# Project Management for Tourist Events and Destinations

## Prof. Antonio Vivenzi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

*Course aims*

The course aims to analyse the tourism resources of a region, the enhancement and promotion of cultural and environmental heritage, the structuring of the tourist offering and the planning of tourism marketing strategies,in order to transform an idea into a structured project with tangible objectives and measurable results, and to develop this project using a method that prioritises the efficiency of the organisational process, the optimisation of resources and the active involvement of stakeholders, partners and investors.

The goal is to offer practical guidance and present critical approaches for designing projects which include cultural and artistic events, analysing the salient aspects in detail: from the initial idea for the content and structuring of the event, to the planning and scheduling of the production; from the specific marketing for the event itself, to its communication and promotion. The course will also reflect on the value of current digital communication and the new approaches to communication, company narratives and storytelling in particular.

*Intended learning outcomes*

*Knowledge and understanding*

At the end of the course, students will be able to:

* identify the difficulties and opportunities behind a cultural event
* recognise the importance of a cultural event
* understand the most relevant European dynamics at the basis of tourist systems;
* identify the current trends at the basis of the tourist potential of different territories;
* define the strengths and weaknesses of urban and local tourist systems.

*Ability to apply knowledge and understanding*

At the end of the course, students will be able to:

* put together and manage a project team
* use the key tools of a project manager
* manage local cultural events and promote their cultural and communication peculiarities.
* design, plan, realise, and talk about cultural events.
* orient themselves among the different decisions that can be made during the situations mentioned above

***COURSE CONTENT***

The course will introduce certain operative tools for project management:

- Work breakdown structure

- Gantt’s Diagram

- Swot analysis

Furthermore, beginning with the analysis of tourism issues from the European Commission, students will analyse public event opportunities and private entrepreneurism.

Some successful cases of public/private systems which generated added value to areas which converted their economic systems to successful tourist/cultural systems.

The course will present innovative models for strategic plans and an in-depth look at European plans and Italian models, with particular emphasis on sustainability, the concept of smart cities and smart lands adapted to tourist systems

The course will be supplemented by talks from external speakers: Entrepreneurs, Managers and Managing Directors of Festivals, Big Events, Foundations, Associations, Institutions, Town Councils as well as professional figures and consultants, about prominent cases, real examples, current methods and practices for the enhancement of spaces and successful events.

***READING LIST***

[Lucio](https://www.francoangeli.it/ricerca/risultati_autori.asp?codiceAutore=852) Argano, [Alessandro](https://www.francoangeli.it/ricerca/risultati_autori.asp?codiceAutore=44552) Bollo, [Paolo](https://www.francoangeli.it/ricerca/risultati_autori.asp?codiceAutore=44553) Della Sega, [Vivalda Candida.](https://www.francoangeli.it/ricerca/risultati_autori.asp?codiceAutore=44554) *Gli eventi culturali. Ideazione, progettazione, marketing, comunicazione*. Franco Angeli, 2017

[Francesco Izzo](http://www.lafeltrinelli.it/libri/francesco-izzo/175497), [Raffaele Cercola](http://www.lafeltrinelli.it/libri/raffaele-cercola/204977), [Enrico Bonetti](http://www.lafeltrinelli.it/libri/enrico-bonetti/204978), Eventi e strategie di marketing territoriale. Franco Angeli, 2017

Details of possible further reading will be provided during lectures.

***TEACHING METHOD***

The course will be delivered by means of interactive frontal lectures. There will also be discussions of the numerous case studies presented during lectures, particularly through the direct personal accounts of those involved.

***ASSESSMENT METHOD AND CRITERIA***

There will be an oral examination.

Students will be questioned on the topics contained in this syllabus and more specifically will be prompted to encounter the specific cases analyzed. Students will be assessed on skills acquired, by means of a conversation designed to showcase their mastery of proccesses required for the role of Project Management.

Students will be assessed on their understanding of the basic concepts of Project Management and the international characteristics of cultural and tourist events which form the basis of competition between different areas and urban systems interested in investing in such aspects.

The oral exam, which is compulsory for all students, will be based on at least 4 questions on the concepts explained during the first and the second part of the course.

One or more questions may consist in the comment of the international dynamics at the basis of the competition between territories for the promotion of their cultural events.

All the questions asked during the exam will be based on the reading list mentioned above.

For each answer, students can get a mark from 0/30 (in case of no answer or inappropriate answer) to 31/30 (in case of excellent answer).

The final mark can get to a maximum of 31/30, and it will result from the average between the different questions.

Assessment criteria: accuracy of answers and ability to reformulate course content, make examples, find links between different topics, and make a clear discourse.

In addition, students will be assessed on their self-confidence level during the presentation, in order to evaluate their knowledge of the topics explained during the course.

***NOTES AND PREREQUISITES***

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.