

Course Title	Event Development and Management				
Course Code	HTM200				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	2 nd Year/3 rd Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>To introduce students to the basic concepts of event studies and event development and management. Real-life case studies on Hospitality and Tourism are presented to serve as an example on how to bridge the gap between industry and academia.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To provide knowledge regarding the formulation of strategies for developing and events • To familiarize students with the organization of events and their operations • To introduce students to events and to clarify the significance of events for tourism • To supply knowledge regarding the planning, organizing and evaluation of events • To underline the importance of marketing tools and the integrated marketing communications for the successful communication and organization of events. 				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Describe the principles of event management and analyze the opportunities and challenges in managing events. • Assess the importance of event tourism strategies for destinations. • Evaluate and analyze the planning, development, management and implementation of various types of events (i.e., festivals, entertainment events, corporate events, cultural events, sports events, press events, events for the launching of a new product). • Demonstrate an understanding of the planning, development, management and implementation of various types of events through case studies. 				

	<ul style="list-style-type: none"> • Demonstrate creative problem solving by expressing practical experience of work in the event industry. • Manage working in a group to deliver a common writing and develop new management and behavioral skills. 		
Prerequisites	HTM100, HTM115	Co-requisites	None
Course Content	<ul style="list-style-type: none"> • Introduction to event studies, event management and event tourism. • Event management: practice and professionalism. • Planning events; site planning, operations and logistics. • Destination planning and marketing for event tourism. • The event experience, programming, and quality. • Production, organization and coordination of events. • Human resources management in events. • Securing resources, sponsorship and financial management. • Safety, health, risk management and security. • Marketing management of events. • Understanding who the event customer is; principles of marketing research for events. • Communication, public relations and sales. • Evaluation and impact assessment. 		
Teaching Methodology	Face-to-Face		
Bibliography	<p>Getz, D., Event Management and Event Tourism, New York: Cognizant Communication Corporation.</p> <p>Conway, D.G., The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary of Public Event, Oxford: How To Books LTD.</p> <p>Getz, D, Event Studies, Theory, Research and Policy for Planned Events (Events Management), Oxford: Butterworth-Heinemann.</p> <p>Evans, N., Strategic Management for Tourism, Hospitality and Events, London: Routledge.</p> <p>Hudson, S. and Hudson, L. Marketing for Tourism, Hospitality & Events: A Global & Digital Approach, London: SAGE.</p>		
Assessment	Examinations	70%	
	Assignments	20%	

	Class Participation and Attendance	10%	
		100%	
Language	English		