

Course Unit	Event Management and Organisation	Field of study	Tourism
Bachelor in	Tourism	School	School of Public Management, Communication and Tourism
Academic Year	2022/2023	Year of study	3
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - , TP 60, PL - , TC - , S - , E - , OT - , O -
Level	1-3	ECTS credits	6.0
Code	9254-532-3104-00-22		

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Raquel Cristina Sousa Pires

#### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Assess the importance of events for tourist attraction;
2. Identify the roles and profiles of event management professionals;
3. Distinguish some protocol rules inherent to events;
4. Recognize the process of organizing and managing events;
5. Analyze the production/distribution/consumption events' relationship;
6. Plan and organize a tourism/cultural event;
7. Design evaluation reports in the process of organizing and managing events.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable.

#### Course contents

1. General context of events 2. Management and event production models 3. The event organizer: profiles and functions 4. Protocol and Events 5. Event Planning 6. Events Marketing 7. Events Financing 8. Event assessment.

#### Course contents (extended version)

1. General context of events:
  - Concept of event
  - For-profit and nonprofit events
  - Classification of events
  - Types of events
  - Impacts of events
  - Case Studies
2. Management and event production models
  - Case Studies
3. The event organizer: profiles and functions
4. Protocol and Events
5. Event Planning:
  - Strategic planning
  - Phases of event planning
6. Marketing Events:
  - Marketing context
  - Events Marketing mix
  - Marketing planning
  - Marketing strategies
  - Major trends in event marketing
  - Case Studies
7. Events Financing:
  - Budgets
  - Type of funding: Crowdfunding, sponsorship and patronage
  - Case Studies
8. Event assessment
  - Events assessment process
  - Events evaluation parameters
  - Assessment tools
  - Case Studies

#### Recommended reading

1. Dwyer, L. & Wickens. E. (2012). Event tourism and cultural tourism. London: Routledge. ISBN: 9780415623681
2. Ferdinand, N. & Kitchin, P. (2012). Events management: An international approach. London: SAGE Publications Ltd. ISBN: 9780857022417
3. Isidoro, A. M. (2013). Manual de organização e gestão de eventos. Lisboa: Edições Silabo. ISBN: 9789726187233
4. Pedro, F. et al., (2012). Gestão de eventos. Lisboa: Escolar Editora. ISBN: 9789725923399
5. Vieira, J. M. (2015). Eventos e Turismo: Planeamento e Organização. Lisboa: Edições Silabo. ISBN: 9789726187967

#### Teaching and learning methods

The methodology is based on tutorial sessions on contact hours using the expository method associated with active techniques. Audiovisual resources, Analysis of case studies and practical data.

#### Assessment methods

1. Distributed evaluation - (Regular, Student Worker) (Final)
  - Practical Work - 60%
  - Final Written Exam - 40%
2. Evaluation by final exam - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100%

**Assessment methods**

3. Students in mobility - (Regular, Student Worker) (Final, Supplementary, Special)  
- Development Topics - 100%

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

Raquel Cristina Sousa Pires	Catarina Antónia Martins	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
07-10-2022	07-10-2022	12-10-2022	16-10-2022