successfully with this module a student will be able to

1. Critically examine the concept of evaluation within an Events Management context

2. Critically examine the phases of bidding, planning, delivery and legacy in relation to major events

3. Analyse developments in the staging of major events that are a response to the evaluation and learning that has taken place in previous events

4. Critically review the impacts that major events have on stakeholders and society as a whole.

INDICATIVE CONTENT
➡ An important part of this module is a visit/field trip to a city that has been responsible for the recent hosting of a major event, or will stage a major event in the near future. In this way the students will have the opportunity to assess the infrastructure which supports mega/major events and meet key stakeholders who have been involved in the planning/staging and evaluation of the event

➡ Case studies of major events and the timescale and significance of the different stages in the 'processing' of major events: bidding – planning - monitoring – feedback - legacy

➡ Learning and evaluation theory in the context of major events and its relationship to continuous improvement. The importance of post event evaluation

➡ Impact analysis – the significance of major events in relation to the wider social/cultural/political/environmental/economic agenda

➡ The political significance of major events

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LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS
Students will be supported in their learning, to achieve the above outcomes, in the following ways

➧ Formal lectures

➧ Workshops and interactive seminars using a wide range of learning resources

➧ Case study analysis

➧ Individual consultations

➧ Self-study activities

➧ Debates

➧ Visits

➧ Meetings with visiting lecturers and industry specialists

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Poster Presentation	CW	30	NA	No
2	Essay	CW	70	2500	No

FEEDBACK
Students will receive feedback on their performance in the following ways

➧ General group and individual verbal feedback/feed forward will be provided following the poster presentation and this will be supported with formal written feedback/ feed forward to each group.

➧ Individual meetings will be scheduled following the submission of the individual essay to discuss the student's response to the assessment and this will be supported with formal written feedback/ feed forward.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Textbooks: General

Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2011) *Festival and Special Event Management,* 4th ed., Queensland, Australia, John Wiley & Sons.

Getz, D. (2005) *Event Management and Event Tourism*, 2nd ed., New York, Cognizant Communication Corporation.

Goldblatt, J. (2005) *Special Events: Event Management for a New World,* 4th ed., Hoboken, Wiley.

Hall, C.M. (1992) *Hallmark Tourist Events: Impacts, Management and Planning.* London, Belhaven Press.

O'Toole, W. (2011) *Events Feasibility and Development - From Strategy to Operations*. Oxford, Elsevier.

Masterman, G. (2009) *Strategic Sports Event Management - Olympic Edition*, 2nd ed., Oxford, Elsevier.

Shone A, and Parry B, (2010) *Successful Event Management: A Practical Handbook*, 3rd ed., London, Thomson Learning.

Van Der Wagen, L. (2007) Event Management for Tourism, Cultural and Sporting Events, Australia, Pearson Education.

Yeoman, I., Robertson, M., Ali-Knight, J., Drummond, S. and McMahon-Beattie, U. (2004) *Festival and Events Management*, Oxford, Elsevier.

Recommended Textbooks and Journal Articles: Impact Studies - General

Andranovich, G., Burbank, M. and Heying, C. (2001) Olympic Cities: Lessons Learned from Mega-Event Politics. *Journal of Urban Affairs*, 23 (2) 113-131.

Baade, R.A. and Matheson, V.A. (2004) The Quest for the Cup: Assessing the Economic Impact
of the World Cup. *Regional Studies*, 38(4), 343-354.

Boyko, C.T. (2008) Are you being served? The impacts of a tourist hallmark event on the place meanings of residents. *Event Management,* 11(4), 161-177.

Bramwell, B. (1997) Strategic Planning Before and After Mega-Event. *Tourism Management,* 18(3), 167-176.

Bull, C. and Lovell, J. (2007) The Impact of Hosting Major Sporting Events on Local Residents: an Analysis of the Views and Perceptions of Canterbury Residents in Relation to the *Tour de France*. *Journal of Sport & Tourism*, 12 (3/4) 229-248.

Crompton, J.L., Lee, S. and Shuster, T.J. (2001) A Guide for Undertaking Economic Impact Studies: The Springfest Example. *Journal of Travel Research*, 40(1), 79-87.

Daniels, M.J., Backman, K.F. and Backman, S.J. (2003) Supplementing event economic impact results with perspectives from host community business and opinion leaders. *Event Management*, 8(3), 117-125.

Dwyer, L., Mellor, R., Mistillis, N. and Mules, T. (2000) A Framework for Assessing "Tangible" and "Intangible" Impacts of Events and Conventions. *Event Management*, 6(3), 175-189

Dwyer, L., Mellor, R., Mistillis, N., Mules, T. (2000) Forecasting the Economic Impacts of Events and Conventions. *Event Management*, 6(3), 191-204.

Dwyer, L., Forsyth, P. and Spurr, R. (2005) Estimating the Impacts of Special Events on an Economy. *Journal of Travel Research*, 43, 351-359.

Faulkner, B., Chalip, L., Brown, G., Jago, L. March, R. and Woodside, A. (2003) Monitoring the tourism impacts of the Sydney 2000 Olympics. *Event Management,* 6(4), 231-246

Fredline, E. (2005) Host and Guest Relations and Sport Tourism, Sport in Society. *Cultures, Commerce, Media, Politics*, 8(2), 263-279.

