

Study programme: Master in Tourism			
Level: master			
Course title: Cultural event management (MT219)			
Teacher: dr Tatjana D. Pivac			
Status: elective			
ECTS: 6			
Requirements: None			
Learning objectives Enabling students to successfully perform jobs in the field of cultural event management in tourist organizations, tourist agencies, hotels, public administration, etc. Acquiring theoretical and practical knowledge required for successful dealing in the areas of planning, organization, implementation and control of cultural events.			
Learning outcomes Enabling students to plan, organize, promote cultural events.			
Syllabus <i>Theoretical instruction</i> Introduction to cultural event management-general terms; Significance of cultural events for tourist destinations; Stakeholders: organization (host), sponsors, media, participants, visitors; Planning, organizing, managing and control of cultural events; Finances, drawing sponsors' attention; cultural event marketing; demand, marketing mix; Influence of a cultural event: economic, socio-cultural, ecological, psychological and socio-political; Human resources. <i>Practical instruction</i> Exercises are designed as practical work, visits to cultural events (manifestations) and their organizers, which should introduce students to their basic characteristics and features. Seminar papers are aimed at expressing students' opinion based on personal experience and conducted field surveys.			
Literature: 1. Glenn Bowdin, Johnny Allen, William O'Toole, Rob Harris, Ian McDonnell (2006): Event Management, Elsevier, Second Edition. 2. Bjeljic Željko (2006): Teorijsko-metodološke osnove manifestacionog turizma, Beograd: Srpska akademija nauka i umetnosti, Geografski institut "Jovan Cvijić". 3. Ian Yeoman, Martin Robertson, Jane Ali-Knight, Siobhan Drummond, Una McMahon-Beattie (2003): Festival and Events Management: An International Arts and Culture Perspective, Elsevier. 4. 300 missable Events and Festivals Around the World (Frommer's Day by Day - Pocket) by Whatsonwhen.com, 2009. 5. Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell (2010): Festival and Special Event Management, Wiley Australia Tourism Series. 6. Martin Robertson (2008): Events and Festivals: Current Trends and Issues, Routledge.			
Weekly teaching load			4 (60)
Lectures: 2	Exercises: 2	Other forms of teaching: /	Student research: /
			Other: /

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		