

# AMGT 706: FESTIVALS & TOURISM

**SUBJECT TO CHANGE**

Date/Time: Wednesdays @ 7:20pm/Selected Saturdays

Professor: Dr. Karalee Dawn MacKay

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Fall 2019

Van Metre Hall 113

Office hours: By appointment

This course will explore and analyze various festivals and events and how they are structured, interpreted, and curated and the management and operational challenges that they encounter. Students will examine the creative and structural aspects of traditional arts, folklore, historic and cultural festivals and how these events are created, managed and maintained. This course will feature guest lectures and field trips to festivals and events in the Mid-Atlantic Region.

Topics to be explored include: traditional arts and cultural heritage preservation and interpretation, questions of authenticity, tourism initiatives, festival programming, event and festival logistics, marketing and community outreach, fundraising and partnerships strategies, interpersonal team management skills, training and managing a temporary staff, accessibility issues, security, and day-to-day arts management challenges. We will examine how tourism can be a partner in arts management strategies and how popular culture tourism drivers such as the *Twilight*, *Harry Potter*, *Outlander*, and *The Game of Thrones* franchises celebrate and popularize the locations, arts and heritage of Ireland, Scotland and the United States, among others.

**\*\*\*Please note: there will be two field trips scheduled to attend festivals that will require Saturday class sessions with prior notice. These are not required, but recommended as we will discuss these events in class. Students will be required to make their own transportation arrangements.\*\*\***

## Course Objectives

At the conclusion of the course, students will:

- apply event and festival management strategies in order to analyze what is needed to ensure successful event management
- expand their knowledge of different types of festivals and special events
- obtain a base of knowledge in festival programming and logistical challenges
- develop festival and event management strategies and skills
- create management planning tools that respond to a specific programming needs
- understand how tourism initiatives can be a partner with arts organizations
- develop personal leadership, collaboration, and time-management strategies and skills
- communicate research findings in a clear, concise and compelling way, both orally and in writing

## Course Content

### ***NO Required Text***

**Readings as Assigned** (these will include journal articles, news coverage, conference papers and social media analysis)

**Videos as assigned**

*Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has. — Margaret Mead*

## Evaluation

The semester grade is based on a **300-point scale** that breaks down as follows:

Attendance and in class participation with thoughtful engagement	100 points
In Class Assignments	50 Points
Festival Observation Analysis	50 Points
Guest Lecture & Site Visit Preparation	25 Points
Festival Volunteer Project	75 Points
<b>300 Points Total</b>	

## **GRADING**

A	295 - 300
A-	294 - 290
B+	289 - 285
B	284 - 280
B-	279 - 275

## Assignments

***All assignment information sheets and corresponding grading rubrics will be handed out and discussed in class prior to due date.***

### **In Class Assignments**

Students will complete several In-class Assignments that will allow for practical research and analysis of festival management strategies and challenges. Time will be given for project work during our class meeting time.

### **Festival Analysis**

Each team of students will complete one **Festival Observation Analysis Assignment**. Each team will make a 10-minute oral presentation (with handouts distributed to the class prior to their presentation) on their selected event followed by a Q & A / discussion with the class. *These presentations will be completed throughout the semester. Once the students are ready to present they need to schedule a time with Dr. MacKay. **The chosen festival must be approved by Dr. MacKay in advance.***

### **Guest Lecture & Site Visit Preparation**

Through thorough research and analysis, all students are expected to be fully informed of the bios, and history of all the guest lecturers, venues, events and festivals that we may visit as part of our course. Students will be graded on the quality of their questions and interactions with the various guest lecturers we will meet through our class.

### **Festival Volunteer Final Project**

Each student must volunteer for at least **15 hours** at an arts related festival event that **must be approved by Dr. MacKay in advance**. (You can count *Arts by George* volunteer work for part of the hours.) Students will submit a detailed work log and reflection paper at the end of their project and make a five-minute presentation to the class detailing the work they have completed.

