

TP0083: FESTIVAL & EVENT MANAGEMENT

COURSE OUTLINE

GENERAL

SCHOOL	Interdepartmental		
ACADEMIC UNIT	Interdepartmental Programme		
LEVEL OF STUDIES	Postgraduate Programme		
COURSE CODE	TP0083	SEMESTER	A'
COURSE TITLE	Festival & Event Management		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialised general knowledge		
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://tourism-pms.aegean.gr/index.php/spoudes/mathimata		

LEARNING OUTCOMES

Learning outcomes

The purpose of the course is to provide students a comprehensive background on the organization, management and promotion of festivals, exhibitions, and other types of events (e.g., conferences, sports events) emphasizing their role on sustainable cultural & tourism development.

The course is designed to offer students the opportunity:

- to acquire the basic theoretical principles (human geography, sociology etc.) that are related to the organization events.
- to understand the different types and characteristics of events.
- to evaluate the importance of employing and protecting cultural & natural assets for the creation of events.
- to apply the principles of event management i.e., planning, marketing and promotion, execution, and supervision of event.
- to assess the relationships developed between stakeholders involved for the efficient and effective organization and execution of events.
- to assess the cultural, economic and tourism impacts of events on the host location/destination.
- to apply the principles of organizing and managing events emphasizing on sustainable tourism and cultural development.

General Competences

The course aims to acquire the following skills:

- Search for, analysis and synthesis of data and information

- Working independently & teamwork
- Project planning and management
- Promotion of free, creative, and inductive thinking
- Working in an interdisciplinary environment

SYLLABUS

The main thematic units delivered during the course are the following:

1. The definitions, types, and characteristics of events.
2. The theoretical principles of events (human geography, sociology, history, etc.)
3. The importance of employing and protecting cultural assets (tangible and intangible) and natural assets during event organization & planning.
4. The importance of identifying new trends (e.g., wellness, sports, ecology, gastronomy, MICE) for event planning.
5. The role of cultural and tourism policy on the organization and planning of events.
6. The stages of event organization (operations, management, logistics, human resources, infrastructure & technology, etc.)
7. The marketing, promotion, and communication of event.
8. The cultural, economic, and touristic impacts of events on the host location/destination.
9. The role of new technologies and trends in event management.
10. Case studies: Identifying best practices and successful events/festivals in Greece and Europe.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY.	Face-to-face, Distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Learning process support through the Moodle online platform. Course delivery via Zoom platform.	
TEACHING METHODS	<i>Activity</i>	<i>Semester workload</i>
	Lectures	30
	Interactive class exercises	10
	Group project on a case study.	60
	Individual exercise practice	10
	Independent study (journal, books)	40
	Total	150
STUDENT PERFORMANCE EVALUATION	<p>II. Delivery of a written group assignment (70%) based on:</p> <p>In the basic theoretical principles, in the planning and management process of the events but also in the possibilities of their utilization with an emphasis on sustainable tourism development</p> <p>II. Presentation based on the group assignment (30%)</p>	

ATTACHED BIBLIOGRAPHY

A) Course material:

1. Βασιλειάδης, Χ. (2014), Διαχείριση Μάρκετινγκ Γεγονότων και Εκδηλώσεων, Εκδόσεις Πανεπιστήμιο Μακεδονίας
2. Παπαγεωργίου, Α. (2018), Οργάνωση Συνεδρίων και Εκδηλώσεων – Τουρισμός MICE, Εκδόσεις Φαίδημος

B) Bibliography:

4. Smith, A. & Mair, J. (2023). Events and Sustainability: Can Events Make Places More Inclusive, Resilient and Sustainable? Routledge.
3. Bowdin, G., Allen, J., O'Toole, W., Harris, R. & McDonnell, I. 2011, Events Management, 3rd edn, Elsevier Ltd, Oxford.
4. Getz, D. 2005, Event Management & Event Tourism, 2nd edn, Cognizant Communication Corporation, New York.

Scientific journals:

International Journal of Event and Festival Management.

Journal of Convention and Event Tourism.

Journal of Policy Research in Tourism Leisure and Events.

Journal of Sustainable Tourism.

International Journal of Event Management Research.