

## COURSE DESCRIPTION

<b>Name of the higher education institution:</b> <i>University of Presov</i>	
<b>Name of the faculty/university workplace:</b> <i>Faculty of Management and Business</i>	
<b>Course code:</b> <i>7KTH/MSPC-D-EN/26</i>	<b>Course title:</b> <i>Management of Services and Events in Tourism</i>
<b>Type, scope and method of educational activity:</b> <i>Type of educational activities: lectures/seminars</i> <i>Scope of educational activities: 2h lectures, 1h seminar per week</i> <i>Method of educational activities: combined; max. 30% distance learning, via MS Teams, Moodle or other applications and platforms</i>	
<b>Number of credits:</b> <i>4</i>	
<b>Recommended semester:</b> <i>2<sup>nd</sup> year, 4<sup>th</sup> semester (SS)</i>	
<b>Degree of study:</b> <i>1.</i>	
<b>Prerequisites:</b> <i>-</i>	
<b>Conditions for passing the course:</b>  <b><i>Method of assessment and completion of the course: exam</i></b> <i>a) active participation in lectures and seminars and thorough preparation for assigned tasks</i> <i>b) at the end of the semester, the student submits individually prepared materials for assessment</i> <i>c) within the seminar group, students organize a selected event for FMB academic community</i> <i>d) passing the verification of knowledge of the theory of the subject.</i>  <i>The success criteria (percentage of results in the assessment of the subject) are as follows for the classification levels: A 100.00 - 90.00%; B 89.99 - 80.00%; C 79.99 - 70.00%; D 69.99 - 60.00%, E 59.99% - 50.00%; FX 49.99% or less %.</i> <i>Completion of the course and awarding of credits is conditional on successful fulfilment of the established conditions and conditions of active participation according to the Study Regulations of the University of Prešov.</i>	
<b>Learning outcomes:</b>  <i>At the end of the educational process, graduates of the subject will be able to:</i> <b><i>Knowledge:</i></b> <ul style="list-style-type: none"> <li><i>- understand the basic essence and specificities of tourism services and events</i></li> <li><i>- define and characterize the specifics of tourism services</i></li> <li><i>- cognitively describe and clarify the theoretical foundations of event management</i></li> <li><i>- work inclusively with the terminology of events and event management</i></li> <li><i>- define and characterize individual types of events</i></li> <li><i>- logically analyse the meaning and importance of the competencies of an event manager</i></li> <li><i>- pragmatically describe the essentials of organizing events in tourism</i></li> <li><i>- analytically evaluate the differences in organizing events in tourism and others</i></li> </ul> <b><i>Skills:</i></b> <ul style="list-style-type: none"> <li><i>- apply acquired theoretical knowledge in practice</i></li> <li><i>- argue relevantly and eruditely on the issue of organizing events</i></li> </ul>	

- know and distinguish the importance of services and events related to the development of tourism
- discuss different types of services and events in domestic and foreign tourism
- give examples of complex services in domestic and foreign tourism
- give examples of model business models in domestic and foreign tourism
- work conceptually with acquired knowledge
- draw up a plan for organizing an event in tourism
- draw up a crisis plan for the event and respond to possible threats and problems
- apply theoretical knowledge in solving problems in practice
- discuss the state and level of selected tourism services in the domestic, European and global space
- present your project of selected innovations for a specific business entity

**Competencies:**

- justify their claims and knowledge and creatively solve tasks and assignments,
- work independently and in a team,
- take responsibility for their decisions,
- take responsibility for the group when organizing an event,
- accept criticism and respond to it adequately

**Course content:**

1. Introduction to the basic principles of tourism services.
2. Specifics of selected tourism services (transport, visa, customs, currency exchange).
3. Basic theoretical principles of event management.
4. Key functions of event management.
5. Types of events I. (social, MICE)
6. Types of events II. (non-profit and fundraising, cultural,...).
7. Event manager - personality, competencies, skill development.
8. MICE segment of tourism - division, performance, trends, specifics.
9. Stages of event planning in tourism. Event plan.
10. Marketing of tourism events.
11. Tools, platforms and software for organizing events.
12. Event Evaluation Metrics.
13. Event Management Case Studies.

**Recommended literature:**

- ABDALLAH, A. (2024). The immobility of event mobilities: A new norm of events or a short-term change in dynamics? *Journal of Smart Tourism*, 4(4), 9–16.
- AKHUNDOVA, A. (2024). Role of festivals in stimulating the development of event tourism. *Theoretical and Practical Research in Economic Fields*, 15(2), 277–287. [https://doi.org/10.14505/tpref.v15.2\(30\).11](https://doi.org/10.14505/tpref.v15.2(30).11)
- BERTELLA, G., CASTRIOTTA, M. (2024). Thinking and acting creatively for greater sustainability in academic conference tourism. *Journal of Convention & Event Tourism*, 25(1), 54–72. <https://doi.org/10.1080/15470148.2023.2284748>
- BOWDIN, G. et al. (2022). *Events management*. Events Management Series. Routledge. 3. vydanie. Taylor and Francis Group. ISBN 978-1-85617-818-1. 111s.
- GHADERI, Z., ABDOLLAHI, A., SHEKARI, F., WALKER, M., FARROKHZAD, N. (2023). A bibliometric analysis of the event industry. *Event Management*, 27(5), 781–807. <https://doi.org/10.3727/152599523x16836740488013>

KAUR, S. 2022. *Event management*. Lovely professional University. India. 298 s. Online. Dostupné z: [https://ebooks.lpude.in/management/bba/term\\_5/DMGT304\\_EVENT\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf)

PAPP, V., BOSHOTA, N. (2024). The role of event tourism in the regional development of the country. *International Science Journal of Management, Economics & Finance*, 3(4), 109–117. <https://doi.org/10.46299/j.isjmef.20240304.10>

SIDOROV, M. V., PYSAREVSKYI, M. I., PANOVA, I. O., BAKMANIAN, A. K. (2025). Event tourism as a factor of territorial development: Typology, classification, conceptual approaches. *Business Inform*, 4, 256–264. <https://doi.org/10.32983/2222-4459-2025-4-256-264>

SURMANIDZE, M. (2024). Modern challenges of event tourism and business, organizational needs. *European Scientific Journal*, 20(37), 109. <https://doi.org/10.19044/esj.2024.v20n37p109>

Uttarakhand Open University. *Event Management*. HM-402. Online. Dostupné z: <https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf>

**Language which is necessary to complete the course:** *Slovak and English language*

**Notes:**

*Distribution of student workload:*

*29% of workload – lectures and seminars (direct teaching activity)*

*41% of workload – work on a seminar project and partial seminar outputs*

*30% of workload – self-study of literature and preparation for continuous assessment*

*For students with special needs, an individualized approach is provided based on the recommendation of the faculty coordinator for students with special needs. Teaching and testing in the case of distance learning will take place in the Microsoft Teams environment, LMS Moodle, or other applications and platforms (using official email addresses: @unipo.sk, @smail.unipo.sk).*

**Course evaluation**

Total number of students evaluated:

A	B	C	D	E	FX

**Lecturers:**

*Lectures: doc. PhDr. Daniela Matušíková, PhD.*

*Seminars: doc. PhDr. Daniela Matušíková, PhD.*

**Date of last change:** 01.03.2026

**Approved by:** *doc. Ing. Anna Šenková, PhD.*