

Study programme: BAS Tourism			
Course title: Festival tourism (T341)			
Lecturer (Name, Middle name, Surname): Dr. Đorđije A. Vasiljević			
Status: elective			
ECTS: 5			
Requirements: None			
Learning objectives The study of festival 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 festivals. Systematization of festival 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 festivals, to investigate the correlation of festivals 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.			
Learning outcomes Training students to learn the theoretical and practical aspects of tourism events research. Optimal adjustment process in organizing festivals containing the essential features of its tourism operation. Understanding the specifics of tourist attractiveness, financial and organizational bases of tourism that affect functioning of festival tourism. Provide students with an evaluation of tourist festivals.			
Syllabus <i>Theoretical instruction</i> Terms and definitions. Forms of festival tourism. Classification of festivals - origin, continuity, rank, massive investing, featuring visitors, program content. Relation between natural geographic attractions and tourist festivals. Place that socio-geographic attractiveness in the organization of tourist festivals. Festival tourism as part of the overall tourism offer. Motivation for organizing, planning. Tourist festivals as a tourism product. Propaganda and advertising planning. Economic effects of tourism festivals. Aspects of festival tourism. Evaluation of festivals. <i>Practical instruction</i> 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 festivals. Students are given a specific task to organize tourist festival in a particular geographic environment.			
Literature: 1. Allen, J. 2009. Event planning, Mississauga: John Wiley & Sons. 2. Getz, D., 2004. Event Management. Event Tourism. 2nd edition, Lecture material for Event Management course. The School Economics and Commercial Law. 3. Getz, D., 2009. Event Studies, Oxford: Elsevier. 4. Hoyle, L., 2002. Event marketing, How to Successfully Promote Events, Festivals, Conventions and Expositions, John Wiley and sons inc, New York.			
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		