

MODULE DESCRIPTOR

MODULE TITLE	FESTIVALS, ARTS, CULTURAL & HERITAGE EVENTS		
MODULE CODE	TL4031 (L7)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS MANAGEMENT		

MODULE AIMS

The purpose of this module is to allow the student an opportunity to critically evaluate key socio-cultural underpinnings of festivals and special events. The aim is for students to synergise broader conceptual notions of festivals with the successful commercial management of event products.

MODULE CONTENT

Indicative syllabus content:

The module content will draw upon current global thinking and research and will incorporate up-to-date industry trends and examples and thus is subject to change. An emphasis is given to the cultural heritage of Cyprus (UCLan Cyprus only). As an indicative guide;

- The Management of Festivals, Arts, Cultural and Heritage Events
- The world heritage sites of Cyprus (UCLan Cyprus only)
- Festivals in a Society of the Spectacle, Social Media & Mobile Technologies
- Heritage Festivals: Interpretation & Authenticity Issues
- Carnivals, Carnavalesque and Commercialism
- Journeys of Expression: Religious Festivals and Pilgrimage Management
- Religious tourism in Cyprus (UCLan Cyprus only) Climate Change, Sustainability and Outdoor Special Events: Business Implications & Consequences
- Day of the Dead – Dark Festivals & Darker Traditions (Not applicable for UCLan Cyprus)Dark Tourism – The case of Cyprus (UCLan Cyprus only)

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Demonstrate a critical sociological understanding of event tourism.
2. Critically evaluate the role and influence of festivals and events within contemporary society.
3. Synergise key conceptual notions of festival production and consumption with commercial event management principles and practices.

TEACHING METHODS

This module will be delivered through a combination of lectures and seminars / workshops, which will be flexible enough to respond to the needs of the students. Lectures will deliver key areas of the module content and provide for a critical theoretical underpinning, whilst seminars will consolidate these areas with student centric analysis and discussion. Workshops will provide the student opportunities for independent learning and research around a given topic.

ASSESSMENT METHODS

This module is assessed through an examination and an essay.