



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department of Tourism

ECTS Information Package

Tourism Major

Master Programme: Event Management

The training is aimed at the persons who have graduated the Bachelor of Master Degree level in Professional field 3.9 Tourism.

1. GENERAL PRESENTATION OF THE PROGRAMME

This Qualification Characteristics reflects the scope and level of professional knowledge and skills to be acquired by graduates of the Master's Degree in "Event management" and the areas of their future professional development.

The Master's programme enables students to develop their professional skills and abilities in terms of event management and their marketing in today's competitive business environment. The educational program is tailored to the requirements of the tourism market and the conditions of the modern competitive business environment.

Graduates of the Master's programme in "Event management", receive key managerial competencies in practical skills, enabling them to organize their own tourism business and/or perform top-managerial functions. Therefore, the curriculum includes courses that build the knowledge base related to the management of events, as well as appropriate technology and logistics, financial tools applicable in event management, sales skills and marketing approaches. Particular attention is paid to special activities such as the design of entrepreneurial ecosystems, event crisis management, festival management, sports and corporate events.

2. PURPOSE OF THE EDUCATION:

The studied set of subjects aims to prepare specialists with quality theoretical and practical knowledge and skills capable of performing their professional duties.

Through the acquisition of this professional qualification, graduates will be able to manage and participate in the managerial, organisational, marketing and innovation activities of companies in the tourism sector, specifically in event management.

Graduates of the Master's programme in "Event management" acquire in-depth theoretical knowledge and acquire key competencies and practical skills related to event management, as well as relevant technology and logistics, financial tools applicable in event management, sales skills and marketing approaches.

The training of students in this Master educational and qualification degree includes compulsory specialisation training, elective courses and an optional group of courses. On this basis, the acquisition of a body of specific knowledge related to the peculiarities of organizing events is achieved. Particular emphasis is given to special activities such as the design of entrepreneurial ecosystems, event crisis management, festival management, sports and corporate events.

3. KNOWLEDGE, SKILLS AND COMPETENCES ACQUIRED ACCORDING TO THE NATIONAL QUALIFICATION FRAMEWORK

Knowledge

A specialist with a Master's degree from the Master's programme in "Event management" has a high organisational, social and economic culture. He/she possesses knowledge of the processes of effective organization, conduct and management of events. He/she can explain and interpret in detail the requirements for different types of events, the needs of different types and categories of clients, and the different stages of planning, organising, conducting and closing congresses, conferences, workshops, round tables, fairs and

festivals and other types of events. Particular attention is paid to knowledge of foreign languages, including the specific vocabulary and peculiarities of business communication and correspondence.

Skills

Specialists who have completed the educational and Master's qualification degree in the programme in "Event management" are more specifically able:

- to conduct specific business correspondence in relation to the planning, organisation, conduct and completion of organised events;
- to plan, organise, conduct and conclude events of different types, focus and scope, and receive feedback from participants and stakeholders on the events held;
- to organise, conduct and supervise the necessary marketing research and prepare the necessary strategies for the implementation of the marketing actions in relation to attracting customers (participants) to the organised events being prepared;
- to plan, organise, conduct and supervise all necessary actions in connection with the provision of logistics and communication in the planning, organisation, conduct and conclusion of events;
- to prepare and supervise the necessary documentation relating to the financial management of events;
- to analyse, on the basis of available data, the various situations, problems and solutions related to the practice of holding events of different types, specialised themes and focus.

The master specialists shall also be able to design the various types of events, specialised in terms of subject matter and relevance. He/she shall use modern information techniques and systems for advertising and PR within the event to ensure its necessary publicity and popularity.

Competencies

The competences to be acquired in the course of the training are defined in accordance with the requirements of the European Qualifications Framework (EQF), the National Qualifications Framework (NQF) and the European Credit Transfer System (ECTS) in accordance with EQF level 7 and NQF level 7 respectively. In this case, the graduates of this Master's programme are expected to possess the following competences:

