Detailed course unit executive plan and programme

Course unit code						
Course unit title	**Events Tourism**					
GENERAL INFORMATION						
Study programme	**Undergraduate study programme /Graduate study programme**				Year	**III./I.**
Director of the course and assistant	Mauro Dujmović, Associate professor					
Course status[1]		Mandatory		**Elective**		
Credits allocated and type of lectures	**6**					

	Winter semester	Summer semester
ECTS students workload		
Number of hours per semester		60

Course objectives, teaching and learning methods and learning outcomes

The course acquaints students with contemporary social and cultural tourism phenomena that influence contemporary travellers. The students will learn in which ways events contribute to mobility and how they influence peoples' behaviour and their travelling habits and in which ways they encourage the rise of global cosmopolitanism. The overall aim of the course is to acquaint students with ways in which tourism as a socio-cultural phenomenon influences tourists' experience of the destination they choose to visit and how it contributes to the development of the destination and improves the quality of life in the destination.

Requirements, correspondence and correlativity

The course is interdisciplinary in its character bringing together various sociological and anthropological points of view. It is in tune with other courses such as the, creative economy, sociology of tourism, economy of tourism, sustainable tourism, experience economy, selective tourism, international tourism etc.

Course content (list of topics)

The course deals with socio-cultural aspects of events, their history, the theoretical approach to the events tourism and its role in the destination's development, the typology of events, their socio-cultural pros and cons, their commercialization, authenticity and events as catalisators of urban development and urban regeneration.

Modes of instruction and acquiring knowledge (mark in **bold)**

Lectures	**Seminars and workshops**	**Exercises**	Individual tasks	**Multimedia and internet**
Distance learning	Counseling	Laboratory	Tutorial	Fieldwork

Student requirements

Assessment and evaluation of students (mark in **bold)**

Attendance	**Class participation**	**Seminar paper**	Experimental work
Written exam	**Oral exam**	Essay	Research
Project	Continuous assessment	Report	Practical work

Assessment breakdown within the *European credit transfer system*

[1] Mark with „X"

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE

Bibliography

Mandatory bibliography

Getz, D., *Festivals, special events, and tourism*, Van Nostrand Reinhold, New York, 1991.

Getz, D., *Event Studies – Theory, Research and Policy for Planned Events*, Routledge, London and New York, 2012.

Picard, D., Robinson, M., *Festivals, Tourism and Social Change*, Channel view publications, Clevedon, 2006.

Additional bibliography

Rojek, C., Event power, Sage publications, London, 2013.
Karabag, S. F., i dr., Utjecaj festivala na promociju grada: komparativna studija turskih i švedskih festivala, Turizam, Hrvatska turistička zajednica i Institut za turizam, Zagreb, 2011., Vol.59, No.4, str. 471-490
Gračan, D.,Rudančić – Lugarić, A., Konkurentnost turističke destinacije – studija slučaja Riječki karneval, Ekonomski vjesnik, Sveučilište Josipa Jurja Strossmayera u Osijeku; Ekonomski fakultet u Osijeku, Osijek, 2013., No.1, str. 271-282.

Additional information on the course