*Every Human society celebrates with ceremony and ritual its joys, sorrows, and triumphs.*  
–Victor Turner, Anthropologist

*But an innovation, to grow organically from within, has to be based on an intact tradition, so our idea is to bring together musicians who represent all these traditions, in workshops, festivals, and concerts, to see how we can connect with each other in music. -- Yo-Yo Ma*

# AMGT 706: COURSE SCHEDULE

**(Subject to Change)**

**PLEASE NOTE: NO ELEMENTS OF A LECTURE, DISCUSSION OR A PRESENTATION  
MAY BE PHOTOGRAPHED, RECORDED OR COPIED.**

## **WEEK 1: August 28**

**NO CLASS**

**Due to CVPA 600 Conflict & VA Scottish Highland Games Festival on August 31**

Readings to complete prior to 9/4:

## **SATURDAY, AUGUST 31**

**\*VA SCOTTISH HIGHLAND GAMES FIELD TRIP @ 11:30AM** <http://www.vascottishgames.org>

*Tickets must be purchased by the student*

***The Opening Ceremonies are at Noon on Saturday. (Please arrive by 11:30AM and meet KDM at the main ticket gate). We will watch the Opening Ceremony and then tour the main event activities, including the Heavy Athletic, Bagpipe & Scottish Highland Dancing competitions, the Clan Village, among others. We will be done by 4pm.***

**Please confirm your attendance with KDM via email by August 20 at Noon.**

**\*Note: Not required, but recommended as we will discuss this event in class**

## **WEEK 2: September 4**

**Introduction to Course:** *Syllabus & Class Assignments Discussed*

*Review of the VA Scottish Highland Games Event*

*What elements are involved in producing and managing a festival?*

*Go Over Area Festival Research Project for class.*

*Reading/assignments due this session:*

<http://www.vascottishgames.org> - please review the festival web site

<https://www.visitscotland.com/see-do/events/highland-games/> - Please review web site

## **WEEK 3: September 11**

### ***Managing a Festival***

*Examine all management elements that must come together for a successful event*

*Review the Braemar Gathering Event in Scotland / Compare & Contrast with the VSHG*

*VA Scottish Highland Games Research During Class*

*Reading/assignments due this session:*

<https://www.braemargathering.org> (Please review web site before class)

*Assignment due this class:*

**Festival Research for the Area** (Discussed in detail on Sept 4)

Each student will be assigned a type of festival and region and they will research five festivals that meet those requirements. This list needs to include the web site, brief description, dates and location and must be emailed to the class by 1pm today.

**WEEK 4: September 18**

**Smithsonian Folklife Festival Overview**

The Anthropology of Festivals / What is “culture”

*Reading/assignments due this session: TBA*

**WEEK 5: September 25**

**Managing Festivals**

Smithsonian Folklife Festival Analysis in Class Work

*Reading/assignments due this session: TBA*

**WEEK 6: October 2**

**Managing Festivals**

Smithsonian Folklife Festival in Class Work Analysis & Presentations

*Reading/assignments due this session: TBA*

**WEEK 7: October 9 – NO CLASS**

Replaced with:

**\*Saturday, October 11: Richmond Folk Festival (October 11-13, 2019)**

<https://www.virginia.org/Listings/Events/RichmondFolkFestival>

*\*Note: Not required, but recommended as we will discuss this event for the next two weeks in class*

**WEEK 8: October 16**

**Festivals, Folklore and Tourism**

*Richmond Folk Festival Discussion and Analysis*

*Reading/assignments due this session: TBA*

**WEEK 9: October 23**

**International Festivals Initiatives Overview**

*Reading/assignments due this session: TBA*

**WEEK 10: October 30**

**International Festivals and Tourism Continued**

*Reading/assignments due this session: TBA*

**WEEK 11: November 6**

**When Festivals Go Bad**

Watch *Fyre Fraud* in class

Woodstock 50<sup>th</sup> Anniversary Issues

*Reading/assignments due this session: TBA*

**WEEK 12: November 13**

***Festival & Event Job Descriptions and Volunteer Staffing***

**Guest Lecture: TBA**

*Reading/assignments due this session: TBA*

**WEEK 13: November 20**

***Festival Analysis Presentations***

**WEEK 14: November 27 -- NO CLASS Thanksgiving Break**

**WEEK 15: December 4**

***Final Volunteer Project Presentations***

**Class Wrap Up**

*A nation's culture resides in the hearts and in the soul of its people.*

*-Mahatma Gandhi*

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