

Study programme: Master in Tourism			
Level: master			
Course title: Bases of Event Management (MT216)			
Teacher: dr Tatjana Pivac			
Status: elective for the modules Tourism and Hotel Management			
ECTS: 6			
Requirements: none			
Learning objectives Enabling students to successfully perform jobs in the field of event management in tourist organizations, agencies, public administration, convention centres, fairs, etc; Acquiring theoretical and practical knowledge required for successful professional dealing with the areas of planning, organization, implementation and control of events.			
Learning outcomes Enabling students to plan, organize, promote events, as well as to promote and present convention bureaus and event destinations on the international tourist market.			
Syllabus <i>Theoretical instruction</i> Introduction to event management; general terms, characteristics and event classification; Events and tourism; Significance of events for tourist destinations; Analysis of environment and event planning: drawing up a plan of events, finances and event budget; Organizing and holding an event; Choosing destination for holding an event; Stakeholders: “host” organization, sponsors, media, participants, visitors; Legal and ethical issues of event organization; Control: elements and methods of event control; Bases of event marketing-marketing mix; Influences of an event: economic, socio-cultural, ecological and political; Human resources: developing team for organization and operations- staff and volunteers; Event participants/visitors- factors influencing decision to take part in or visit an event and obtaining satisfaction from it. <i>Practical instruction</i> Exercises are designed as practical work in the area of Vojvodina, so that students visit events (manifestations) and get introduced to their basic characteristics and features, and through seminar papers and projects express opinion about them (based on personal experience and field surveys). Practical instructions are held in the premises of convention centres and premises for organization and implementation of conventions, conferences, festivals, sporting events etc. Positive and negative examples of development of certain event destinations are observed on a number of study cases, with the aim to point out importance of making decisions related to the development of event tourist product.			
Literature: 1. Dragičević V. (2011). Vojvodina kao destinacija poslovnog turizma, doktorska disertacija, Univerzitet u Novom Sadu, Prirodno-matematički fakultet, Departman za geografiju, turizam i hotelijerstvo, Novi Sad. 2. Allen, J. (2009). Event planning, John Wiley & Sons, Mississauga. 3. Getz, D. (2005). Event management and event tourism (2nd ed.), Cognizant Communication Corporation, New York.			
Weekly teaching load			4 (60) Other: /
Lectures: 2	Exercises: 2	Other forms of	Student research: /

		teaching: /		
Methods of Teaching: Lectures, Illustration and Demonstration Practical skills				
Knowledge score (maximum 100 points)				
Pre-examination assignments		points	Final examination	points
Activities during lectures		0-5	Written examination	
Practical skills		0-5	Oral examination	30-45
Colloquia		20-40	
Seminar paper		0-5		