- to have the capacity to select and contract the most appropriate external service providers (provision of premises or space for events; sound, simultaneous interpretation, transport and logistics, catering, etc.) in relation to the organisation of specific events;
- to properly select the venue, timing and duration of the event;
- In the case of participation in an event as a sponsor or participant organisation they shall be able to select the right team in terms of number of people and competences, and to select and commit to the appropriate form of participation (with a stand/kiosk, with a shared stand/kiosk; participation alone with participants/visitors to the event without committing to the use of specific facilities.
- to have the capacity to select and recruit the most appropriate staff for the organisation of specific events;
- to have the capacity to integrate into a team and/or to form teams of people to work in the organisation of micro-events or events of a larger scale;
- to be able to independently make and implement management decisions regarding day-to-day business operations and activities related to event management, as well as the enforcement of occupational health and safety, social security and consumer protection legislation, during the organisation and delivery of micro-events or events of a larger scale;
- to exercise choice and adequate and appropriate application of the principles of business ethics and existing international, European and national tourism legislation and regulation;
- to have the capacity to respond appropriately to consumer needs and to select appropriate ways of meeting them, in line with the products/services offered;
- to conduct, individually or in a team, research on tourism markets or audiences of stakeholders and consumers for the organisation of corporate, public and destination events;
- In the case of a crisis situation, to take responsibility and make decisions on the allocation and use of the resources available in the organisation holding the event to deal with the crisis;
- to have the capacity to manage the sequence and timing of the individual steps (stages) of planning, organising, conducting and/or participating in an event.

4. THE PROFESSIONAL PURPOSE OF THE SPECIALIST

After completing their studies in the Master's degree programme in "Event management", in the professional field 3.9 Tourism, graduates possess theoretical and practical knowledge, skills and competences that allow them to realize themselves in various positions in the structures of the Tourism sector:

- hotel complexes and chains, administrative, executive and managerial positions;
- catering and entertainment establishments;
- tourist attractions (theme parks, entertainment complexes, tourist attractions);
- travel agencies and tour operators, such as event organisers;
- state, municipal and regional administrations and branch organisations, etc.

5. AREAS OF PROFESSIONAL REALIZATION

Graduates of the Master's programme "EVENT MANAGEMENT" receive specialized training, allowing them to work according to the List of positions in the National Classification of Positions and Occupations (2011) as:

1120 / 7045 Regional Manager; 1120 / 7048 Director; 1120 / 7050 Director of regional division; 1219 / 5005 Head, head of department; 1219 / 6007 Manager, Business Services Department; 1219 / 6010 Manager / Head, Administrative Department; 1219 / 6011 Unit Head; 1219 / 5012 Supervisor, Group; 1219 / 6021 Department Head/Chief/Manager; 1219 / 6022 Directorate Director; 1411 / 3001 Head, hotel department; 1411 / 3002 Manager of hotel; 1411 / 3003 Manager of motel; 1412 / 3001 Manager of catering establishment; 1412 / 2003 Manager of self-service restaurant; 1412 / 3004 Manager of confectionery/café; 1412 / 3005 Manager of bar; 1412 / 3006 Manager of restaurant; 1412 / 3007 Manager of cafeteria; 1412/3008 Manager of catering; 1412 / 3009 Head at a restaurant department; 1412 / 3011 Owner of restaurant, restaurant keeper; 1431/3015 Manager of recreation establishment; 1431/3017 Manager of casino; 1431/6020 Manager of entertainment/amusement parks; 1431/6021 Head of cultural activities department; 1431/6022 Head of recreation department; 1431/6023 Head of Sports Activities Department; 1439 / 3001 Manager of Community Services; 1439 / 6007 Head of department at a tourist agency; 1439 / 3008 Head of contact center; 1439 / 3009 Head of conference centre; 1439 / 3003 Manager of camping; 1439 / 3004 Manager of travel agency; 1439 / 3005 Manager of service bureau; 1439 / 3006 Manager of lodge; 1439 / 6007 Head of a department in travel agencies; 1439 / 3008 Manager of contact center; 1439 / 3009 Manager of conference center; 2421 / 6001 Business expert; 2421 / 6002 Business development expert; 2421 / 6011 Organizer/ business promoter; 2421 / 6007 Business Consultant; 2421 / 6008 Management Consultant; 2421 / 6009 Analyst, Efficiency of commercial performance expert; 2421/5027 Project manager; 2421/5028 Sales expert; 2422 / 5039 Junior Expert, City Hall; 2422 / 5040 Junior Expert; 2422 / 6041 Chief Expert; 2422 / 6046 Senior Expert; 2422 / 6051 Head of sector, regional unit; 2422/6052 Senior Inspector, regional Unit; 2422 / 6053 Inspector, regional unit; 2422 / 6056 Expert; 2422 / 6084 Economic management expert; 4221 / 3001 Passenger transport consultant; 4221 / 3002 Passenger transport organiser; 4221 / 3003 Travel organizer; 4221 / 5004 Tourism specialist; 4221 / 2005 Employee, issuance of passenger tickets; 4221 / 2006 Travel information clerk; 4221 / 2007 Travel agency/bureau employee; 4221 / 2008 Reservations clerk; 4221 / 2009 Check-in counter employee, passenger and baggage check-in counter; 4224 / 2001 Hotel receptionist; 4224 / 3002 Hotel administrator;

