

Assessment 3: Individual Case Study Analysis -	Theories, concepts, analysis	20%	Week 11 Sunday 11.55. pm, 28 June
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Task Description

Task 3 is a short-written report based on a case study. Students can choose between the Melbourne International Film Festival (<http://miff.com.au/>) and the Sydney Film Festival (<https://www.sff.org.au/>). Although the 2020 festivals already have been cancelled due to the COVID-19 Virus, the information for this assessment can be obtained from the previous festivals on their websites.

Task Length:

- 1000 words

- Estimated workload: 12 hours

Task Requirements

Students are required to base their report on the Report Structure as indicated below.

- Title Page with the student's name and number, the subject code and title, the name of the lecturer/tutor, and the title of the assessment;
- Introduction that provides an overview of the report and its content;
- The Main Body of the report in sections, which should include the following elements relating to the chosen event:
 - - a) Description of the event concept: when does it happen, where does it happen, what happens during the events, who are the organizers,
 - b) Analysis of the target market: include demographic characteristics – age, income, gender, religion, geographical segmentation, special interest, special interest in any activity, socio economic factors (upper middle class, middle class, lower middle class, lower middle class, skilled working class, working class, social security)

- c) Discussion of the impacts of this event on tourism and hospitality sectors in its city and beyond:

Consider: Entertainment, Public money, economic benefits, disruption to local residents, maintenance of public facilities, bad behavior, community pride, environmental impact, regional showcase, prices, community injustice, use of local public facilities

- d) Analysis of external influences that can impact on this event: regulatory bodies, local councils, state laws about food and alcohol, street closures, waste management, traffic plans, employment laws, contracts, safety for workers and attendees

- e) Risk and Disaster Management Plan: venue, large crowds, new staff and volunteers, movement of equipment

Administrative risks- contracts, permits, licenses

Marketing and Public relations- promotional material aware of their actions

Health and safety- loss prevention, safety control plans, food, hygiene, sanitation

Crowd management- crowd flow, alcohols sales, noise control

Security- people, place, property

Transport- deliveries, parking, public transport

Ticket sales

- f) Analysis how this event matches the forecasted trends (as posted by Eventbrite)

<https://www.ausleisure.com.au/news/eventbrite-australia-launches-2020-event-trends-report/>

- Recommendations (minimum of three (3)) of how this event can enhance current or create new and realistic future development opportunities and explanations why these opportunities should be considered: **Leverage technology, Strengthen community ties, Master relationship-building 101, Plan surprises, Plan for the unexpected**
- Reference List and in-text referencing in APA Referencing Style with a minimum of four (4) sources: a minimum of two (2) academic journal articles and/or texts (e.g. the prescribed texts) AND two (2) other resources;
- Relevant Appendices (e.g. charts, graphs, maps): optional.

- Professional report format: free of spelling and grammar mistakes; 1.5 spacing, 12pt font in Times New Roman or Calibri

Assessment Criteria

1. Analyze the scope and opportunities of “Festivals” on tourism and hospitality events
2. Analyze benefits (or otherwise) to the community from hosting the event Analyze the scope and opportunities of “Festivals” on tourism and hospitality events
3. Use academic literature and industry information to provide recommendations for effective event selection for publicity purposes
4. Provide an analysis of external and internal influences on events and the environment in which they operate. See Separate Marking Rubric for the detailed marking allocation

Excellent discussion of the impacts of this event on tourism and hospitality sectors in its city and beyond.

Excellent analysis of external influences that can impact on this event

Excellent Risk and Disaster Management Plan

Excellent analysis how this event matches the forecasted trends

Excellent recommendations.

Report follows directions,

uses proper grammar,

formats and style throughout, information flows logically

Extensive use of tables, diagrams and appendices

Theoretical material is

integrated to a superior

degree and demonstrates a

high level of understanding of

the underpinning concepts

Reference list is extensive and correctly formatted