

<b>Study program: MAS Management in Tourism</b>			
<b>Name of the subject: Basic of Event Management</b>			
<b>Teacher (s): Tatjana Pivac, Igor Stamenković</b>			
<b>Status of the subject: mandatory (module: Event Management in Tourism)</b>			
<b>Number of ECTS: 6</b>			
<b>Condition: no</b>			
<b>Course objectives:</b> Training students to successfully engage in events management in tourism organizations, hotels, travel agencies, congress centers, fairs, state administration bodies, etc. Acquiring theoretical and practical knowledge for successfully engaging in professional work in the field of planning, preparation, organization, implementation, monitoring and evaluation of events.			
<b>Course outcomes:</b> After completing the course, the student will be able to plan, prepare, organize, implement, monitor and evaluate events. They will critically determine the measures, factors and indicators that measure the impact of events on a destination. They will also be able to predict the best ways to promote and present destinations for which event tourism (congress and festival tourism) is one of the primary tourism products on the domestic and international tourism market.			
<b>Course content:</b> <i>Theoretical lectures</i> Introduction to event management: general terms and their etymology, characteristics, typologies and classification of events. Events and tourism. The importance of events for tourist destinations. Environmental analysis and event planning: event plan development, event financing and budget. Event organization and execution. Selection of a destination for holding an event. Stakeholders: visitors/tourists, organizer and co-organizers (subcontractors), sponsors, media, participants/performers, local government organizations. Legal and ethical issues of event organization. Control: elements and methods of event implementation control. Fundamentals of marketing in event promotion. Measuring the impact of events and defining measures and success factors: economic, socio-cultural, environmental, political, technological, urban renewal of the destination. Human resources: development of the organization team and various operations in the implementation process - employees and volunteers. Social Contribution Event Participants/Visitors – factors that influence the decision-making process about participating in or visiting an event and the satisfaction achieved after the event. <i>Practical lectures</i> Creation of BID document.			
<b>Recommended literature</b>			
<b>Primary literature:</b> 1. Kovačević, M., Stamenković, I. (2019): Algorithm for event management, Department of Geography, Tourism and Hospitality, Faculty of Science, University of Novi Sad.			
<b>Additional literature:</b> 2. Pivac, T., Kovacic, S., Stamenkovic, I., Bratic, M. (2022): Event Management in Cultural Tourism, book, ISBN 978-86-7031-289-0			
<b>Number of active classes: 4</b>	<b>Theory: 2</b>	<b>Practice: 2</b>	
<b>Methods of delivering lectures</b> a) Oral presentation method; b) Visual presentation method; c) Discussion method; d) Textual method; e) Illustrative-demonstrative methods			
<b>Evaluation of knowledge (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	
Class participation	<b>0-5</b>	Written exam	/
activities during exercises / practical classes	<b>0-5</b>	Oral exam	<b>40-70</b>
seminar papers	<b>0-20</b>		