

MODULE OUTLINE DIT41

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT41	YEAR OF STUDY	4 th (8 th semester)
MODULE TITLE	EVENTS MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		HOURS	CREDITS
Weekly teaching hours (22 hours) * 13 weeks		286	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Background, Non-obligatory		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE(URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit41 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes

- The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:

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

- Analyze the principles, development and features of event management as an academic and applied field of study.
- Analyze and evaluate the structure of the modern event industry and the issues it faces.
- Describe and analyze the main features and the different types of events.
- Examine with a critical approach modern issues the event industry is facing.
- Describe and evaluate with a critical stance the different types of events and the types of tourism that originate from them.
- Understand the complexity and stages of the administrative operation before, during and after an event.
- Evaluate the impact of events on a tourist destination.
- Understand the practical implications of the range of principles of event management.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social awareness, altruism etc.)

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and

sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

.....

Search for, analysis and synthesis of data and information by the use of appropriate technologies

Adapting to new situations
 Decision-making
 Individual/Independent work
 Project planning and management
 Critical thinking
 Development of free, creative and inductive thinking

3. MODULE CONTENT

The aim of the Events Management module is to provide students with the knowledge needed to be able to understand the complexity of event management and all functions that take place before, during and after an event. Emphasis is placed on the economic, social and cultural impact of events on a tourist destination (national, regional and local) and on the analysis of the different strategies involved in the successful organization and implementation of an event.

The subject matter of module DIT41 is analyzed below by educational week:

1. Introductory week: the concept of events
2. Impact of the Events on the tourist destination
3. Event Tourism: Incentives and Connection with other types of Tourism
4. Incentive Tourism and Business Tourism
5. Conference and Exhibition Tourism
6. Events as a Destination and Business Marketing Tool
7. Key areas of event management and planning
8. Planning and organizing events
9. Funding and seeking sponsorship of events: The conference sector
10. Human resources management and event marketing
11. Crisis management, security
12. Evaluation in event management
13. Contemporary issues in event management

4. TEACHING METHODS-ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three (3) Group Counseling Meetings (OSS) during the academic semester on weekends.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	We use : • Remote meetings tools (webex) • Presentation software (e.g. power point) Additionally, the students use office automation tools, web browsers and e-reader for digital books.	
MODULE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i> <i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i>	Activity	Semester Workload
	3OSS (*4 hours)	12
	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	60
	Examination	3
	Individual study	211
	Total module workload (hours)	286
STUDENT PERFORMANCE EVALUATION/ASSESSMENTMETHODS <i>Detailed description of the evaluation procedures.</i>	a1. Two (2) Short Written Assignments (SWA) with a weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the final grade of the module. The written assignment score is activated only with a score equal to or above	

<i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	the pass mark (≥ 5) in the final or retake exams. a3. Final or repeated written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: Final grade FG = (SWA1*0,1) + (SWA2*0,1) + (SA*0,2) + (FE*0,6) Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential passmark out of the total number of assignments assessed, i.e. 20points out of 100, on the basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/.
--	--

5. SUGGESTED BIBLIOGRAPHY

- Suggested bibliography
- Papageorgiou Athina, Event Management. MICE Tourism, Fedimos Publisher. ISBN13 9786185062200 (in Greek)
- Additional digital material is available within the “study” platform.
- Related Scientific Academic Journals:
 1. Annals of Tourism Research
 2. Journal of Travel Research
 3. Tourism Management
 4. International Journal of Contemporary Hospitality Management
 5. International Journal of Hospitality Management
 6. Journal of Sustainable Tourism
 7. Event Management
 8. International Journal of Event and Festival Management