

Course Syllabus

International Events and Festival Management 7.5 Credits*, First Cycle Level 1

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

During this course, the following subject will be covered:

- Events and festivals, definitions and categories
- Events and festivals as leisure activities - the role of events in the wider community
- Staging rituals and roles at events and festivals
- Consumption and experience - motives and benefits of event consumption
- The role of events and festivals in place representation
- Festival and event impacts: sociocultural, environmental, economic and political
- The event lifecycle and stakeholders
- Event planning and strategy
- Sustainable events and festivals

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

30 credits Tourism Studies

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. G1F

Approved:

Approved 15 June 2017

Valid from 1 July 2017