

Prerequisite status: -	Unit Type: specialized	The number of units: 2	Name of the lesson: Event Tourism planning
Type of additional practical training: Has it <input checked="" type="checkbox"/> does not have <input type="checkbox"/> Science travel <input checked="" type="checkbox"/> Laboratory <input type="checkbox"/> Workshop <input type="checkbox"/> Seminar <input checked="" type="checkbox"/>		The number of hours: 32	Expert professor to teach: Geographer specializing in tourism
Goals: Acquaintance with the basic concepts, planning process, and management of the event tourism executive program			
Headlines 1- Background, definitions, and concepts (event tourism, event planning, and event management) 2- The structure of event tourism and its relationship with other components and fields of activity in the tourism industry 3- Typology of event tourism - Political, spiritual (religious-religious), and cultural-artistic events - Scientific-educational and research events - Sports, recreation, and entertainment events - Commercial-promotional events (services, industry and technology, etc.) - Health events - Agricultural and indigenous events - Special events (charity events, special parties, anniversaries, etc.) 4- Event tourism planning and management process - Targeting event tourism - Preparing the event planning process - Production of event details content 5- Choosing the location and planning the event planning site - Optimal location conditions and features - Space and infrastructure resources required - Site safety and security - Passages, signs, and furniture - Guide map and route 6- Organization and executive program of the event - Guide program and executive activities list			

- Distribution of responsibilities and cooperation network

- Human resources management

- Support and logistics

- Determine the timetable

- Risk prediction

- Post-event actions

7- Budget management and sales of products and services

- Combination of required financial resources (public, civil, private sponsors)

- Comprehensive financial and budgeting program

- Service and product sales package design

- Suppliers and businesses

8- Strategic marketing and advertising plan for event tourism

- Analysis of market demand and marketing mix

- Advertising program, notification (Conventional media, virtual space, and social networks), and distribution network

- Market penetration strategies

9- Evaluation of success and post-event effects

- The fundamental purpose of evaluation

- Through an evaluation plan

- Evaluation topics

- Organization of results report

10- Studying the comparative experiences of event tourism planning in the world and Iran

Reference

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