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| **TOU 3229 Events and Conference Management** | **Course Title:** |
| Course Description:  Course provides knowledge to students about events and conferences and equips them with skills on how to organise and manage such events | |
| Course Objectives:   * Knowledge on event or conference tourism * Knowledge on event and conference planning process * Develop marketing and promotional techniques in relation to a specific specialevent/conference. * Acquire effective leadership skills for coordinating a special event/conference. | |
| **Course Outline:**   * Introduction to events and conferences * Classification of events * Actors in events and conferences management * Planning co-ordination and management of events and conferences * Marketing of events and conferences * Evaluation of events and conferences * Risk assessment and management for a special event or conference. * Managing event and conferences practicum | |
| **Learning Outcomes:**   * Learn new knowledge on events and conferences as a section in tourism * Learn how to organise and manage events and conferences | |
| **Method of Teaching/Delivery:**  Lecture Hours – 30  Practical Hours - 30  Tutorial Hours – 30 | **Mode of Assessment:**   * Course Work * Practical * Final written Exam |
| **Reading/Reference Materials**   * Jackson, R. &Schmader, S.W. (1997). *Special Events: Inside & Out (2nd ed.).*Champaign, IL: Sagamore Publishing. ISBN 1-57167-128-5 * Crompton, J. L. (1999). Measuring Economic Impact of visitors to sports tournaments and special events. Ashburn, VA: National Recreation and Park Association. * Coleman, Lee &Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA. * Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA | |