

Name of the subject: Trends in events management		
Teacher(s): Tatjana Pivac, Vanja Pavluković, Igor Stamenković		
Status of the subject: Elective		
Number of ECTS points: 15		
Condition:-		
Goal of the subject Event management is an industry that is constantly changing and following new trends and technologies must be a high priority. The aim of the course is to acquaint students with the latest trends in event management, new markets and consumers.		
Outcome of the subject Application of acquired knowledge in scientific research, active monitoring of literature and new results in the field of event management, independent creation of a working hypothesis and realization of the research process.		
Content of the subject <i>Theoretical lectures</i> Identifying and analyzing mega trends affecting the event industry. Demographic trends in event management. Generation X, Y and Z - preferences, expectations from events and influence on event design. Application of the concept of sustainability in event management (green destinations for events, green events, social legacy, corporate social responsibility of event organizers). Globalization and event management. Modern technologies and event management (software and communication technologies and their roles in event management - different types of event software and ways in which they can be used, eg. EventBank). "Smart" events (digital login and contactless exchange of information). Innovations in production and presentations (holographic and "virtual" speakers and chatbots). Use of digital and communication technologies for marketing and event promotion. Significance of VR (virtual reality) and AR (augmented reality) attractions for event programs. Analysis and measurement of the impact (economic, socio-cultural, spatial) of the organization of various events on all stakeholders: the organizer and the host destination, the local population, the participants in the event. Factors influencing the decision-making process of the organizer and participants. <i>Practical lectures</i> Project task selection. Data processing and presentation of results.		
Recommended literature 1. Pavluković, V. (2019). Poslovni događaji i turizam. PMF, Departman za geografiju, turizam i hoteijerstvo, Novi Sad. 2. Davidson, R. (2019). Business events. Routledge, London. 3. World Tourism Organization and European Travel Commission (2015). The Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers. UNWTO, Madrid. 4. Getz, D., and Page, S. J. (2016). Progress and prospects for event tourism research. <i>TourismManagement</i> 52, 593-631. 5. Stamenković, I. (2014): Multi-stejkholderski pristup efektivnosti organizacije događaja kao faktor uspešnosti destinacijskog turističkog proizvoda, Doktorska disertacija, Departman za geografiju, turizam i hotelijerstvo, PMF, Novi Sad. 6. Kovačević, M, Stamenković, I. (2019): Algoritam za upravljanje događajima, Udžbenik, Departman za geografiju, turizam i hotelijerstvo, PMF, Novi Sad. Recommended doctoral dissertations in the field of event management by subject professors. Scientific papers and websites with current issues.		
Number of active classes	Theory: 50	Practice: 50
Methods of delivering lectures Individual consultations, seminar papers, project presentation.		
Evaluation of knowledge (maximum number of points 100) Practice (scientific research) 50 points Oral exam 50 points		