



Module Structure

Module Title : Events Management

Module Code : HTPM361

Programme of Study/Year of Study : Hospitality & Tourism Management/Year 3

Group : HTMIII

Semester : Spring

Number of Hours Taught : 2 per week

ECTS : 3

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Pre-requisite(s) : MICE Planning and Organisation

Module Rationale

The events industry is rapidly developing and making a significant contribution to business in the hospitality and tourism industry. The module elaborates on the concept of events management and the role of an events manager in various contexts.

Aims

The module aims to provide students with an understanding of how different events are developed and managed and which provisions are required to meet the various customer needs. The module aims to expose students to the key areas required for the effective management of events such as planning, organisation and logistics, budgeting and sponsorship, marketing and promotion as well as evaluation.

Intended Learning Outcomes

On successful completion of this module, students will be able to:

1. Define special events, mega-events, hallmark events and major events
2. Understand the growth and emergence of an events industry
3. Distinguish between different types of events
4. Identify the major impacts which events have on their stakeholders and host communities
5. Anticipate the social impact of events, describe the physical, environmental, tourism and economic impacts of events
6. Use events to increase tourist visits and length of stay
7. Understand the role of the event manager in balancing the impacts of events
8. Identify the range of stakeholders in an event
9. Discuss trends and issues in society that affect events



10. Understand the role of sponsorship in events, identify appropriate sponsors for an event and the process of developing an event concept
11. Understand the importance of planning to ensure the success of an event
12. Conduct a market segmentation analysis to establish appropriate pricing, promotion, place and product strategies
13. Identify the key elements of budgetary control and explain the relationship between them
14. Understand the advantages and shortcomings of using a budget
15. Define logistics and understand the concepts of it and its place in event management
16. Understand the role of evaluation in the event management process
17. Apply the knowledge gained by evaluation to the future of an event

Delivery Methods:

Lectures, Discussion, Coursework, Case Studies and Activities

Assessment:

Coursework/Test/Case Studies	20%
Assignment	40%
Final Written Examination	40%

Module Requirements

Refer to the students' manual for the module requirements

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	28/01-01/02	Overview of the Events Field	
2.	04/02-08/02	Events as benchmarks for our lives The Rich Tradition of Events Birth of the Event Industry Industrialisation of Event	
3.	11/02-15/02	What are Events Types of Events	
4.	18/02-22/02	The Structure of the Event Industry Event Management Education and Training	
5.	25/02-01/03	Perspectives on Events <ul style="list-style-type: none"> • The government • The corporate • The community 	
6.	04/03-08/03	The Impacts of Events Social and Cultural impacts	
7.	12/03-15/03	Physical and Environmental impacts Events and Seasonality	



Week	Dates	Topics to be Covered	Reference Chapter / Material
8.	18/03-22/03	Events Tourism Planning Developing destination based even Tourism Strategies	
9.	26/03-29/03	Event Tourism strategic Process <ul style="list-style-type: none"> • Situation Analysis Development of Events Tourism Goals <ul style="list-style-type: none"> • Leveraging Economic Gains • Geographic dispersal • Events and Destination Branding • Destination Marketing • Creating Off Season Demand • Enhancing Visitors experience • Extenders 	
10.	02/04-05/04	Creation of Event Tourism Organisational Structure <ul style="list-style-type: none"> • Event Industry stakeholders Developing of Events Strategy <ul style="list-style-type: none"> • Events Bidding • New Events Creation • Considerations for Event Selection 	
11.	08/04-12/04	Implementation of Event Tourism Strategy Financial Aspects Grant Sponsorship Evaluation and Corrective actions	
12.	15/04-19/04	Project Presentations	
13.	22/04-23/04	Project Presentations	
14.	02/05-08/05	Revision	

Essential Reading

Glenn A.J. et al, 2011. *Events Management*. 3rd ed. Oxford: Elsevier/Butterworth-Heinemann

Additional Reading

Allen, J. 2009. *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events*. 2nd ed. Wiley

Capell, L., *Event Management for Dummies*. Wiley

Masterman, G. 2004. *Strategic Sports Event Management-An International Approach*. Oxford: Elsevier/Butterworth-Heinemann

Rogers, T. 2008. *Conferences and Conventions*. 2nd ed. Oxford: Elsevier/Butterworth-Heinemann

Shone A. 2004. *Successful Event Management – A practical handbook*. 2nd ed. London: Thomson Learning

Yeoman, I. et al 2004. *Festival and Events Management – An International Arts and Culture Perspective*. Oxford: Elsevier/Butterworth-Heinemann



