

Study programme: Master Academic Studies Management of Cultural Tourism and Cultural Heritage			
Course title: Event Management in Cultural Tourism (MKT112)			
Teacher: PhD Tatjana D. Pivac PhD Igor Stamenković			
Status: elective			
ECTS: 5			
Requirements: None			
Learning objectives Enabling students for successful management in the field event management in cultural tourism in different institutions: in cultural institutions (museums, galleries), in tourist organizations, state and private organizations dealing with the organization of events, etc. Acquiring both theoretical and practical knowledge for successful planning, organizing, implementing and controlling events in cultural tourism.			
Learning outcomes <i>Upon completion of the course the students will be able to :</i> <ul style="list-style-type: none"> • Plan events in cultural tourism • Organize and monitor events in cultural tourism • Promote events in cultural tourism 			
Syllabus <i>Theoretical part</i> Significance of events in cultural tourism for tourist destinations; Stakeholders: organization (host), sponsors, media, participants, visitors; Planning, organizing, managing and control of events in cultural tourism; Finances, drawing sponsors' attention; culture in cities; creative cities; festival towns; festival culture; European Capital of Culture. <i>Practical part</i> Exercises are designed as practical work, visits of cultural events and their organizers, which should introduce students to their basic characteristics and features. Seminar papers are aimed at expressing students' opinion based on personal experience and conducted field surveys.			
Literature: <ol style="list-style-type: none"> 1. Pivac, T., Blešić, I., Stamenković, I., Beseremnji, S., Đorđević, J., Lesjak, M. (2014): Synergy of Culture and Tourism: Cultural Events as a part of Cultural Tourism in less-favoured rural regions. Case study: Vojvodina province (Serbia), <i>Academica Turistica</i> 7 (2), 77-86 2. Allen, J., O'Toole, W., Harris, R., McDonnell, I. (2010) <i>Festival and Special Event Management</i>. Wiley Australia Tourism Series 3. Richards, G., Palmer, R. (2010): <i>Eventful Cities: Cultural Management and Urban Revitalisation</i>, Elsevier 4. Krajnović, A. & Gortan-Carlin, I.P. (2017): Strategic Management in Cultural Tourism with emphasis on event management: the case study of Croatia, <i>Ekonomski misao i praksa DBK</i>, XXVI, br. 2. (791-812), UDC / UDK: 008+338.48]:005.21⁷¹¹₅₉₉ 5. Yi-De, L. (2014): Cultural Events and Cultural Tourism Development: Lessons from the European Capitals of Culture, Vol.22, No.3, 498–514, <i>European Planning Studies</i>, Routledge, Taylor & Francis Group, http://dx.doi.org/10.1080/09654313.2012.752442 			
Weekly teaching load 4 (60)		Lectures 2 (30)	
		Exercises 2 (30)	
Methods of Teaching: Lectures, Illustration, Method of Conversation and Demonstration Practical skills			
Grading method (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45
Colloquia	15-30		
Seminar paper	0-15		