

Study program: Hotel Management and Tourism			
Type and level of studies: PhD studies, third level			
Course unit: Event Tourism			
Teacher in charge: Darko Dimitrovski, PhD			
Language of instruction: English			
ECTS: 15			
Prerequisites: N/A			
Semester: Third			
Course unit objective			
The aim of this course is to develop a critical understanding of the events tourism industry; the impacts and legacy of tourism events; and tourism event strategy, planning and management. Typology of tourism events (corporate, sporting, arts and cultural events and festivals, including community festivals, hallmark and mega events), their origins, current and future trends will be acknowledged. Aim of the course is to develop a depth of knowledge of the tourism event industry to analyse the impacts, sustainability and legacy of tourism events.			
Learning outcomes of Course unit			
1. Critically assess the current and future strategic role of events in business, tourism and the community.			
2. Compare and contrast the sub-sectors of the tourism events industry and the motivations of the private, public and third sectors involved in hosting and funding events.			
3. Critically evaluate the impacts and legacies of tourism events and methodologies for evaluating these impacts.			
4. Develop a creative and sustainable tourism event concept.			
5. Adopt the role of the event project manager and prepare a detailed plan for staging a tourism event.			
6. Apply marketing and design principles to promote a tourism event.			
7. Prepare a detailed budget for a tourism event.			
8. Undertake a risk assessment for an event.			
Course unit contents			
Event tourism - concept and definition			
Typology of tourism events			
Sports events			
Business events			
Cultural and artistic events			
Mega events			
Demand for tourism events			
Planning events in tourism from a destination perspective			
Development of event tourism			
Event management and marketing in tourism			
Risk management and crisis management in event tourism			
Evaluation and assessment of the impact of events in the context of sustainability			
Literature			
1. Bowdin, G., Allen, J., Harris, R., McDonnell, I., & O'Toole, W. (2012). Events management: Routledge.			
2. Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2012). Events management: An introduction. Routledge.			
3. Getz, D., & Page, S. J. (2016). Progress and prospects for event tourism research. Tourism management, 52, 593-631.			
4. Getz, D., (2013). Event Tourism: Concepts, International Case Studies, and Research. New York: Cognizant.			
5. Getz, D. (2008). Event tourism: Definition, evolution, and research. Tourism Management, 29, 403-428.			
Number of active teaching hours			
Lectures:	Practice:	Other forms of classes:	Independent work:
2	1	1	1
			Other classes
			/
Teaching methods			
Interactive classes through audio-visual presentations, exercises, case studies, seminar papers, practical classes (visits to business events, etc.).			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral examination	10
practical classes/tests	20	written examination	30
Seminars/homework	30	Other	
Grading system			
Grade	No. of points	Description	
10	91-100	Excellent	
9	81-90	Exceptionally good	

8	71-80	Very good
7	61-70	Good
6	51-60	Passing
5	0-50	Failing