



Table 2

Basic description		
Course coordinator	Christian Stipanović, Ph.D., Full Professor	
Course title	Event Planning	
Study programme	Management of sustainable development	
Course status	elective	
Year	4 th	
ECTS credits and teaching	ECTS student 's workload coefficient	3 ECTS
	Number of hours (L+E+S)	30 (15+0+15)

1. COURSE DESCRIPTION

1.1. Course objectives

Objectives are set at two levels: to enable students to assimilate, build upon and understand the theoretical concepts of event planning as a tool in enhancing destination attractiveness and competitiveness, and to implement acquired knowledge to develop goals and operations strategies in staging events. Objectives include providing information to enable students to master the methodologies of events planning, analyse the current state of the events offering, spot trends on the event market, develop creativity and innovativeness in designing new events, define the elements of strategic event planning and development scenarios, set goals and devise event development strategies, manage and drive change on the tourist event market, innovate human resources in event planning, and evaluate and audit events to ensure event excellence.

1.2. Course enrolment requirements

1.3. Expected course learning outcomes

After passing the examination, students will be able to interpret correctly the basic theoretical concepts of event planning in the tourism offering, set event objectives based on an analyse of the current state, and propose and explain various strategies in staging events to provide a unique tourist experience and to multiply profit. Students will be able to develop a financial and marketing plan, manage risks, manage human resources, assess and audit an event, and predict future strategic orientations in innovating events.

1.4. Course content

Platforms of strategic planning in tourism. Events and attractions in the tourism offering. Factors of event planning. Methods of event planning. Analyse of the current state of the events offering. Defining event objectives and development strategies. Event feasibility assessment. Staging and funding events. Risk management in event planning. Event marketing. Cross Cultural Management as a tool in event planning. Human resources in event planning. Entrepreneurship in event planning. Event assessment and quality. New trends in the events offering. Importance of events in Croatian tourism

1.5. Teaching methods

- | | |
|--|---|
| <input checked="" type="checkbox"/> lectures | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network |
| <input type="checkbox"/> exercises | <input type="checkbox"/> laboratories |
| <input type="checkbox"/> long distance education | <input type="checkbox"/> mentorship |
| <input type="checkbox"/> fieldwork | <input type="checkbox"/> other |

1.6. Comments

1.7. Student's obligations

Students are required to attend classes, write and present a term paper and essays, and take preliminary



exams and the final exam.

1.8. Evaluation of student's work

Course attendance	1,2	Activity/Participation		Seminar paper	0,2	Experimental work	
Written exam	0,5	Oral exam		Essay	0,2	Research	
Project		Sustained knowledge check	0,9	Report		Practice	
Portfolio							

1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.

For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

1.10. Assigned reading (at the time of the submission of study programme proposal)

1. Allen, J.: Event Planning, John Willey & Sons, Toronto, 2009.
2. Van Der Wagen, L., Carlos, B. R.: Event Management - Upravljanje događajima, Mate, Zagreb, 2008.

1.11. Optional / additional reading (at the time of proposing study programme)

1. Richards, B.: Marketing turističkih atrakcija, festivala i posebnih događanja, Potecon, Zagreb, 1997.
2. Silvers, J. R.: Professional Event Coordination, Wiley corp, Hoboken, 2004.
3. Sonder, M.: Event Entertainment and Production, The Wiley Event Management Series, Hoboken, 2004

1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences

The quality of the programme, teaching process, *teaching* skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.