

Level: bachelor, Bachelor with Honours in Tourism				
Course title: Event tourism (T341)				
Status: elective				
ECTS: 5				
Requirements: None				
Learning objectives				
<p>The study of event tourism with a focus on tourist geographic aspect. This approach includes the evaluation of the components of geographic environment, layout, structure and organization of tourist events. Systematization of event tourism, the tasks: to determine the structural elements of the concept of manifestation; define the factors that are important for the maintenance, classification elements to determine the importance, character, location, maintenance, motivation, method and content organization in order to assess the value of tourist attractions and events, to investigate the correlation of events from the attractive tourist values. Complex event tourism research includes a wide range of different content and purpose of the event, as well as the importance of the environment in which it is held.</p>				
Learning outcomes				
<p>Training students to learn the theoretical and practical aspects of tourism events research. Optimal adjustment process in organizing events containing the essential features of its tourism operation. Understanding the specifics of tourist attractiveness, financial and organizational bases of tourism that affect functioning of event tourism. Provide students with an evaluation of tourist events.</p>				
Syllabus				
<i>Theoretical instruction</i>				
<p>Terms and definitions. Forms of event tourism. Classification of events - origin, continuity, rank, massive investing, featuring visitors, program content. Relation between natural geographic attractions and tourist events. Place that socio-geographic attractiveness in the organization of tourist events. Event tourism as part of the overall tourism offer. Motivation for organizing, planning. Tourist events as a tourism product. Propaganda and advertising planning. Economic effects of tourism events. Aspects of event tourism. Evaluation of events.</p>				
<i>Practical instruction</i>				
<p>Introduction to basic methodological approaches to the study of issues of tourist resources, financial basis, valorisation of resources. Mastering skills using the methods and principles of tourism evaluation. Principles and methods of optimal organization of tourist events and their use in the evaluation of different types of events. Students are given a specific task to organize tourist event in a particular geographic environment.</p>				
Weekly teaching load				Other:
Lectures: 2	Exercises: 2	Other forms of teaching:	Student research:	