

Study program: MAS Management in Tourism			
Name of the subject: Event Management in Cultural Tourism			
Teacher (s): Tatjana Pivac, Igor Stamenković, Sanja Kovačić			
Status of the subject: elective (module: Management in Cultural Tourism and Cultural Heritage)			
Number of ECTS: 6			
Condition: no			
Course objectives: Training students to successfully engage in work in the field of managing cultural events organized in various institutions: in cultural institutions (museums, galleries, cultural centers, cultural stations); tourist organizations; state and private organizations that organize cultural events in a broader sense and events in the field of various arts, etc. Acquiring both theoretical and practical knowledge for successful planning, preparation, organization, implementation and control of events in the field of cultural tourism.			
Course outcomes: Students will acquire adequate knowledge of the processes of successful planning, preparation, organization and monitoring of a cultural event. In addition, students will have the appropriate skills and tools for adequate promotion and sales of cultural events.			
Course content: <i>Theoretical lectures</i> The importance of cultural events for tourist destinations; stakeholders: organizer, sponsors, media, participants, visitors; planning, organizing, managing and controlling cultural events; financing, attracting sponsors; culture in cities; creative cities; festival cities; festival culture; European Capitals of Culture. <i>Practical lectures</i> The exercises are designed through practical work, so that students, through visits to cultural events and organizers, become familiar with their basic characteristics and features. Through seminar papers and the creation of promotional tourist video content (which can be used to promote events), students should critically express their opinion about them (based on personal experience and a survey).			
Recommendation literature			
Primary literature:			
1. Pivac, T., Kovacic, S., Stamenkovic, I., Bratic, M. (2022): Event Management in Cultural Tourism, book, ISBN 978-86-7031-289-0			
2. Kovačević, M., Stamenković, I. (2019): Algorithm for event management, Department of Geography, Tourism and Hospitality, Faculty of Science, University of Novi Sad.			
Additional literature:			
3. Bratić, M., Pavlović, D., Kovačić, S., Pivac, T., Marić Stanković, A., Vujičić, M.D., Anđelković, Ž. (2024): An IPA Analysis of Tourist Perception and Satisfaction with Nisville Jazz Festival Service Quality. <i>Sustainability</i> 16, 9616. https://doi.org/10.3390/su16229616			
4. Pivac, T., Demonja D., Surla, T., Miljković, J. (2024): Influence of Social Networks on the Choice of Cultural Tourism Destination. Case study of Novi Sad and Rijeka as European Capitals of Culture, <i>Sociologija i prostor</i> , Vol.62 No.2 (230), pp. 369-392, https://doi.org/10.5673/sip.62.2.7			
5. Pivac, T., Blešić, I., Stamenković, I., Beseremnji, S., Đorđević, J., Lesjak, M. (2014): Synergy of Culture and Tourism: Cultural Events as a part of Cultural Tourism in less-favoured rural regions. Case study: Vojvodina province (Serbia), <i>Academica Turistica</i> 7 (2), 77-86			
6. Blešić, I., Pivac, T., Stamenković, I., Beseremnji, S., Marković, S. (2014): Investigation Of Visitor Motivation Of The Exit Music Festival (The Republic Of Serbia). <i>Revista de Turism, Journal of tourism – studies and research in tourism</i> , Issue 18, 8-18			
Number of active classes: 4	Theory: 2	Practice: 2	
Methods of delivering lectures a) Oral presentation method; b) Visual presentation method; c) Discussion method; d) Textual method; e) Illustrative-demonstrative methods			
Evaluation of knowledge (maximum number of points 100)			
Pre-exam obligations	points	Final exam	
Class participation	0-5	Written exam	/

activities during exercises / practical classes	0-5	Oral exam	35-70
colloquiums	/	
seminar papers	0-20		
<p>Knowledge will be tested through the creation of a project (video) - based on which the student will present a case study of a cultural event as a good example of practice, followed by an oral part related to the course material.</p>			