

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
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## Course Description: Tourism Events Management

### 1- Basic Information:

<b>Course Name</b>	Tourism Events Management
<b>Course ID</b>	TGT502
<b>Contact Hours (Registered Sessions)</b>	24
<b>Contact Hours (Synchronized Sessions)</b>	18
<b>Mid Term Exam</b>	-
<b>Exam</b>	75 Min
<b>Registered Sessions Work Load</b>	36
<b>Synchronized Session Work Load</b>	18
<b>Credit Hours</b>	4
<b>Course Level</b>	5

### 2- Pre-Requisites:

Course	ID
Communication Skills	GBS401
Tourism Planning	BMN501

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### 3- Course General Objectives:

Presenting the various aspects related to planning and organizing various tourism events such as exhibitions, conferences, festivals, seminars, and various tourism and cultural activities, focusing on marketing and promotion mechanisms for these events and their economic, social and cultural political importance.

### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Formation of knowledge about the essence and characteristics of event tourism.
ILO2	Build knowledge about the main historical stages of the emergence and development of event tourism.
ILO3	Building knowledge about the main types and directions of tourism activities.
ILO4	Formation of skills to implement the basic functions of management in the field of tourism activities: planning, organizing, motivating and controlling.
ILO5	Using marketing methods to promote tourism events.
ILO6	Realizing the importance of the conference industry.
ILO7	The organizational structure of the conference management.
ILO8	Determine the themes of the estimated budget for the conference.
ILO9	Designing the conference agenda.

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<b>ILO10</b>	Determine the features of development in organizing conferences.
<b>ILO11</b>	Identify the reality of event tourism in the Arab world and the world.
<b>ILO12</b>	Infrastructure is the basis for developing a tourist destination for hosting events.

## 5- Course Syllabus:

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
<b>ILO1</b>	<ul style="list-style-type: none"> <li>• Event Tourism</li> <li>• Event Tourism And Event Management</li> <li>• Event Management Opportunities To Develop Event Tourism</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Discussing the students about the required tasks, how to solve them, introducing the course and its practical applications.
<b>ILO2</b>	<ul style="list-style-type: none"> <li>• The Historical Stages of the Emergence of Event Tourism.</li> <li>• Event tourism in modern times.</li> <li>• Event Tourism In The 21st</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> <b>Projects</b>	-----

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	Century, Turning The Page In The History of Tourism			<input type="checkbox"/> Practices <input type="checkbox"/> Others	
<b>ILO3</b>	<ul style="list-style-type: none"> <li>Types And Directions of Tourism Events</li> <li>Types of Events By Size</li> <li>Types of Events According To The Target audience</li> <li>Types of Events According To The Event's Ultimate Goal</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> <b>Projects</b> <input type="checkbox"/> Practices <input type="checkbox"/> Others	-----
<b>ILO4</b>	<ul style="list-style-type: none"> <li>Features of Tourism Events Management</li> <li>Tourism Event Mission</li> <li>Tourism Event Planning</li> <li>Organizing And Coordinating The Tourist Event</li> <li>Motivation For Organizing Tourism Events</li> <li>Monitoring Tourism Events</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	-----
<b>ILO5</b>	<ul style="list-style-type: none"> <li>Event Marketing</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b>	-----

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	<ul style="list-style-type: none"> <li>• The European Experience In Developing Domestic Tourism Through Holding Events</li> <li>• Repeating The Event Is An Important Factor For Its Success</li> <li>• The Cultural Capital and Events Tourism Project.</li> <li>• Features of The Marketing Mix For Tourism Events</li> <li>• Product Life Cycle In Event Tourism</li> </ul>			<input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> <b>Projects</b> <input type="checkbox"/> Practices <input type="checkbox"/> Others	
<b>ILO6</b>	<ul style="list-style-type: none"> <li>• Overview of Conference Tourism</li> <li>• Basic Concepts of Conferences</li> <li>• Conference Facilities</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> <b>Projects</b> <input type="checkbox"/> Practices <input type="checkbox"/> Others	-----
<b>ILO7</b>	<ul style="list-style-type: none"> <li>• Presidency of The</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b>	-----

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	Conference <ul style="list-style-type: none"> <li>• Structure of The Work Team To Manage The Conference</li> <li>• Planning And Preparing For The Conference</li> </ul>			<input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
<b>ILO8</b>	<ul style="list-style-type: none"> <li>• Expenses And Revenues For The Conference</li> <li>• Registration Fee And How Expenses Flow</li> <li>• Funding Sources And Budget Building</li> </ul>	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	-----
<b>ILO9</b>	<ul style="list-style-type: none"> <li>• Logical Steps For Organizing The Conference Program</li> <li>• Conference Invitations</li> <li>• Live Event of The Conference</li> </ul>	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices	-----

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				<input type="checkbox"/> Others	
<b>ILO10</b>	<ul style="list-style-type: none"> <li>• Organization of Exhibitions In Conferences</li> <li>• Settlement of Financial Accounts</li> <li>• Evaluate The Effectiveness of The Conference</li> <li>• Official Sponsorship of The Conference</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> <b>Projects</b> <input type="checkbox"/> <b>Practices</b> <input type="checkbox"/> Others	-----
<b>ILO11</b>	<ul style="list-style-type: none"> <li>• Tourism Activities In The Arab World</li> <li>• Tourism Events In The World</li> <li>• Reasons For Failure And Success Factors of Events</li> <li>• The Role of The State In Activating Tourism Events</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> <b>Projects</b> <input type="checkbox"/> <b>Practices</b> <input type="checkbox"/> Others	-----
<b>ILO12</b>	<ul style="list-style-type: none"> <li>• New Qatar And The World Cup Event</li> <li>• Saudi Arabia Artistically And Music Festivals (An</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> <b>Seminars</b>	-----

