



# THT2106 FESTIVAL AND EVENTS MANAGEMENT

ASSESSMENT 3 - S1 - 2020

# Assessment 3 – Individual Case Study



# Part 3: **Case Study**

**Task Length:** 1000 words

**Date Due:** Week 11 (Sunday, 28 June 2020)

**Task Weight:** 20%

# Task requirements

- Description of the event concept and target market
- Discussion of the impacts of this event on tourism and hospitality sectors in its city and beyond
- Analysis of external influences that can impact on this event
- Risk and Disaster Management Plan
- Analysis how this event matches the forecasted three trends
- A minimum of three (3) recommendations of how this event can enhance current or create new and realistic future development opportunities
- explanations why these opportunities should be considered.

# Marking Criteria

- 1. Analyse the scope and opportunities of “Festivals” on tourism and hospitality events
- 2. Analyse benefits (or otherwise) to the community from hosting the event Analyse 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