

國立臺灣師範大學課程綱要格式

一、課程基本資料 (任課教師不可異動部分)

課程代碼	ETM0056	課程名稱	歐洲節慶專題研究
英文課名	Special Topics on European Festival		
全/半年	半年	必/選修	選修
總學分數	3	每週授課時數	3
開課班級			
先修課程			
課程簡介	<p>This module aims to equip students with holistic knowledge about festivals and cultural events in Europe. The course is organized systematically with relevant theories and practices of event/ festival research, especially under the European context. The topics covered include the five basic rationales and benefits of holding event/festival, including economic impacts and tourism development, urban regeneration, social impacts and local identity, cultural impacts, and image impacts. The second part of this course aims to examine five managerial aspects of event/festival, including: marketing and place branding, stakeholders and governance, planning and programming, management, tourist motivation and experience. This module will be attractive to those who plan to conduct research in European event/ festival, or pursuit career within the fields of event/ festival planning and management.</p>		
系所核心能力	(由教務系統課程地圖子系統核心能力維護表帶入)		
課程目標		對應核心能力	
1	具備跨領域知識以深入分析多元歐洲文化之現況	1.1; 1.2	
2	瞭解歐洲文化節慶之研究理論與實務	2.1	
3	具備從事文化節慶規劃與研究之能力	2.2; 2.3	
4	具備深入探討歐洲文化之宏觀視野和學術能力	3.1; 3.3	

二、教學大綱 (任課教師可異動部分)

授課教師	(每學期帶入授課教師姓名)	
教學進度與主題		
<p>The following 12 topics will be lectured, followed by reading and discussing different cases in Europe.</p> <ol style="list-style-type: none"> 1. Introduction, impacts and evaluation 2. Economic impacts and tourism development 3. Urban regeneration 4. Social impacts 5. Local identity 6. Cultural impacts 7. Image impacts 8. Marketing and place branding 9. Stakeholders and governance 10. Planning and programming 11. Management: people and money 12. Motivation and experience 		
教學方法		
方式	說明	
<input type="checkbox"/> 講述法	(教師勾選左列教學方式並填寫必要說明)	
<input type="checkbox"/> 討論法		
<input type="checkbox"/> 問題解決教學		
<input type="checkbox"/> 合作學習		
<input type="checkbox"/> 實驗/實作		
<input type="checkbox"/> 實地考察、參訪		
<input type="checkbox"/> 媒體融入教學		
<input type="checkbox"/> 專題研究		
<input type="checkbox"/> 其他：	專題演講	
評量方法		
方式	百分比	說明
<input type="checkbox"/> 作業	10%	
<input type="checkbox"/> 期中考		
<input type="checkbox"/> 期末考		
<input type="checkbox"/> 課堂討論參與	30%	
<input type="checkbox"/> 出席	10%	
<input type="checkbox"/> 報告	50%	
<input type="checkbox"/> 成果展覽		
<input type="checkbox"/> 專題		

□ 其他：	(教師輸入其他評量方法)
參考書目	<p><u>1. Introduction, impacts and evaluation</u></p> <p>Richards, G. & Palmer, R. (2010). <i>Eventful Cities: Cultural Management and Urban Revitalization</i>. Oxford: Butterworth- Heinemann. [Ch1; Ch9; Ch10]</p> <p>Quinn, B. (2009). Festivals, events, and tourism. In Jamal, T. & Robinson, M. (eds.). <i>The Sage Handbook of Tourism Studies</i>. London: Sage, pp.483-503.</p> <p>Quinn, B. (2005). Arts Festivals and the City. <i>Urban Studies</i>, 42 (5/6), 927-943.</p> <p>Ali-Knight, J. & Robertson, M. (2004). Introduction to arts, culture and leisure. In Yeoman, I. & Robertson, M. (eds.). <i>Festival and Events Management: An International Arts and Culture Perspective</i>. Oxford: Butterworth- Heinemann. pp. 3-13.</p> <p>Derrett, R. (2004). Festivals, events and the destination. In Yeoman, I. & Robertson, M. (eds.). <i>Festival and Events Management: An International Arts and Culture Perspective</i>. Oxford: Butterworth- Heinemann. pp. 32-52.</p> <p>Getz, D. (2008). Event tourism: Definition, evolution, and research. <i>Tourism Management</i>, 29 (3), 403-428.</p> <p>Getz, D. (2009). Policy for sustainable and responsible festivals and events: institutionalization of a new paradigm. <i>Journal of Policy Research in Tourism, Leisure and Events</i>, 1 (1), 61-78.</p> <p>Williams, M. & Bowdin, G. A. J. (2007). Festival evaluation: An exploration of seven UK arts festivals. <i>Managing Leisure</i>, 12 (2), 187-203.</p> <p>* Richards, G. (2000). The European cultural capital event: Strategic weapon in the cultural arms race? <i>International Journal of Cultural Policy</i>, 6 (2), 159-181.</p> <p>* Carlsen, J., Ali-Knight, J. & Robertson, M. (2008). Access - A research agenda for Edinburgh Festivals. <i>Event Management</i>, 11 (1/2), 3-11.</p> <p><u>2. Economic impacts and tourism development</u></p> <p>Carlsen, J. (2004). The economics and evaluation of festivals and events. In Yeoman, I. & Robertson, M. (eds.). <i>Festival and Events Management: An International Arts and Culture Perspective</i>. Oxford: Butterworth- Heinemann. pp. 246-259.</p> <p>Bond, H. (2008). Estimating the economic benefits of event tourism: A review of research methodologies. Liverpool: Impact 08 (available at: http://www.liv.ac.uk/impacts08/Papers)</p> <p>Herrero <i>et al.</i> (2007). Economic impact and social performance of cultural macro festivals. In Richards, G. (ed.). <i>Cultural</i></p>

