

## 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