



**ACADEMIC SENATE
Executive Committee
REFERRAL FORM**

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

Date:	11/12/2025
To:	General Education Committee
From:	Academic Senate Executive Committee
Subject:	Academic Senate Referral
Classification	GE-010-256
Title of Referral:	<u>HRT 2070 - Festivals, Rituals, and Celebrations in Contemporary Age (New GE Area 4A)</u>
Background:	See attached referral request form. Additional background provided by the Executive Committee: New course proposed for GE Area 4A.
Recommended resources:	See attached referral request form and supporting documentation. Additional resources recommended by the Executive Committee: None. For the Committee's Report on this referral, please list in separate sections, the resources recommended, and resources actually consulted. If a resource was not consulted, briefly state why.
Review and recommend:	Review and recommend as appropriate.
Date required for presenting committee report to the Executive Committee:	3/2/2026

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Keywords: HRT, 2070, Festivals, Rituals, Celebrations, Contemporary, Age, New, GE, Area, 4A

Background:

Explore what people celebrate, why celebrations matter, and how traditions evolve across cultures and over time. From weddings and holidays to festivals, parades, and civic commemorations, students will examine how these shared events create belonging, transmit values, and reflect both continuity and change in the contemporary age. Cross-cultural case studies are used to highlight how rituals and festivals intersect with politics, economies, migration, tourism, sustainability, and technology. Designed as an introduction to social and behavioral science perspectives, the course emphasizes observing, comparing, and interpreting evidence to understand how celebrations shape communities and contemporary society.

By the end of this course, students will be able to:

1. Identify major types of festivals, rituals, and celebrations and describe their social and cultural roles in the contemporary age.
2. Explain how traditions and celebrations reflect cultural values and adapt to historical and contemporary contexts.
3. Analyze case studies of festivals and rituals to interpret their connections to community identity, belonging, and social change.
4. Compare how festivals and celebrations are organized, practiced, and understood across different cultural and global contexts.
5. Evaluate the ways festivals and rituals intersect with broader social, political, and economic institutions, including globalization, tourism, sustainability, and technology.

Required Assignments:

- At least one exam assessing comprehension of foundational concepts about the role of festivals, rituals, and celebrations in contemporary society.
- At least one case study analysis applying course concepts to a real-world example of a festival, ritual, or celebration in the contemporary age.
- At least one project exploring a current trend or issue related to festivals, rituals, or celebrations, with connections to cultural, social, or global contexts.

Required Content:

- Core concepts: ritual, tradition, celebration, festival, commemoration, heritage, and cultural performance.
- Historical development and transformation of rituals and festivals, emphasizing how traditional practices are reinterpreted in the contemporary age.
- Social roles of celebrations in shaping identity, belonging, authority, cultural values, and community life.
- Contemporary issues influencing festivals and rituals, such as globalization, migration, sustainability, commercialization, and technology.
- Comparative and cross-cultural perspectives, showing diversity in the practice and meaning of celebrations across societies.

- Case studies of festivals, rituals, and commemorations from local, national, and global contexts to illustrate continuity and change.

This course serves as a major elective within the Hospitality Management (HRT) curriculum and as a General Education (GE) course for non-majors. For HRT students, it broadens the professional curriculum by situating festivals, rituals, and celebrations within their social, cultural, and economic contexts, reinforcing the program's emphasis on understanding hospitality and tourism as both industry and social phenomenon. The course connects directly to PLO 1 (Industry Knowledge) by examining how cultural events relate to tourism operations and destination identity; PLO 2 (Business Skills) through exploration of the economic and managerial dimensions of festivals and events; and PLO 4 (Analytical Skills) by engaging students in critical interpretation of case studies that link celebrations to issues such as globalization, sustainability, and technology. The course also contributes to PLO 5 (Leadership and Diversity) by encouraging reflection on the ethical, cultural, and social dimensions of managing celebrations in diverse global contexts.

For GE students, the course fulfills Area 4A: Social and Behavioral Sciences by introducing students to the study of collective celebrations as cultural practices that shape identity, transmit values, and respond to forces such as migration, commercialization, sustainability, and technology. Students will explore festivals and rituals in both historical and contemporary settings, with emphasis on global and cross-cultural perspectives, making the course accessible and relevant to students from all majors. Within GE Area 4A, this course is unique in its focus. While existing courses examine economics, anthropology, sociology, history, or politics, Festivals, Rituals, and Celebrations in the Contemporary Age concentrates specifically on communal celebrations as expressions of identity, belonging, and cultural change. It approaches rituals and festivals not only as traditions but also as dynamic arenas where social, political, and economic institutions intersect in the contemporary age. In this way, the course offers students a distinctive lens for understanding how societies connect past and present through celebration.

- **Written Communication:** Assessed through the case study analysis. Students will produce a structured essay that interprets a festival, ritual, or celebration in its cultural and social context, demonstrating awareness of audience, purpose, and form.
- **Critical Thinking:** Assessed through the project. Students will analyze contemporary issues in festivals and rituals (e.g., globalization, sustainability, technology), considering multiple perspectives to develop reasoned arguments about their social impact.
- **Information Literacy:** Assessed through the case study and project. Students will identify, evaluate, and integrate sources (scholarly, cultural, and media-based) to support analysis of celebrations across local, national, and global contexts.
- **Civic Literacy:** Assessed through the project. Students will apply civic knowledge by examining how celebrations intersect with community identity, political authority, and cultural diversity, connecting traditions to broader structures of power and responsibility.
- **Intercultural Engagement:** Assessed through both the exam and the project. Students will compare and interpret celebrations across cultures, integrating knowledge of diverse human experiences and forms of expression.

This course aligns with GE Area 4A by examining festivals, rituals, and celebrations as cultural and social practices through the lens of the social and behavioral sciences. Course content emphasizes both historical traditions and their contemporary transformations, helping students understand celebrations

within diverse cultural and global contexts. Students will be introduced to social science methodologies such as observation, comparison, and interpretation, while engaging with questions of authenticity, inclusion, and cultural change. The course also highlights how social, political, and economic institutions are deeply interwoven with public celebrations, from civic commemorations and heritage festivals to tourism, migration, sustainability, and globalization.

In meeting these goals, the course also supports multiple GE Student Learning Outcomes. Students will develop Written Communication through structured analysis of festivals and rituals; strengthen Critical Thinking by interpreting events from multiple perspectives; build Information Literacy by evaluating and integrating diverse sources; practice Civic Literacy by exploring how celebrations connect to community, power, and responsibility; and engage in Intercultural Learning by comparing traditions across cultures. The course is designed for all majors, providing an inclusive and accessible introduction to the study of society and culture through its celebrations.