Tourism: Global and Local Perspectives. New York: The Haworth Press, Inc, pp. 303-328.

Richards, G. (2007). The festivalization of society or the socialization of festival? The case of Catalunya. In Richards, G. (ed.). *Cultural Tourism: Global and Local Perspectives*. New York: The Haworth Press, Inc, pp. 257-279.

* Herrero *et al.* (2006). The economic impact of cultural events: A case study of Salamanca 2002 ECOC. *European Urban & Regional Studies*, 13 (1), 41-57.

* Hughes *et al.* (2003). The significance of European "Capital of Culture" for tourism and culture: Krakow 2000. *International Journal of Arts Management*, 5 (3), 12-23.

* Richards, G. (2008). Culture and authenticity in a traditional event: Barcelona. *Event Management*, 11 (1/2), 33-44.

* 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.

3. Urban regeneration

Garcia, B. (2004a). Cultural Policy and Urban Regeneration in Western European Cities. *Local Economy*, 19 (4), 312-326.

Hitters, E. (2007). Porto and Rotterdam as European Capitals of Culture: Toward the festivalization of urban cultural policy. In Richards, G. (ed.). *Cultural Tourism: Global and Local Perspectives*. New York: The Haworth Press, Inc, pp. 281-301.

Binns, L. (2005). Capitalising on culture: An evaluation of culture-led urban regeneration policy. Futures Academy, Dublin Institute of Technology. (available at: <http://arrow.dit.ie/futuresacart/5>)

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

* Hitters, E. (2000). The social and political construction of a European cultural capital: Rotterdam 2001. *International Journal of Cultural Policy*, 6 (2), 183-199.

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

* Roth, S. & Frank, S. (2000). Festivalization and the media: Weimar, ECOC 1999. *International Journal of Cultural Policy*, 6 (2), 219-241.

* Sacco, P. L. & Blessi, G. T. (2007). European Culture Capitals and Local Development Strategies: Comparing the Genoa and Lille 2004 Cases. *Homo Oeconomicus*, 24 (1), 111-141.

4. Social impacts

- Moscardo, G. (2008). Analyzing the role of festivals and events in regional development. *Event Management*, 11 (1/2), 23-32.
- Arcodia, C. & Whitford, M. (2007). Festival attendance and the development of social capital. *Journal of Convention & Event Tourism*, 8 (2), 1-18.
- Reid, S. (2008). Identifying social consequences of rural events. *Event Management*, 11 (1/2), 89-98.
- Fredline L, Jaho, L. & Deery, M. (2003). The development of a generic scale to measure the social impacts of events. *Event Management*, 8 (1), 23-37.
- * Robertson, M. , Rogers, P. & Leask, A. (2009). Progressing socio-cultural impact evaluation for festivals. *Journal of Policy Research in Tourism, Leisure and Events*, 1 (2), 156-169
- * Quinn, B. (2006). Problematizing 'festival tourism': Arts festivals and sustainable development in Ireland. *Journal of Sustainable Tourism*, 14 (3), 288-306.

