

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Turistične prireditve
Course title:	Tourism events

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Turizem, dodiplomski univerzitetni	/	3	2
Tourism, undergraduate, university study programme	/	3	2

Vrsta predmeta / Course type Izbirni/ optional

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30	/	30	/	/	120	6

Nosilec predmeta / Lecturer: Izr.prof. dr. Tadeja Jere Jakulin

Jeziki / Languages:	Predavanja / Lectures:	slovenski / Slovene
	Vaje / Tutorial:	slovenski / Slovene

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Predznanje, ki ga mora imeti študent:

- Veščine komuniciranja, nastopanja
- Dobro predznanje angleškega jezika

Prerequisites:

Preknowledge:

- Communication and moderating skills
- Good knowledge of English

Vsebina:

Tema 1
Uvod (temeljna načela prireditve, osnovne prireditve, vrste prireditve, prireditve po svetu, Hallmark prireditve). Načrtovanje programa prireditve(koncept programa, kako voditi program, kako prodati program, stalna evalvacija in izboljšave, zagotavljanje kakovosti, zadovoljstvo naročnika). Življenjski cikel programa in časovni razpored(od ideje do zaključevanja, Ganttov diagram, časovni trak, metodi PERT in CPM). Management kakovosti storitev (kaj je storitev in kakovost prireditve, kaj zahteva -zahteva izurjeno vodenje sodelovanja med postavitvijo, ljudmi, sistemi in programom prireditve, od česa je odvisna). Management človeških virov (načrtovanje človeških virov, ocena potreb, opis del, nabor in izbira, usposabljanje, nadzor in vrednotenje, zaključevanje, motivacije profesionalcev in prostovoljcev,).Management hotelskih prireditve in animacijskih programov. Obvladovanje veščin iskanja sponzorstev in vrednotenje prireditve. Management tveganja pri turističnih prireditvah

Content (Syllabus outline):

Topic 1
Introduction (basic event principles, types of events, Hallmark events, events in the world). Planning the event programme (concept, leadership, marketing, evaluation and improvement, quality assurance, customer satisfaction). Special Events Protocol Diplomatic Protocol (State Protocol Protocol events manners, Communication Mega Event Protocol)
Life cycle of an event programme and time planning tools, From the idea to the execution of an event: Gantt diagram
Time plan, PERT, CPM methods. Human resource management for events, process of HRM planning, supervision, evaluation: Management of hotel events and animation, animation programs animator as event coordinator, sponsorship and event evaluation.
Topic 2
Connections to the knowledge of diplomatic protocol. Event and special event protocol, Vienna convention knowledge, history of protocol, governmental protocol). Guests receptions, VIP guests, hosts' roles,

Tema 2

V uvodu se poveže znanja protokola, ki se uporablja na Ministrstvu za zunanje zadeve RS ter protokola prireditvev in posebnih dogodkov, kjer se diplomatski protokol vključuje vedenje in reakcije ob protokolarnih dogodkih zahtevajo posebna znanja, ki se nanašajo na Dunajsko konvencijo. Zgodovina protokola (dunajska konvencija, evropski protokol, diplomatski in vladni protokol). Sprejem in spremstvo gostov, prednostni gostje, vloga gostitelja – hotelirja, organizatorja prireditve, spremstvo. Visoki predstavniki države. Cvetlični aranžmaji, razporedi miz in stolov, postavitve miz, lega servisov in kozarcev. Protokolarna komunikacija - vedenje ob srečanjih posameznikov in skupin. Protokol ob mega prireditvah. Darila, vabila in protokolarne oznake.

Event organizer. State representative. Flowers, tables, services. Communication, behaviour at events and meetings. Mega event protocol. Presents, invitations and protocol insignia.
Risk management at tourism events

Temeljni literatura in viri / Readings:

Osnovna literatura:

- Allen, J., (2000). Event planning - the ultimate guide to successful meetings, corporate events, fundraising galas, conferences, conventions, incentives and other special events. Ontario: Wiley, cop.
- Bowdin G, Allen J, O'Toole W, Harris, R, McDonnell, I (2006), Events Management, (2nd edition), Elsevier, Oxford.
- Finger Benoit, C. und Gayler, B. (2003). Animation im Urlaub. Oldenbourg Verlag. München
- Getz, D. (2007). Event Studies: Theory, research and policy for planned events Butterworth and Heinemann. New York.
- Goldblatt, J. (1997). Special events- Best Practices in Modern Event management. USA: Van Nostran Reinhold.
- Hughes, H. (2000). Arts, entertainment and tourism. GB: Biddles Ltd
- MacDonnell, I, Allen, J., O'Toole, W. (1999). Festival and special event management. Jaguaranda Wiley: J. Wiley & Sons
- Shone, A and Parry, B. (2004), Successful Event Management: A Practical Handbook, Thomson, London.
- O'Toole, W., Mikolaitis, P. (2002). Corporate event project management. New York: J. Wiley & Sons, cop.
- Pine, B.J., Gilmore, J. H: (2011) The Experience Economy - Work is Theatre and Every business is A Stage, Harvard Business School Press, Boston

Dopolnilna literatura:

- Getz, D. (2012). Event studies: discourses and future directions. Event Management, 16, 171–187.
- Getz, D. in Page, S. J. (2016). Progress and prospects for event tourism research. Tourism Management. 52, 593–631.
- Kolar, E. in Zaletel, Z. (2013). Management (športnih) prireditvev. Ljubljana: Agencija Poti.
- Bowdin, G., Allen, J., O'Toole, W., Harris, R. in McDonnell, I. (2011). Events Management. Events Management Series (3rd). Elsevier Butterworth-Heinemann. Oxford, UK.
- Kim, J., Boo, S. in Kim, Y. (2013). Patterns and trends in event tourism study topics over 30 years. International Journal of Event and Festival Management, 4 (1), 66–83.

