|  |  |
| --- | --- |
| **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 – 30Practical Hours - 30Tutorial 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
 |