5. Local identity

- Sassatelli, M. (2008). European cultural space in the European Cities of Culture. *European Societies*, 10 (2), 225-245.
- Sassatelli, M. (2002). Imagined Europe: the shaping of a European cultural identity through EU cultural policy. *European Journal of Social Theory*, 5 (4), 435-451.
- Derrett, R. (2003). Making sense of how festivals demonstrate a community's sense of place. *Event Management*, 8 (1), 49-58.
- * Aiello, G. & Thurlow, C. (2006). Symbolic capitals: Visual discourse and intercultural exchange in the ECOC scheme. *Language & Intercultural Communication*, 6 (2), 148-162.
- * Ingram, M. (2010). Promoting Europe through 'unity in diversity': Avignon as European Capital of Culture in 2000. *Journal of Society for the Anthropology of Europe*, 10 (1), 14-25.
- * Hannam, K. & Halewood, C. (2006). European Viking themed festivals: An expression of identity. *Journal of Heritage Tourism*, 1 (1), 17-31.
- * Jamieson, K. (2004). Edinburgh: The festival gaze and its Boundaries. *Space & Culture*, 7 (1), 64-75.

6. Cultural impacts

- Garcia, B. (2005). Deconstructing the city of culture: The long-term cultural legacies of Glasgow 1990. *Urban Studies*, 42 (5), 841-868.
- Quinn, B. (2009). The ECOC initiative and cultural legacy: Cork 2005. *Event Management*, 13 (4), 249-264.
- * Bergsgard, N. A. & Vassendena, A. (2010). The legacy of

Stavanger as Capital of Culture in Europe 2008: watershed or puff of wind? *International Journal of Cultural Policy*, December (iFirst Article), 1-20.

* Hjalager, A. (2009). Cultural tourism innovation systems - The Roskilde Festival. *Scandinavian Journal Hospitality & Tourism*, 9 (2), 266-287.

* Paiola, M. (2008). Cultural Events as Potential Drivers of Urban Regeneration: An Empirical Illustration. *Industry & Innovation*, 15 (5), 513-529.

7. Image impacts

Ferrari, S. & Adamo, G. E. (2006). Event marketing and destination image : Residents' perceptions. In In Ali-Knight, J. & Chambers, D. (eds.) *Case Studies in Festival and Event Marketing and Cultural Tourism*. Eastbourne: Leisure Studies Association. pp. 25-53.

Boo, S. & Busser, J. A. (2006). Impact analysis of a tourism festival on tourists destination images. *Event Management*, 9 (4), 223-237.

Smith, A. (2006). Assessing the contribution of flagship projects to city image change: A quasi-experimental technique. *International Journal of Tourism Research*, 8 (6), 391-404.

* 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.

* Heikkinen, T. (2000). In from the margins: The city of culture 2000 and the image transformation of Helsinki. *International Journal of Cultural Policy*, 6 (2), 201-218.

* Czarniawska, B. (2000). The European Capital of the 2000s: On image construction and modeling. *Corporate Reputation Review*, 3 (3), 202-217.

8. Marketing and place branding

Richards, G. & Palmer, R. (2010). *Eventful Cities: Cultural Management and Urban Revitalization*. Oxford: Butterworth- Heinemann. [Ch7]

Rodrigues, A. P. & Correia, L. (2006). Performing arts marketing: A case study of a serious music festival in Portugal. In Ali-Knight, J. & Chambers, D. (eds.) *Case Studies in Festival and Event Marketing and Cultural Tourism*. Eastbourne: Leisure Studies Association. pp. 55-78.

Pugh, C. & Wood, E. H (2004). The strategic use of events within local government: A study of London Borough Councils. *Event Management*, 9 (1/2), 61-71.

Nobili, V. (2005). The role of ECOC events within Genoa's and Liverpool's branding and positioning efforts. *Place Branding*, 1 (3), 316-328.

- * Robertson, M. & Wardrop, K. M. (2004). Events and the destination dynamic: Edinburgh festivals, entrepreneurship and strategic marketing. In Ian Yeoman, I. & Robertson, M. (eds.). *Festival and Events Management: An International Arts and Culture Perspective*. Oxford: Butterworth-Heinemann. pp. 115-129.
- * Stewart, M. (2006). Going for growth: Does Edinburgh's Festivals and events sector meet the needs of target tourism markets? In Ali-Knight, J. & Chambers, D. (eds.) *Case Studies in Festival and Event Marketing and Cultural Tourism*. Eastbourne: Leisure Studies Association. pp. 1-24.
- * Prentice, R. & Andersen, V. (2003). Festival as creative destination. *Annals of Tourism Research*, 30 (1), 7-30.