The Qualification Specification of the Master's programme "Event management" for the educational and qualification Master's Degree with the professional qualification "Master in Event Management" is the main document that determines the development of the curriculum and study programmes. It is in accordance with the Higher Education Act, the Regulation on the State Requirements for the Acquisition of the Master's, Bachelor's and Specialist Degree and the Regulations of the South-West University "Neofit Rilski".

CURRICULUM STRUCTURE
PROFESSIONAL FIELD: 3.9 TOURISM
MAJOR: TOURISM
EDUCATIONAL AND QUALIFICATION DEGREE: MASTER
MASTER PROGRAMME: EVENT MANAGEMENT
PROFESSIONAL QUALIFICATION: MASTER ON EVENT MANAGEMENT
FORM OF TRAINING: FULL-TIME AND PART-TIME

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Event design planning	5.0	1. Financial management of events	4.0
2. Strategic event marketing	5.0	2. MICE tourism	3.0
3. Visitor management	5.0	3. Logistics and communication in event	4.0
4. Event crisis management	5.0	4. Elective discipline	4.0
5. Elective discipline	5.0	State exam of Master thesis defense	15.0
6. Elective discipline	5.0		
Elective courses (students choose two courses)		Elective courses (students choose one course)	
1. Corporative event management	5.0	1. Corporate culture	4.0
2. Festival management	5.0	2. Social media marketing	4.0
3. Sports event management	5.0	3. Micro event design	4.0
4. Designing entrepreneurial cosystems (developing practical projects)	5.0	4. Applied marketing research (developing a practical project)	4.0
	Total 30		Total 30

TOTAL FOR 1 ACADEMIC YEAR: 60 CREDITS

Contact details:

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Link to the Department of Tourism - <https://stf.swu.bg/bg/aboutbg/departmentsbg/turizam>

Facebook profile of the Department of Tourism -

<https://www.facebook.com/p/Tourism-Department-SWU-Neofit-Rilski-100057554714126/>

DESCRIPTION OF ACADEMIC COURSES

Major: Tourism

Master programme: Event Management

EVENT DESIGN AND PLANNING

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course is designed to provide students and professionals in the field of event management with the necessary knowledge and skills to successfully plan, organize, and execute various events - from corporate meetings and conferences to exhibitions and cultural festivals. The goal of the course is to develop participants' abilities for effective planning and organizing of different types of events. Upon completion of the course, participants should be able to create and implement innovative and successful events that meet the needs and preferences of the target audience.

Course content:

Introduction to Event Management: Basic Concepts, Planning Phases, and Steps for Successful Event Organization. Identifying the Target Audience: Audience Analysis and Determining Their Needs and Preferences. Choosing the Right Venue and Date: Criteria for Selecting the Appropriate Location and Setting the Event Date. Budgeting and Financial Management: Establishing a Budget, Controlling Expenses and Revenues, Forecasting Financial Risks. Designing the Scenario and Program: Creating a Detailed Program for the Event, Including Schedules and Timelines. Marketing and Event Sales: Developing Marketing, Advertising, and Event Sales Strategies. Event Design: Visual and Atmospheric Design of Spaces, Decorations, and Arrangements. Communication and PR: Planning Communication Strategies and Interacting with the Media and the Public. Technical Equipment and Sound Systems: Understanding the Basics of Sound and Lighting Equipment Important for Successful Event Execution. Risk and Crisis Management: Developing Risk Management Plans and Strategies for Rapid Response to Unforeseen Circumstances. Hospitality and Customer Service: Training Staff to Provide High-Quality Service During the Event. Sustainability and Ethics in Event Management: Exploring Ethical and Sustainable Practices in Event Planning and Organization. Sponsorship and Partnerships: Establishing Mutually Beneficial Relationships with Sponsors and Event Partners. Team Management and Coordination: Organizing an Effective Team and Managing Different Aspects of the Event. Evaluation and Success Analysis: Methods for Measuring Event Success and Analyzing Results.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

