



Course syllabus

School of Business and Economics
Department of Marketing and Tourism Studies

1EM501 Event Management - Introduktion till Turism och Event, 15 högskolepoäng

Event Management - Introduction to Tourism and Event, 15 credits

Subject

Other Subjects within Social Science

Level

First cycle

Progression

G1N

Date of Ratification

Approved 2024-02-12.

The course syllabus is valid from autumn semester 2024.

Prerequisites

General entry requirements + English 6, Mathematics 2a alt. Mathematics 2b alt. Mathematics 2c and Civics 1b alt. Civics 1a1 +1a2.

Objectives

Module 1: The hospitality industries today and an overview of tourism and event development, 5 credits

After completing this module the student should be able to:

- show understanding of tourism and events as businesses and social phenomena, both nationally and internationally
- give account of basic concepts and theories regarding tourism and events
- broadly describe historical and present travel as well as how general societal development can serve as a model explaining how travel has been shaped
- give accounts of the hospitality industries' cornerstones and definitions as well as of concepts and theories relating to tourism, destinations and events
- report the basics of how events are planned, implemented and evaluated to

deliver experiences that live up to expectations.

- distinguish and describe key concepts in events, and experience production

Module 2: Sustainability within the Tourism and Event industry, 5 credits

After completing this module the student should be able to:

- give account of sustainability aspects that are central for the tourism and destination.
- broadly describe the global sustainability goals of Agenda 2030 in relation to the hospitality industries
- broadly describe central concepts in sustainability, resilience and climate change and how these may be relevant to hospitality and events

Module 3: Event Studies Methodology, 5 credits

After completing this module the student should be able to:

- demonstrate the ability to identify, formulate and analyze problems related to event production and to carry out project work within given time frames
- demonstrate the ability to reflect and problematize about event studies using current research in the field

Content

Module 1: The hospitality industries today and an overview of Tourism and Event development, 5 credits

The module contains:

- the tourism, destination and event industries' cornerstones and definitions
- tourism and event travel development – an overview
- mobility, events and destinations
- experiences as cultural-societal phenomena

Module 2: Sustainability within the Tourism and Event industry, 5 credits

The module contains:

- sustainability aspects of: tourism and destination
- factors that affect experiences
- climate and global sustainability goals
- social and cultural driving forces

Module 3: Event Studies Methodology, 5 credits

The module contains:

- an introduction to central methodological concepts in social studies
- event studies' methods and research field

Type of Instruction

The teaching consists of lectures, seminars and field trip.

Examination

The course is assessed with the grades A, B, C, D, E or F.

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Module 1: The hospitality industries today and an overview of Tourism and Event development, 5 credits

The module is examined through an individual written examination 5 credits.

Module 2: Sustainability within the Tourism and Event industry, 5 credits

The module is examined through an individual written examination 4 credits and a written field trip group assignment 1 credit.

Module 3: Event Studies Methodology, 5 credits

The module is examined through an individual written examination 3 credits and a written group report 2 credits.

The following applies to all modules:

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

The grade of the course is a combined assessment from the grades of the various course modules. The combined assessment is based on the grades and the scope of the course (15 credits). The more extensive a module is, the greater impact it will have on the final grade. Module grades with the grading scale between G-U will not be considered into the combined assessment. However, a G is required for each of the modules in order to receive a final course grade.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 1EM500 with 15 credits.

Required Reading and Additional Study Material

Module 1: The hospitality industries today and an overview of Tourism and Event development, 5 credits

Bowdin, G., O'Toole, W., Allen, J., Harris, R., & McDonnell, I. (2023) *Events management*. 4th edition, Routledge. 812 pages.

Löfgren, O. *On holiday: A history of vacationing*. California: University of California Press. Latest edition. About 340 pages.

Module 2: Sustainability within the Tourism and Event industry, 5 credits

Bowdin, G., O'Toole, W., Allen, J., Harris, R., & McDonnell, I. (2023) *Events management*. 4th edition, Routledge. 812 pages.

Löfgren, O. *On holiday: A history of vacationing*. California: University of California Press. Latest edition. About 340 pages.

Page, S. J. & Connell, J. *Tourism: a modern synthesis*. London: Cengage Learning. Latest edition. About 250 pages.

Selected Articles. About 200 pages.

Module 3: Event Studies Methodology, 5 credits

Getz, D., & Page, S. *Event studies: Theory, research and policy for planned events*. 4th edition, Routledge. Latest edition. About 570 pages.

Selected Articles. About 200 pages.