

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO6038	SEMESTER	6 th
COURSE TITLE	ECONOMICS AND EVENT MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
	Lectures	3	6
COURSE TYPE	GENERAL KNOWLEDGE		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/TOUREM144/		

(2) LEARNING OUTCOMES

Learning outcomes
<p>Course Objective:</p> <p>The aim of the course is to provide a detailed overview of all aspects of Event Economics and Management, and how events are utilized by the tourism industry. Special emphasis is placed on the utilization and protection of cultural resources (both tangible and intangible) for the planning of events and festivals. Subsequently, topics such as Event Planning, Scheduling, Management, Human Resources Management, and Marketing are analyzed. Through the exploration of these topics, students will gain knowledge of the wide range of Event Management, both at the business level and the destination level.</p> <p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the concept of Event Economics and Management as well as its individual sectors. • Comprehend the interconnection between the Events sector, the tourism industry, and the local community. • Understand the factors that lead to successful Event Management, whether organized within a business or at a destination level. • Be familiar with basic tools used in various fields of Event Management, such as planning, scheduling, management, and marketing.
General Competences
<ul style="list-style-type: none"> • Working in an interdisciplinary environment • Communicating in an international environment

- Working in an interdisciplinary environment
- Production of new research ideas
- Promoting free, creative, and inductive thinking

(3) SYLLABUS

Course Outline:

1. Definitions, types, and characteristics of events, festivals, and celebrations.
2. The fundamental theoretical principles of events and festivals (anthropogeography, sociology, history, economics, management, etc.).
3. Types and characteristics of events, festivals, exhibitions, and other large-scale events.
4. The importance of utilizing and protecting cultural resources (both tangible and intangible) for event planning.
5. The importance of leveraging new trends in tourism (e.g., wellness, sports, ecology, gastronomy, MICE) for event planning.
6. The process of event planning.
7. Promotion, marketing, and communication of events.
8. The stakeholders involved and the complexity of event organization.
9. Social, cultural, tourism, and environmental impacts of events.
10. Case studies of successful events at the international and national level.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY.	<ul style="list-style-type: none"> • Face-to-Face 	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"> • Audio visual materials • Communication with students via e-mail and e-class platform • Uploading course material on e-class platform 	
TEACHING METHODS	<i>Activity</i>	<i>Semester workload</i>
	Lectures	39
	Self-directed study	86
	Course total	125 hours
STUDENT PERFORMANCE EVALUATION	The final grade for the course is composed as follows: <ul style="list-style-type: none"> • Assignment: 70% • Assignment Presentation: 30% 	

(5) ATTACHED BIBLIOGRAPHY

Bibliography

- Smith, A. & Mair, J. (2023). Events and Sustainability: Can Events Make Places More Inclusive, Resilient and Sustainable? Routledge.
- Bowdin, G., Allen, J., O'Toole, W., Harris, R. & McDonnell, I. 2011, Events Management, 3rd edn, Elsevier Ltd, Oxford.
- 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.