STRATEGIC EVENT MARKETING

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

The lecture course focuses on the processes of strategic event management in tourism. The course aims to provide a comprehensive set of knowledge and skills for applying strategic marketing techniques, such as activities related to branding, services, or products within the scope of events or experiences. Special attention is paid to the possibility of conducting such events in person or virtually. In addition to addressing marketing techniques, the course specifically examines various strategies for specific events within different forms of tourism, with varying scope, attendance, and sustainability. The course presents students with specific strategies that have gained popularity and effectiveness in marketing tourism events.

Course content:

Introduction to Event Marketing: Significance, Development, Perspectives, and Elements of Event Marketing in Tourism. Key Tasks in Strategic Tourism Event Marketing. Types of Event Marketing in Tourism Enterprises, Strategic Event Marketing Management Process, Strategic Event Marketing Plan in Tourism, Choosing a Communication Strategy for Tourism Event Websites, Email Marketing for Tourism Events, Social Media Email Marketing, Paid Digital Advertising, Return on Investment (ROI) for Event Investments, Event Marketing Technology through Software, Online Marketing for International Tourism Events, B2B (Business-to-Business) Event Marketing, Effectiveness of Event Marketing Strategies in Tourism. Specialized Management of Strategic Marketing through New Communication Models.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

VISITOR MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

Students are introduced to contemporary practical approaches and tools for managing visitors in tourist destinations. During the course, they receive information about the primary and supplementary activities related to the dual management of visitors and the tourist destination. They become familiar with the social and political dimensions of visitor management, as well as the standards in this management to achieve sustainability. Students gain knowledge of the specifics of visitor management in protected areas, national parks, and museums, with a strong emphasis on interpreting cultural heritage. The aim of the course is for students to acquire knowledge of specific approaches and tools for visitor management and the skills to simultaneously manage tourist flows and the tourist destination, ensuring quality service, satisfaction, and the intention for future return visits.

Course content:

Introduction to Visitor Management in Tourist Destinations. Destination Management and Visitor Management. Managing Visitor Experiences at Tourist Attractions. Social and Political Dimensions of Visitor Management. Standards in Visitor Management for Achieving Cultural Heritage Sustainability. Service Quality Management, Visitor Satisfaction, and Future Intentions. Visitor Management in Protected Areas. Visitor Monitoring in National Parks. Tourist Behavior, Vandalism, and Stakeholder Reactions. Augmented Reality for Visitor Experiences in Museums. Interpretation Techniques at Visitor Attractions: Operationalization of Guided Tours in Museums. Heritage Interpretation as a Tool for Film Tourism Management. Learning Theories and Their Application in Interpretation. The Role of Interpretation in Visitor Management. Challenges in Visitor Management in Tourism.

Teaching and assessment:

Course hours per week: 31 + 0s

Exam type: written

Course hours per week: 31 + 1s

Exam type: written

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

EVENT CRISIS MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Ruska Bozhkova

Annotation:

The course aims to introduce students to the essence and characteristics of crisis management during micro and macro events. Event crisis management is an integral part of the organization and successful implementation of various events, especially in today's dynamic times with strong elements of interculturalism, digitalization, and the use of smart devices and robots. Students will gain knowledge of the nature of crises, the best ways to manage situations with minimal material and especially human losses, pre-crisis preparation, organizing a crisis response team, and evaluating the post-crisis situation. The goals are for students to acquire basic knowledge, key competencies, and practical skills based on the provided material, and above all, to understand the essence of event crisis management, the technology of dealing with crises during micro and macro events. This foundation allows students to gain a set of specific knowledge related to types of crises and the crisis management plan before, during, and after the crisis.