9. Stakeholders and governance

- Richards, G. & Palmer, R. (2010). *Eventful Cities: Cultural Management and Urban Revitalization*. Oxford: Butterworth-Heinemann. [Ch4]
- Derrett, R. (2008). How festivals nurture resilience in regional communities. In J Ali-Knight, J. et al. (eds.), *International Perspectives of Festivals and Events: Paradigms of Analysis*. London: Elsevier, pp. 107-124.
- * Crespi-Vallbona, M. & Richards, G. (2007). The meanings of cultural festivals: Stakeholders perspectives in Catalunya. *International Journal of Cultural Policy*, 13 (1), 103-122.
 - * Karlsen, S. & Stenbacka, N. C. (2009). Festivals in the Barents region: Exploring festival-stakeholder cooperation. *Scandinavian Journal of Hospitality & Tourism*, 9 (2), 130-145.
 - * Foley, M. & Mcpherson, G. (2007). Glasgow's Winter Festival: Can cultural leadership serve the common good? *Managing Leisure*, 12 (2), 143-156.

10. Planning and programming

- Richards, G. & Palmer, R. (2010). *Eventful Cities: Cultural Management and Urban Revitalization*. Oxford: Butterworth-Heinemann. [Ch2, Ch3 & Ch11]
- Finkel, R. (2009). A picture of the contemporary combined arts festival landscape. *Cultural Trends*, 18 (1), 3-21.
- * Finkel, R. (2006). Tensions between ambition and reality in UK combined arts festival programming: Lichfield Festival. *International Journal of Event Management Research*, 2 (1), 25-36.
 - * Sjøholt, P. (1999). Culture as a strategic development device: The role of ECOC Bergen. *European Urban & Regional Studies*, 6 (4), 339-370.
 - * Murphy, C. & Boyle, E. (2006). Testing a conceptual model of cultural Tourism development in the post-industrial city:

Glasgow. *Tourism & Hospitality Research*, 6 (2), 111-128.

- * Deffner, A. M. & Labrianidis, L. (2005). Planning culture and time in a mega-event: Thessaloniki as the European city of culture in 1997. *International Planning Studies*, 10 (3/4), 241-264.

11. Management: people and money

Richards, G. & Palmer, R. (2010). *Eventful Cities: Cultural Management and Urban Revitalization*. Oxford: Butterworth- Heinemann. [Ch5, Ch6 & Ch8]

Salm, G., Jones, E. & Morgan, N. (2004). An overview of events management. In Ian Yeoman, I. & Robertson, M. (eds.). *Festival and Events Management: An International Arts and Culture Perspective*. Oxford: Butterworth- Heinemann. pp. 14-31.

- * Wardrop, K. M. & Robertson, M. (2004). Edinburgh's winter festival. In Yeoman, I. & Robertson, M. (eds.). *Festival and Events Management: An International Arts and Culture Perspective*. Oxford: Butterworth- Heinemann. pp. 346-357.

- * Peters, M. & Pikkemaat, B. (2005). The management of city events: The case of "Bergsilvester" in Innsbruck, Austria. *Event Management*, 9 (3), 147-153.

12. Motivation and experience

Li, X. & Petrick, J. F. (2006). A review of festival and event motivation studies. *Event Management*, 9 (4), 239-245.

Wamwara-Mbugua, L. K. & Cornwell, T. B. (2010). Visitor motivation to attending international festivals, *Event Management*, 13 (4), 277-286.

Yolal, M., Çetinel, F. & Uysal, M. (2009). An examination of festival motivation and perceived benefits relationship: Eskişehir International Festival. *Journal of Convention & Event Tourism*, 10 (4), 276-291.

Morgan, M. (2009). What makes a good festival? Understanding the event experience. *Event Management*, 12 (2), 81-93.

Matheson, C. M. (2005). Festivity and sociability: A study of a Celtic music festival. *Tourism Culture & Communication*, 5 (3), 149-163.

- * Gelder, G. & Robinson, P. (2009). A critical comparative study of visitor motivations for attending music festivals. *Event Management*, 13 (3), 181-196.

- * Matheson, C. M. (2008). Music, emotion and authenticity: A study of Celtic music festival consumers. *Journal of Tourism and Cultural Change*, 6 (1), 57-74.