Fredline, E., Faulkner, B. (2001) Variations in Residents' Reactions to Major Motorsport events: Why Residents Perceive the Impacts of Events Differently. *Event Management*, 7(2), 115-125

Friel, E. (1991) *Keeping the Spirit Alive: Sheffield after the Games*. Leeds, Blackwell.

Gelan, A. (2003) Local impacts: The British Open. *Annals of Tourism Research*, 30(2), 406-425.

Gratton, C. (2000) The economic importance of major sports events: a case study of six events. *Managing Leisure*, 5(1), 17-28.

Higham, J. (2005) *Sport Tourism Destinations: Issues, opportunities and analysis.* London, Elsevier.

Hiller, H. (1998) Assessing the Impact of Mega-Events: A Linkage Model. *Current Issues in Tourism*, 1 (1), 47-57.

Horne, J.D. and Manzenreiter, W. (2004) Accounting for Mega Events: Forecast and Actual Impacts of the 2002 Football World Cup Finals on the Host Countries Japan/Korea. *International Review for the Sociology of Sport*, 39(2), 187-203

Jago, L., Chalip, L., Brown, G., Mules, T. and Alis, S. (2003) Building events into destination branding: Insights from experts. *Event Management*, 8, 3-14

Jones, C. (2001) Mega-events and host-region impacts: determining the true worth of the 1999 Rugby World Cup. *International Journal of Tourism Research*, 3(3), 241-251

Lee, C-K.and Taylor, T. (2005) Critical reflections on the economic impact assessment of a mega-event: the case of the 2002 FIFA World Cup. *Tourism Management*, 26 (4), 595-603.

Loftman, P. and Nevin, B. (1996) Going for Growth: Prestige Projects in Three British Cities. *Urban Studies*, 33 (6) 991-1019.

Mason, P. and Beaumont-Kerridge, J. (2004) Attitudes of visitors and residents to the impacts of the 2001 Sidmouth International Festival. In Yeoman, I., Robertson, M., Ali-Knight, J., Drummond, S. and McMahon-Beattie, U. (Eds.), *Festival and events management: An international arts and culture* perspective (311-328). Oxford: Elsevier.

O'Brien, D. (2006) Event Business Leveraging: The Sydney 2000 Olympic Games. *Annals of Tourism Research*, 33(1), 240-261

Preuss, H. (2003) The Economics of the Olympic Games: Winners and Losers. In: Houlihan, B., (ed.), *Sport and Society: A Student Introduction.* London, Sage, 252-271.

Preuss, H. (2005) The Economic Impact of Visitors at Major Multi-sport Events. *European Sport Management Quarterly*, 5(3), 281-301.

Reid, G. (2006) The politics of city imaging: a case study of the MTV Europe Music Awards Edinburgh 03. *Event Management,* 10(1), 35-46.

Ritchie, J. R. B. and Lyons, M. (1990) Olympulse VI: A post-event assessment of resident

reaction to the XV Olympic Winter Games. *Journal of Travel Research*, 28 (3), 14-23.

Ritchie, J. R. B. and Smith, B. (1991) The impact of a mega-event on host-region awareness: a longitudinal study. *Journal of Travel Research*, 30 (1), 3-10.

Smith, Y. (1991) The World Student Games: an Initial Appraisal. *The Regional Review,* 1(3), 8-19.

Solberg, H.A., Andersson, T.D. and Shibli, S. (2002) An Exploration of the Direct Economic Impacts from Business Travellers at World Championships. *Event Management*, 7, 151–163.

Recommended Textbooks and Journal Articles: Social/Cultural Impacts

Balsas, C.J.L. (2004) City centre regeneration in the context of the 2001 European Capital of Culture in Porto, Portugal. *Local Economy,* 19(4), 396-410.

Base Line Research and Survey (2008) *Tourism and the business of culture: the views of small and medium sized tourism enterprises.* Liverpool: Impacts 08.

Carlsen, J., Ali-Knight, J. and Robertson, M. (2007) ACCESS - A research agenda for Edinburgh Festivals. *Event Management,* 11(1/2), 3-11.

Fredline, L., Jago, L., and Deery, M. (2003) The development of a generic scale to measure the social impact of events. *Event Management,* 8(1), 23-37.

García, B. (2001). Enhancing sports marketing through cultural and arts programmes: Lessons from the Sydney 2000 Olympic Arts Festivals. *Sports Management Review,* 4(2), 193-220.

Garcia, B. (2005). De-constructing the City of Culture: the long term cultural legacies of Glasgow 1990. *Urban Studies,* 42(5-6), 1-28.

Garcia, B. (2006). *Press Impact Analysis (1996, 2003, 2005). A retrospective study: UK national press coverage on Liverpool before, during and after bidding for European Capital of Culture status.* Liverpool: Impacts 08.

Garcia, B. (2008). One hundred years of cultural programming within the Olympic Games (1912-2012): Origins, evolution and projections. *International Journal of Cultural Policy,* 14(4), 361-376.