Course content:

Definition and Characteristics of Event Tourism. What Crisis Means in Event Tourism. Significance of Crisis Management in Event Tourism. Types of Crises in Event Tourism. The Importance of Crisis Management. Specifics in Event Tourism. Organization of Crisis Management Teams During Tourism Events. Pre-Crisis Management Plan for Tourism Events. Crisis Management Plan for Tourism Events During the Crisis. Crisis Management Plan for Tourism Events After the Crisis. Strategic Thinking and Crisis Management. Psychology of Managers and Teams. Training, Qualifications, and Qualities. Innovations in Crisis Management in Event Tourism. Virtual Crisis Management in Event Tourism.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

CORPORATE EVENT MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Ivanka Vasenska

Annotation:

The lecture course covers the theoretical and practical application of management, event organization technology, and the specifics of corporate events. The training course is designed to stimulate the creativity and analytical thinking of students in creating, organizing, and managing a sample corporate event. Each student's project will undergo critical analysis by their peers. Discussions on current topics are planned, allowing students to present their viewpoints on the discussed cases. The aim of the course is to familiarize students with the fundamental knowledge and skills for organizing and managing event processes influenced by contemporary trends resulting from the development of the tourism industry in the era of digitization.

Course content:

What is corporate event management? Types of corporate events. Responsibilities of the corporate event manager. Objectives of the corporate event. Event planning and strategies. Components of the event budget. Creating an event budget. Event management. On-site management, delegation and execution, logistics, and

operations. Follow-up actions after the event. Digital transformation and innovations in corporate events. Achieving customer satisfaction. Assessment of the economic impact of events. Risk management for meetings, exhibitions, events, and conventions. Marketing of meetings, exhibitions, events, and conventions. Evolution of corporate events and how they can be used to successfully drive business growth. Cleaning and waste disposal after the event. Security at corporate events. Corporate events and corporate social responsibility. Business project or Corporate project or Applied business project.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

FESTIVAL MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course is designed to provide students and professionals in the field of event management with the necessary knowledge and skills for effectively planning, organizing, and managing a variety of festivals - from music and cultural to food and sports events. Participants will learn how to create unforgettable experiences for visitors and manage all aspects of a successful festival. The main goal of the course is to develop participants' skills in effectively managing festivals - from concept and planning to execution and evaluation of success. Upon completing the course, participants will be able to design, coordinate, and implement different types of festivals that align with their audience's goals and interests.

Course content:

Introduction to Festival Management: The Role and Importance of Festivals in the Cultural and Event Industry. Identifying the Target Audience: Analyzing the target audience and determining visitor profiles. Concept and Theme Selection: Defining the concept and theme of the festival to make it unique. Budgeting and Financial Management: Establishing a budget, allocating expenses and revenue, and managing financial aspects. Location and Logistics: Selecting a suitable venue for the festival and organizing all logistical aspects. Program and Schedule: Planning the festival program, including scheduling and event chronology. Marketing and Sales: Developing marketing strategies and ticket and service sales for the festival. Stage and Visual Design: Creating stage design and visual elements that align with the festival's theme. Sponsorship and Partnerships: Attracting sponsors and partners for support and funding of the festival. Technical and Technological Aspects: Using modern technologies and equipment to enhance the audio and video elements of the festival. Communication and PR: Planning communication strategies and interacting with the media and the public. Safety and Risk Management: Developing plans to ensure safety and manage potential risks. Sustainability and Environmental Practices: Considering sustainable and environmental aspects in festival organization. Ethics and Responsibility: Addressing ethical issues in festival management and relationships with participants and partners. Success Evaluation: Methods for measuring success and visitor satisfaction at the festival.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

SPORTS EVENT MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Sofia Mirchova

Course hours per week: 31 + 0s

Exam type: written

Annotation:

Students are introduced to the technology of organizing sports events for the needs of tourism. This course covers the technology of organizing and managing such events according to various types of sports and recreational activities that people engage in during their leisure time. It acquaints students with sports marketing, its technology, and its components, as well as the possibilities for the development of new forms of recreational activities, such as corporate games, adventure games, and more. The aim of this academic discipline is for students to acquire knowledge in the field, including the organization of sports events and their impact on tourism, the importance of sports marketing, and its components.

