



## COURSE DESCRIPTION

### 1. GENERAL

<b>SCHOOL</b>	ECONOMIC SCIENCES		
<b>DEPARTMENT</b>	TOURISM		
<b>LEVEL</b>	Undergraduate		
<b>COURSE CODE</b>	INT110	<b>SEMESTER</b>	2 <sup>nd</sup>
<b>COURSE TITLE</b>	International Event Management		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>ECTS</b>	
Lectures	4	5	
<b>COURSE CATEGORY</b>	Specialization		
<b>COURSE TYPE</b>	Elective		
<b>PREREQUISITES</b>	-		
<b>LANGUAGE OF TEACHING AND EXAMINATIONS</b>	Greek		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>			
<b>URL</b>	<a href="https://tourism.ionio.gr/en/undergraduate-studies/courses/1184/">https://tourism.ionio.gr/en/undergraduate-studies/courses/1184/</a>		
<b>ECLASS</b>			

### 2. TEACHING RESULTS

<b>Teaching Results</b>
Upon the completion of the course, the students are expected to:  -have a sufficient knowledge of the theoretical principles and the planning process methodology of events management;  -be in the position to be part of a management team that is responsible for the management of events (of diverse types, in both physical and digital space); and  -be in the position to deal with a wide range of visitor issues
<b>General Skills</b>

### 3. CONTENT

The course explores the principles, the planning process methodology and the steps-stages of events management, highlighting the points of the process that require special attention. Reference is made to events that occur in physical as well in digital space.

The course benefits from the know-how developed in the field of project management, applying it to events management.

Good practices are sought from examples on an international level and in Greece.

1. Concepts: event, types of events, events management; the importance of events for tourism
2. The broader political-ideological, social and economic context of events management, and its connection with tourism
3. Analysis of the organisations that are managing events: organizational chart, and events management team
4. Analysis of events management from the perspective of strategy
5. Planning process methodology of events management - stages of organisation (A): crafting the concept of the event, and designing the event (and seeking resources - funding)



6. Planning process methodology of events management - stages of organisation (B): preparation, production and implementation
7. Planning process methodology of events management - stages of organisation (C): evaluation. The importance of evaluation, methods (qualitative, and quantitative) of evaluation.
8. Practical issues associated to visitor management
9. Managing events in digital space
10. Good practices: analysis of case studies of sports events
11. Good practices: analysis of case studies of artistic and music events
12. Good practices: analysis of case studies of festivals
13. Student projects: presentation, and discussion

#### 4. TEACHING AND LEARNING METHODS - EVALUATION

<b>TEACHING METHOD</b>									
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b>	<ul style="list-style-type: none"> <li>-Use of powerpoint at the lectures</li> <li>-Making use of the course portal, for the uploading of teaching material</li> <li>-Email for the communication with students</li> <li>-Videos of international events</li> </ul>								
<b>TEACHING STRUCTURE</b>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Activity</td> <td style="text-align: right;">Semester Workload</td> </tr> <tr> <td>Lectures</td> <td style="text-align: right;">52</td> </tr> <tr> <td>Literature Study and Analysis</td> <td style="text-align: right;">73</td> </tr> <tr> <td><b>Course Total (ECTS: 5)</b></td> <td style="text-align: right;"><b>125</b></td> </tr> </table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	<b>Course Total (ECTS: 5)</b>	<b>125</b>
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Lectures	52								
Literature Study and Analysis	73								
<b>Course Total (ECTS: 5)</b>	<b>125</b>								
<b>EVALUATION OF STUDENTS</b>	-A combination of exercises, projects, and exams								

#### 5. BIBLIOGRAPHY

Vasileiadis Ch, 2014, *Management and marketing of events*. Th. Karagiorgos publishing house. In Greek