Garcia, B. and Miah, A. (2005) Intangible, invisible, but impacting: Exploring Internationalism. *Culture @ the Olympics*, 7, 24-34
Available from: http://www.culturalolympics.org.uk/

Hall, C.M. and Hodges, J. (1996) The Party's Great But What About The Hangover? The Housing and Social Impacts of Mega-Events with Special Reference to the 2000 Sydney Olympics. *Festival Management and Event Tourism*, 4, 13-20.

Hughes, H., Allen, D. and Wasik, D. (2003) The significance of European "Capital of Culture" for tourism and culture: the case of Kraków 2000. *International Journal of Arts Management,* 5(3), 12-23.

Misener, L. and Mason, D.S. (2006) Creating community networks: Can sporting events offer meaningful sources of social capital? *Managing Leisure*, 11(1), 39-56

Pattison, H. (2006) Urban regeneration through the arts: a case study of the Edinburgh Festivals in Fleming S. and Jordan, F. (Eds.), *Events and festivals: Education, impacts and experiences. Festivals and events: beyond economic impacts, Volume 3* (71-80). Eastbourne: Leisure Studies Association.

Reason, M. and García, B. (2007) Approaches to the newspaper archive: Content analysis and press coverage of Glasgow's year of culture, *Media, Culture and Society,* 29(2), 305-332.

Richards, G., & Wilson, J. (2004). The impact of cultural events on city image: Rotterdam, Cultural Capital of Europe 2001. *Urban Studies,* 41(10), 1931-1951.

Waitt, G. (2003) Social Impacts of the Sydney Olympics. *Annals of Tourism Research*, 30(1), 194-215

Recommended Textbooks: The Olympic/Paralympic Games

Girginov, V. (2010) *The Olympics: A Critical Reader*. Abingdon, Routledge.

Girginov, V. and Parry, J. (2005) *The Olympic Games Explained.* Abingdon, Routledge.

Horne, J and Whannel, G (2012) *Understanding the Olympics.* Abingdon, Routledge.

Miah, A. and Garcia, B. (2012) *The Olympics: the basics*. Abingdon, Routledge.

Preuss, H. (2006) T*he Economics of Staging the Olympics: A Comparison of the Games 1972-2008*. Cheltenham, Edward Elgar.

Roche, M. (2000) *Mega-Events and Modernity: Olympics and Expos in the Growth of Global culture.* London: Routledge.

Theodoraki, E. (2007) *Olympic Event Organisation.* Oxford, Elsevier

Toohey, K. and Veal, A.J. (2000) *The Olympic Games – A Social Science Perspective.* Oxford, CABI Publishing.

Weed, M. (2008) *Olympic Tourism*. Oxford, Elsevier.

Recommended Textbooks and Journal Articles: Event Legacy/Urban Regeneration

Carlsen, J. and Taylor, A. (2003) Mega-Events and Urban Renewal: The case of the Manchester 2002 Commonwealth Games. *Event Management*, 8, 15-22

Evans, B. (2007) The Politics of Partnership: Urban Regeneration in New East Manchester. *Public Policy and Administration,* 22, 201-215.

Garcia, B. (2004). Urban regeneration, arts programming and major events. *International Journal of Cultural Policy,* 10 (1), 103-118.

Gratton, C. and Henry, I.P. (2001) *Sport in the City: The role of sport in economic and social regeneration.* London, Routledge.

Gratton, C., Shibli, S. and Coleman, R. (2005) Sport and Economic Regeneration in Cities. *Urban Studies,* 42(5/6), 985-999.

Getz, D. (2005) *Event Management and Event Tourism*, 2nd ed., New York, Cognizant Communication Corporation.

Masterman, G. (2009) *Strategic Sports Event Management - Olympic Edition*, 2nd ed., Oxford, Elsevier.

Monclús, F-J (2003) The Barcelona Model: and an Original Formula? From 'Reconstruction' to Strategic Urban Projects (1979-2004). *Planning Perspectives,* 18(4), 399-421.

O'Hanlon, S. (2009) The Events City: Sport, Culture and the Transformation of Inner Melbourne 1977-2006. *Urban History Review,* 37(2) 30-39.

Ritchie, J.R.B. (2000) Turning 16 days into 16 years through Olympic Legacies. *Event Management*, 6, 155-165.

Searle, G. (2002) Uncertain Legacy: Sydney's Olympic Stadium. *European Planning Studies,* 10(7), 845-860.

Smith, A. (2007) Large-scale events and sustainable urban regeneration: Key principles for host cities. *Journal of Urban Regeneration and Renewal,* 1 (2), 178–190.

Smith, A. (2012) *Events and Urban Regeneration*. Abingdon, Routledge.

Smith, A. and Fox, T. (2007) From 'Event-led' to 'Event-themed' Regeneration: The 2002 Commonwealth Games Legacy Scheme. *Urban Studies,* 44 (5/6), 1125-1143.

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**01/2013**

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.*

	Module Begins	**Module Ends**
Course Intake 1	01/01/2013	05/2013
Course Intake 2	01/09/2013	01/2014
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	