

EVENTS MANAGEMENT MODULE DESCRIPTOR

Objective of the Module

The objective of this module is to explain the economic and socio-cultural significance and impacts of events to a tourist destination (at national, regional and local levels) and to analyse the different stages and business strategies that are involved in successfully organising and implementing an event. The module will emphasise the event organiser's responsibility in relation to the law as it relates to events and health and safety regulations.

Learning Outcomes

On completion of this module students will be able to:

- 1) Explain the different types of events that a tourist destination can organise or host and evaluate which type of event will be most suitable to organise in different types of tourist destination;
- 2) Critically evaluate the economic and socio-cultural impacts of events at a local, regional and national level;
- 3) Design an event that can be organised in a specific tourist destination to ensure that the event conforms to best practice in event planning and management;
- 4) Conduct a risk assessment for an event that identifies the hazards that could affect the health & safety of participants at the event; design the control measures that are recommended to be implemented to reduce the risk of the hazards occurring.

Module Contents

The contents of this module will be drawn from the indicative list below:

The evolution of events as a sector of economic activity

A typology of events that includes MICE and special events

The economic and socio-cultural impacts of events at a local, regional and national level

Event planning and management to include: research for the event; defining the concept of the event; venue selection; project management techniques; creative event design; complying with legal regulations; marketing the event; financial budgeting; human resource management; working with stakeholders; legal regulations that relate to the organisation of the event

Health & safety management of events and undertaking a risk assessment

Teaching Methods

Lectures, workshops, case study analysis and discussion, academic paper discussion, in-class exercises, student presentations, guest lectures, visits to event venues and to actual events

Assessment Methods

Learning outcomes (1) and (2) assessed by an essay

Learning outcome (3) assessed by a written report and oral presentation

Learning outcome (4) assessed by a risk assessment pro-forma and oral presentation

Required Textbooks

Bowdin, G.A.J., Allen, J., O'Toole, W., Harris, R. & McDonnell, I. (2011) Events Management. 3rd ed. Oxford: Butterworth-Heinemann, Elsevier.

Dowson, R. & Bassett, D. (2015) Event planning and management: a practical handbook for PR and events professionals. London: Kogan Page

Goldblatt, J.J. (2014) Special Events: a new generation and the next frontier 7th ed. New York: John

Silvers, J.R. (2007) Risk Management for Meetings and Events. New York: Taylor.

Recommended Textbooks/reading

Shone, A. & Parry, B. (2010) Successful Event Management. 3rd ed. London: Cengage Learning EMEA.

Silvers, J. (2012) Professional event coordination 2nd Ed. Hoboken NJ: Wiley.

Sharples, L., Crowther, P. and May, D. (2014) Strategic event creation. United States: Goodfellow Publishers.

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