



## ORGANIZATION AND MANAGEMENT OF SPECIAL EVENTS IN TOURISM

<b>Credit points:</b>	<b>3 CP</b>
<b>Study course annotation</b>	The course provides an opportunity to get acquainted with the theoretical foundations of special events organisation and management, their practical application in tourism and hospitality enterprises, as well as to apply theoretical knowledge in the analysis of practical situations. The course uses several methods, for example, theoretical foundations are presented and supported by practical examples. Students analyse different practical situations using the case study method, practical classes are used as a method of learning the theoretical foundations. On completion of the course, students will have a good understanding of the sector and the skills required, as well as transferable skills in the provision of safe services, which are highly valued in any tourism and hospitality sector.
<b>Aim of the study course</b>	Developing and systematising knowledge, skills and practical abilities in the organisation and implementation of special projects (activities), as well as the development of entrepreneurial capacities in the field of special activities.
<b>Tasks of the study course</b>	<ul style="list-style-type: none"> <li>• To familiarise students with the organisational rules and basic schemes for implementing a special event in the professional field and the basics of promoting an event project.</li> <li>• To give students the necessary competences for planning and organising event projects.</li> <li>• To introduce students to the technical tools and technologies used in the organisation of special events.</li> </ul>
<b>Study results</b>	<b>Knowledge</b>
	By successfully completing this course of study, students will be familiar with a modern knowledge framework on the fundamental aspects of event organisation in various fields.
	<b>Abilities</b>
	Able to develop a project concept, write a script in accordance with accepted formats and norms, and manage events in various areas of the tourism and hospitality industry.
<b>Study results</b>	<b>Competences</b>
	<ul style="list-style-type: none"> <li>• Speciālo pasākumu sagatavošanas un organizēšanas prasmes,</li> <li>• Dažādu pasākuma koncepcijas veidošana,</li> <li>• Loģistikas plānošana un</li> <li>• Pasākumu koordinēšana tūrisma un viesmīlības nozarē.</li> </ul>
	<b>Study course plan:</b>
<b>No.</b>	<b>Topics</b>
1.	Introduction to the discipline. Theoretical foundations of event PR.
2.	Planning and organising special event projects. Preparation of basic documentation for planning special event projects
3.	Concept of special event. Audiences and types of events. Forms of working with the media by the press service
4.	Types of special events.
5.	Aims and objectives of corporate events. Types of corporate events. Organisation of corporate events: company and personal anniversaries, professional celebrations, gala banquets, banquets, fashion shows, installations. Scenario development for events.
6.	Features of organising entertainment events (art project, campaign, exhibition, presentation, opening ceremony, theatre premiere). Organisation of the space, creation of atmosphere. Stages of organising presentations.



7.	Creativity, design and content management of event projects. Creativity and creative thinking. Creative project concept. Design. Event project content management. Creativity and design of project presentation. Project activity. Event formats. Presentation of ideas.
8.	Event project production. Event project lifecycle. Project documentation. Contractors and external resources. Organisational and technical support for events. Technical tools and technologies. Production. Catering. Booking of artists/speakers. Logistics. Security and safety at events. Project closing.
9.	Event project management and analytics. Promotion strategy and promotional tools. Evaluating the effectiveness of the advertising campaign.

**Form of final examination:**

exam

**Mandatory literature of the study course:**

1. Rubene. T. Konferenču un banketu organizācijas vadība. Banketu plānošana, apkalpošana un kvalitātes vadība. "HOTEL SCHOOL" Viesnīcu biznesa koledža, Rīga, 2015.
2. Allen J. Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, John Wiley & sons, USA, 2009.
3. Baum T. Human Resource Management for Tourism, Hospitality and Leisure: an international perspective. - Thomson Learning, 2006. - 326 p.

**Study course supplementary literature:**

1. Conway D. G. The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event, How To Books. 2009.
2. Schübler, E., Müller-Seitz, G. From Event Management to Managing Events. Managementforschung. 23. 193–226. 10.1007/978-3-658-02998-2\_6., 2013.  
[https://www.researchgate.net/publication/259117550\\_From\\_Event\\_Management\\_to\\_Managing\\_Events](https://www.researchgate.net/publication/259117550_From_Event_Management_to_Managing_Events)
3. Dubrikow K.M, Jaeckel, U., Schmidt-Räntsch, A., Hans-Hermann, E., Dagmar, H. Guidelines for the Sustainable Organisation of Events, Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), 2015. [https://www.umweltbundesamt.de/sites/default/files/medien/376/publikation/en/guidelines\\_for\\_the\\_sustainable\\_organisation\\_of\\_events\\_bf.pdf](https://www.umweltbundesamt.de/sites/default/files/medien/376/publikation/en/guidelines_for_the_sustainable_organisation_of_events_bf.pdf)
4. Mason P. Tourism impacts, planning and management. - Elsevier, 2009. - 219 p
5. Dubkēvičs Lotārs. Organizācijas kultūra, klimats un radošums.– Rīga: RaKa, 2019.
6. Astroff M.T. Convention Management and Service. Amer Hotel&Lodg Educ Inst, 2011.
7. Drakers Pīters u.c. Lēmumu pieņemšana (HBR) (2007).R.: Lietišķās informācijas dienests.-196 lpp.
8. Šmidts Vorens u.c. Sarunu un konfliktu risināšana (HBR) (2007).R.: Lietišķās informācijas dienests.-184 lpp.
9. Kortnijs Hjū u.c. Vadība nenoteiktās situācijās (HBR) (2008).R.: Lietišķās informācijas dienests.-194 lpp.
10. Ķeniņš-Kings G. (2002) *Amerikas pieredze uzņēmumu vadībai: izlase lietišķām pārrunām*. Rīga: Apgāds "Biznesa partneri", 288 lpp.
11. Daft, Richard L.: New era of management / Andover : South-Western/Cengage Learning, **2014**. 722 lpp.
12. Barney, Jay B.: Strategic management and competitive advantage :concepts and cases / London : Pearson, **2015**. 395 lpp.
13. Dessler, G. (2004) *Management. Principles and Practices for Tomorrow's Leaders* / Gary Dessler. 3rd ed. Prentice Hall, 2004 546 p.
14. Naylor, J. (2004) *Management* / John Naylor. 2nd. Ed. Prentice Hall, 668, 20 p.
15. Robbins, S.P. (2004) *Fundamentals of Management. Essential Concepts and Applications* / Stephen P. Robbins, David A. Decenzo. 4th ed. Pearson Education, Inc., Prentice Hall, 471, 4 p.
16. Beardwell, I. (2004) *Human Resource Management. A contemporary approach* / Ian Beardwell, Len Holden, Tim Claydon. 4th ed.– FT Prentice Hall, 739 p.
17. Daft, Richard L.: Менеджмент / Санкт-Петербург... {и др.} : Питер, **2015**. 628 с.

**Periodicals and other sources of information:**

1. International Journal of Hospitality & Tourism Administration



2. Journal of Hospitality Marketing & Management
3. Journal of Human Resources in Hospitality & Tourism
4. Latvijas Republikas Ekonomikas ministrija // [www.em.gov.lv/](http://www.em.gov.lv/)
5. OECD // [www.oecd.org/](http://www.oecd.org/)
6. World Tourism Organization UNWTO // [www2.unwto.org/](http://www2.unwto.org/)
7. Žurnālu angļu valodā no datu bāzes EBSCO saraksts <http://search.ebscohost.com>  
un datu bāze SCOPUS <http://www.scopus.com>

**During the study process changes and additions to the program and the list of references are possible**