

Course Syllabus

International Events and Festival Management 7.5 Credits*, First Cycle

Learning Outcomes

Upon completion of this course, the student shall be able to:

- Identify and discuss the various planning processes involved in the development and implementation of international festivals and special events, and explore the implications for event management
- Critically analyse real-world examples of special event management planning and operation
- Demonstrate an understanding of the role of festivals and special events as leisure experiences

Course Content

The course begins by introducing the student to different definitions and characteristics of special events and festivals. Special events are recognised as a mechanism for both social and economic development at local, regional and national levels. The course explores how special events can be used to achieve a range of development goals and what the potential socio-cultural, environmental and economic impacts might be. The growth of special events as a modern leisure experience will be discussed and how understanding and understanding both consumption and production is important in ensuring sustainable outcomes.

Assessment

- 1) Individual written assignment, 1.5 credits
- 2) Assignment, 3 credits
- 3) Presentation of group work, poster presentation, 3 credits

Forms of Study

Lectures, seminars, tutorials, individual and group work

Grades

The Swedish grades A–F.

The final grade for the course is given after an overall assessment that is made by the examiner.

Prerequisites

General entry requirements and English 6, Social Sciences 1b or 1a1+1a2. No knowledge of Swedish is required.

Other Information

Replaces TR1035.

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. G1N

Approved:

Approved 21 February 2019

Valid from 28 April 2019