

Study program: MAS Tourism Management
Course title: Special Events Management
Lecturers: Anđelija C. Ivkov Dzigurski, Igor L. Stamenković
Course status: elective (module: Event Management in Tourism)
Number of ESPB: 6
Condition: none
<p>Course objectives:</p> <p>The Special Events Management course should enable students to organize and accept responsibility for conceptualizing various types of special programs in tourism and related activities. A program that must be attractive and original enough for visitors to experience it as a special event. It is necessary to learn the basic elements that determine its formation at the highest level of knowledge, skills and habits: set goals of a special event; planned approach to special events; logistics, organizational solutions; accompanying activities for setting up and executing a special event and finally self-evaluation of both the program and all stakeholders involved in it for the purpose of further improvement. Mastering the management of individual models of special events.</p>
<p>Course outcome:</p> <p>Educating students to adopt and apply the theoretical and practical aspects of research into the management of tourism-relevant special events. To be able to adapt the process of special events to the essential characteristics of its tourism functioning by applying logistics. To be able to design and manage different models of special events.</p>
<p>Course content:</p> <p>Theoretical teaching</p> <ol style="list-style-type: none"> 1. Definition and types of special events in tourism 2. Life cycle of a special event 3. Planning and strategy in special event management 4. Financial management of a special event 5. The role of sponsors and partners in the organization of special events 6. Marketing and promotion of special events 7. Logistical challenges in the organization of special events 8. Technology in the management of special events 9. Security and risk management at special events 10. Sustainable management of special events 11. Creativity and innovation in the design of special events 12. Team management and leadership in the organization of special events 13. The role of events in destination management 14. Post-event analysis and evaluation of event success 15. Global trends in the special events industry <p><i>Practical teaching:</i></p> <p>For the Special Events Management course, practical teaching is essential for developing skills that students can directly apply in real-world situations. Here are some recommendations for organizing practical teaching:</p> <ol style="list-style-type: none"> 1. Simulating the organization of a special event (students can be divided into teams and given the task of planning and organizing a special event (e.g., a conference, concert, sports event, or festival)). 2. Case studies (analysis of real special events (e.g., the Olympics, major music festivals, world summits) through case studies. 3. Participation in the organization of a real event (In cooperation with the organizers of real special events (e.g., local festivals, sports competitions, cultural events), students can participate in all phases of organization – from planning to implementation). 4. Workshops with industry experts (Organizing workshops or masterclass sessions with professionals from the special events industry. Experts can share their experiences, guide students on industry challenges, and discuss current trends). 6. Organization of "mini-events" as part of the course (Organization of a smaller event within the faculty or university (e.g. thematic seminar, exhibition or concert). 7. Crisis simulations (In the simulation, students will face crisis situations that may arise during the organization of a special event (e.g. bad weather conditions, technical errors, accidents). Students should resolve the crisis situation within a team, using crisis management strategies). 8. Participation in the analysis of the impact of the event on the destination (Students can work on a project

analyzing the impact of a special event on the local community and tourism (economic, social, environmental aspects)).

10. Post-event evaluation and reporting (After organizing an event, students can participate in post-event analysis, collecting feedback from participants and visitors, and preparing a report on the success of the event).

11. Practical work with digital tools and technologies for event management (Students can use software tools to plan, track, and analyze special events. They will learn how to use project management tools, participant registration, and social media monitoring during the event).

Recommended literature

Primary literature:

1. Allen, J., O, Toole, W., McDonnell, I., Harris, R., 2002. Festival and special event management. Australia, Milton, Wiley.

2. Goldblatt, J. 2008. Special Events, John Wiley & Sons, New Jersey.

Additional literature:

3. Getz, D., 2009. Event Studies, Elsevier Oxford.

Number of active teaching hours: 4	Theoretical teaching: 2	Practical teaching: 2
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Teaching methods

Frontal, indirect forms, special types of work. Oral presentation method, discussion method, textual method, illustrative-demonstrative method, etc. Field work with independent observation and research of special events of various types. Solving problems that arise as obstacles to the organization of events, using case study examples.

Knowledge score (maximum number of points 100)

Pre-exam requirements	points	Final exam	points
activity during the lesson	0-5	written exam	
practical teaching	20-40	oral exam	30-45
colloquiums	--	
seminars	0-10		