

## Course Syllabus

### **Event Tourism - Planning, Marketing, Evaluation 7.5 Credits\*, Second Cycle Level 1**

#### **Learning Outcomes**

Upon completion of the course, the student will be able to:

- Analyse the local and regional importance of events in terms of economic and social impacts and links with tourism industry stakeholders.
- Show in-depth knowledge about the research situation in the field of event tourism.
- Independently identify key issues and problems, and propose solutions to them in the development and evaluation of events.
- Independently identify and analyse scientific problems in the field of knowledge.

#### **Course Content**

The course themes are planning, marketing and evaluation of events, and the course makes connections with ongoing research in the field of event tourism. The course includes a theoretical component where students will read, analyse and summarize the research within the field of event tourism, as well as a practical component where students will work on specific problems in collaboration with stakeholders in sports and/or cultural events.

#### **Assessment**

Active participation in seminars, field trips, written assignments and an oral presentation (3.5 credit) as well as a paper (4 credit).

#### **Forms of Study**

The course includes lectures, seminars and written assignments for submission. Study visits and independent work in the form of a project related to a cultural or sports event are also key elements.

#### **Grades**

The Swedish grades A–F.

Seminars, field trips and written assignment for submission (U–G).

#### **Prerequisites**

A Bachelor's degree in Tourism Studies, Business Administration, Human Geography,

Economics

**Other Information**

Replaces TR3006.

**Subject:**

Tourism Studies

**Group of Subjects:**

Tourism and Recreation Studies

**Disciplinary Domain:**

Social Science, 100%

**This course can be included in the following main field(s) of study:**

1. Tourism Studies

**Progression Indicator within (each) main field of study:**

1. A1N

**Approved:**

Approved 11 December 2014

Valid from 17 February 2015