Cilji in kompetence:

Objectives and competences:

a.Cilji:

- Predstaviti celostni pregled načrtovanja, organiziranja, koordiniranja, izvedbe in anticipiranja rezultatov prireditev z vseh področji družbenega življenja.
- Vrednotiti vloge in učinke več vrst prireditev;
- Razložiti vloge prireditvenih strategij v javnem, zasebnem in dobrodelnem sektorju;
- Identificirati koncepte in praktične vidike vključene v načrtovanje, organizacijo, marketing in vrednotenje prireditev;
- Učinkovitega, odgovornega in profesionalnega dela v organizacijskem prireditvenem teamu.
- Načrtovati, organizirati in izvesti živo prireditev.

b. Splošne kompetence:

Učinkovitega, odgovornega in profesionalnega dela v organizacijskem prireditvenem teamu

c. Predmetno- specifične kompetence:

Načrtovanje., organizacija in izvedba prireditve kot praktičnega dela izpita.

The course offers systems view upon planning,
A: Aims

- Organising, coordinating, executing and anticipating different types of events.
- Different events evaluation
- Event strategies in public and private sectors
- Team planning and team working
- At once it gives a view upon events protocol, which depends on the topic and importance of the event.
- Real event performance at the end of the course

Competencies developed within the course:

- Students understand differences between event tourism and event management.
- They learn basic event leadership methods, creative ways of thinking, which is a condition to create unique events.

Predvideni študijski rezultati:

a.Znanje in razumevanje:

- Teoretično znanje in osnovno znanje vodenja projektov

b. Uporaba:

- Praktično znanje uporabe teoretičnih podlag, kreativnosti in tehničnih orodij za organizacijo in izvedbo prireditve

c. Refleksija:

- Samostojna izvedba prireditve

Intended learning outcomes:

a) Knowledge and understanding:

Knowledge and understanding:

Leading, coordinating and moderating an event in a frame of a company, destination or different tourist accommodation.

b) Use:

practical knowledge of learned theory for event organization

c) Reflection: Event performance in real life

Metode poučevanja in učenja:

- Akademsko zasnovana predavanja, vodena s strani nosilke predmeta.
- Vključeni bodo gostujoči predavatelji iz gospodarskega sektorja, ki bodo predali aplikativno znanje in omogočili praktično povezavo in učenje v gospodarskem sektorju.
- Poudarek predmeta je na razvoju teoretskem pridobivanju in profesionalnih spretnosti znanja o managementu prireditev skozi načrtovanje in organizacijo realne prireditve.

Pogoji in viri

Delitev na skupine:

- pri laboratorijskih in seminarskih vajah delitev na skupine do 20 študentov

Potrebni materialni viri za izvedbo predmeta:

- vaje potekajo na odru in v realnih situacijah ob organizaciji prireditev, ki se ob zaključku predmeta izvedejo v praksi.

Learning and teaching methods:

- Academic lectures
- Guests and visiting professors from hospitality industry
- Professional skill received through academic and practical approaches.

Conditions and resources:

Groups have max.20 students

HR: professor and assistant

	Seminar work is on stage and real situations. Events must be organized and executed at the end of the course.
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • kolokviji iz vaj 50% • priprava (vsaj ene) seminarske naloge • izpit: pisni (kombiniran test) / ustni (po potrebi) 50% 		<ul style="list-style-type: none"> • Colloquium and seminar work. 50% • Written test in a form of an essay, which contains all areas of learned topics. 50% • Sometimes oral examination is required):

Reference nosilca / Lecturer's references:

<p>Izr.prof. dr. Tadeja Jere Jakulin:</p> <ol style="list-style-type: none"> 1. JERE JAKULIN, Tadeja. Systems thinking on complex tourism systems. <i>Academica turistica</i>, ISSN 1855-3303, nov. 2015, year 8, no. 2, str. 69-73, 109, tabele, graf. prikazi. http://www.hippocampus.si/ISSN/2335-4194/Academica%20Turistica,%20Year%208,%20No.%202,%20November%202014,%20ISSN%202335-4194.pdf. [COBISS.SI-ID 1538190532] 2. JERE JAKULIN, Tadeja, GOLOB, Aleksandra. Systems approach to standardisation, classification and modelling of managed events for tourism. <i>Organizacija</i>, ISSN 1318-5454, aug. 2015, vol. 48, no. 3, str. 188-197, ilustr., doi: 10.515/orga-2015-0016. [COBISS.SI-ID 1537690564] 3. GOLOB, Aleksandra, LESJAK, Miha, FABJAN, Daša, JERE JAKULIN, Tadeja, STAMENKOVIĆ, Igor. Assessment of sustainability of sports events (Slovenia). <i>Turizam</i>, ISSN 1450-6661, 2015, vol. 19, iss. 2, str. 71-83. [COBISS.SI-ID 1537785540] 4. ROPRET, Marko, JERE JAKULIN, Tadeja, LIKAR, Borut. The systems approach to the improvement of innovation in Slovenian tourism. <i>Kybernetes</i>, ISSN 0368-492X, 2014, vol. 43, no. 3/4, str. 427-444. http://dx.doi.org/10.1108/K-02-2014-0026, doi: 10.1108/K-07-2013-0154. [COBISS.SI-ID 1536378564] 5. GOLOB, Aleksandra, JERE JAKULIN, Tadeja. Standardization and classification of events in tourism based on a systems approach. <i>Singidunum Journal of Applied Sciences</i>, ISSN 2217-8090, 2014, vol. 11, no. 1, str. 67-73, ilustr., doi: 10.5937/sjas11-5741. [COBISS.SI-ID 1536508868]