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	Experience Beyond Imagination) • Dubai Is The Best Place To Live In The World			<input type="checkbox"/> <b>Projects</b> <input type="checkbox"/> Practices <input type="checkbox"/> Others	
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## 6- Assessment Criteria (Related to ILOs)

<b>ISC</b>	Interactive Synchronized Collaboration	<b>Ex</b>	Exams	<b>Rpt</b>	Reports
<b>PF2F</b>	Presentations and Face-to-Face Assessments	<b>PW</b>	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF 2F	Rpt
<b>ILO1</b>	<ul style="list-style-type: none"> <li>Build knowledge about the essence and characteristics of event tourism.</li> <li>Peculiarities of the local and European approach to "formation of events."</li> <li>Determine the characteristics of event tourism.</li> <li>Differentiate between event tourism and event</li> </ul>	Interactive and optional questions at the end of each chapter.  Developing student skills in the research seminar	✓				✓



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	management.						
<b>ILO2</b>	<ul style="list-style-type: none"> <li>Building knowledge about the main historical stages of the emergence and development of event tourism.</li> <li>Build knowledge about the formation of event tourism in the ancient world.</li> <li>Build knowledge about the development of event tourism in the modern era.</li> </ul>	<p>Interactive and optional questions at the end of each chapter.</p> <p>Developing student skills in the research seminar</p>	✓				✓
<b>ILO3</b>	<ul style="list-style-type: none"> <li>Build knowledge about the main types and trends of tourism activities.</li> <li>Identify the main features of the types of events.</li> <li>Types of events according to different approaches.</li> <li>Determine the ultimate goals of the events.</li> </ul>	<p>Interactive and optional questions at the end of each chapter.</p> <p>Developing student skills in the research seminar</p>	✓				✓
<b>ILO4</b>	<ul style="list-style-type: none"> <li>Forming skills to implement</li> </ul>	Interactive and	✓				✓

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	<p>the basic functions of management in the field of tourism activities: planning, organizing, motivating and controlling.</p> <ul style="list-style-type: none"> <li>Learn about the features of tourism events management.</li> <li>Identify the role of national administrations in managing tourism events.</li> </ul>	<p>optional questions at the end of each chapter.</p> <p>Developing student skills in the research seminar</p>					
<b>ILO5</b>	<ul style="list-style-type: none"> <li>Using marketing methods to promote tourism events.</li> <li>Recognizing the role of tourism events in stimulating sales of the national tourism product.</li> <li>Identify the features of the Marketing Mix.</li> <li>Learn about the life cycle of the tourism activity.</li> </ul>	<p>Interactive and optional questions at the end of each chapter.</p> <p>Developing student skills in the research seminar</p>	✓				✓
<b>ILO6</b>	<ul style="list-style-type: none"> <li>Realizing the importance of the conference industry.</li> <li>Identify the factors that</li> </ul>	<p>Interactive and optional questions at the end of each</p>	✓				✓

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	<p>helped to establish this industry.</p> <ul style="list-style-type: none"> <li>Recognizing the political, economic and social importance of conference tourism.</li> <li>Learn about technical equipment for conferences.</li> </ul>	<p>chapter.</p> <p>Developing student skills in the research seminar</p>					
<b>ILO7</b>	<ul style="list-style-type: none"> <li>Determine the roles of the conference chair.</li> <li>Planning and preparation for the conference.</li> <li>Determine the place and date of the conference.</li> </ul>	<p>Interactive and optional questions at the end of each chapter.</p> <p>Developing student skills in the research seminar</p>	✓				✓
<b>ILO8</b>	<ul style="list-style-type: none"> <li>Determine the themes of the budget</li> <li>Calculation of the event registration fee</li> <li>Determine the sources of financing the event</li> <li>Building the economic</li> </ul>	<p>Interactive and optional questions at the end of each chapter.</p> <p>Developing student skills in the research seminar</p>	✓				✓

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	budget for the event						
<b>ILO9</b>	<ul style="list-style-type: none"> <li>Organizing the conference programme.</li> <li>Designing and directing invitations.</li> <li>Define security activities, tasks and practices.</li> <li>Identify the role of public relations in the field of conferences.</li> </ul>	<p>Interactive and optional questions at the end of each chapter.</p> <p>Developing student skills in the research seminar</p>	✓				✓
<b>ILO10</b>	<ul style="list-style-type: none"> <li>Organizing an exhibition in a conference.</li> <li>Determine the methods introduced in the show.</li> <li>Evaluation of effectiveness.</li> <li>Appointment of official sponsorship of the conference.</li> </ul>	<p>Interactive and optional questions at the end of each chapter.</p> <p>Developing student skills in the research seminar</p>	✓				✓
<b>ILO11</b>	<ul style="list-style-type: none"> <li>Learn about the reality of event tourism in the Arab world and the world.</li> <li>Determine the reasons for</li> </ul>	<p>Interactive and optional questions at the end of each chapter.</p>	✓				✓

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	<p>the failure and success factors of the conferences.</p> <ul style="list-style-type: none"> <li>Determining the role of the state in activating tourism activities.</li> </ul>	Developing student skills in the research seminar					
<b>ILO12</b>	<ul style="list-style-type: none"> <li>Realizing Qatar's experience in transforming itself into a global tourist destination.</li> <li>Realizing the success of Saudi Arabia in hosting the most important artistic tourism events.</li> <li>Dubai maintains its tourism activity by hosting the most important international tourism events.</li> </ul>	<p>Interactive and optional questions at the end of each chapter.</p> <p>Developing student skills in the research seminar</p>	✓				✓

## 7- Practice Tools:

Tool Name	Description
non	-----

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