Course content:

Entertainment Activities for Adults: Types, Benefits, and Examples. Entertainment Activities. Multimedia Activities, Multimedia Presentation. Leisure and Free Time: Activities and Programs. Organizing Sports and Recreational Activities. Definition, Types, and Examples of Sports Marketing. Business Case: Risk Management at the Olympics. Physical, Social, and Emotional Benefits of Participating in Sports. Components of the Event Marketing Triangle. Non-traditional Sports and Activities: Uses and Examples. Adventure Activities: Planning and Safety. Cooperative Games and Group Challenges.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

DESIGNING ENTREPRENEURIAL ECOSYSTEMS (DEVELOPING PRACTICAL PROJECTS)

ECTS credits: 5

Course hours per week: 31 + 0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course is designed to introduce students to the fundamental elements of "ethical entrepreneurship" and direct their attention towards the possibilities of creating and managing sustainable and innovative entrepreneurial initiatives. The teaching is linked to clarifying basic conceptual provisions related to the definition and components of entrepreneurial ecosystems, the importance of sustainable entrepreneurship in ecosystem development, key stakeholders, and their roles in the tourism ecosystem, and more. Special attention is paid to the regulatory challenges and opportunities in sustainable ecosystems. The course, as a whole, covers theoretical frameworks, practical cases, and hands-on activities to provide students with the necessary knowledge and skills to contribute to the development of sustainable entrepreneurial ecosystems.

Course content:

Sustainability in Entrepreneurship. Introduction to Entrepreneurial Ecosystems. Building Blocks of Ecosystems. Political and Regulatory Frameworks. Measuring Social and Environmental Impact. Collaboration and Network Development. Sustainable Entrepreneurial Thinking. Case Studies from Successful Sustainable Ecosystems. Entrepreneurial Ecosystems in Specific Contexts. Creating and Implementing Strategies for Sustainable Ecosystems. Project to Illustrate Approaches Aimed at Improving Local Entrepreneurial Ecosystems. Project on Examining Environmental Factors' Impact on Entrepreneurial Success. Project on Studying Entrepreneurship Models for SMEs in a Selected Tourist Destination.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in the training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

FINANCIAL MANAGEMENT OF EVENTS

ECTS credits: 4

Course hours per week: 41 + 0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

The course aims to familiarize students with the nature and scope of event management with a focus on the financial management of events and festivals, which are a very common prerequisite for organizing and implementing a tourist trip. This implies that tourism professionals with university education should possess basic knowledge and skills in this field. The goal of the course is to acquaint students with the specifics, requirements, and standards for organizing and conducting events, as well as with the financial justification and budgeting of this initiative.

Course content:

Nature and Scope of Event Management. Key Variables. Typology and Impact of Events. Event Concept and Plan. The Need for the Event, Concept Development, Stakeholders, and Planning Processes. Resource Organization. Location, Physical Resources and Services, Financial Resources, Marketing Resources. Catering: Food and Beverages. Identifying Food and Beverage Needs. Choosing a Catering Supplier. Transportation Management. Identifying Visitor Transportation Needs. Selecting Transportation Service Providers. Event Promotion. Marketing Strategy. Target Marketing. Marketing Mix. Promoting Private and Public Events. Creating an Event Business Plan - Vision, Goal, and Benefits; Sustainability and Financial Resources. Risk Management. Planning for the Unexpected. Risk Identification Analysis and Tools. Legal Matters and Insurance. Event Security. Budget and Financial Management. Event Implementation. Planning the Event Before Setting the Date. Actions After the Event. Organizing and Hosting Tourism Exhibitions. Main Participant Requirements. Booth Placement and Promotional Materials. Organizing and Hosting Conferences and Seminars. Venue and Equipment Requirements. Delegate Requirements. Creating a Work and Cultural Program. Organizing and Hosting Environmental Events - Choosing the Right Time and Place; Theme and Core Message; Target Groups. Organizing and Hosting Festivals - Choosing the Right Time and Place; Theme and Core Message; Participants and Target Audiences.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

MICE TOURISM

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Lyubomira Pinelova

Annotation:

The course is aimed at understanding and managing events in the field of corporate and business tourism. This type of tourism includes events such as conferences, seminars, incentive programs, exhibitions, and meetings that are of paramount importance for the business environment and knowledge exchange. The course on MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism is a valuable resource for students who want to work or specialize in the field of corporate tourism and event management. MICE tourism plays an extremely important role in stimulating economic growth and building business relationships. The aim of the course is to provide students with the knowledge and skills necessary for the successful planning, organization, and management of MICE events. Students will be prepared to address the specific challenges of corporate tourism and create valuable and cost-effective events for the business community. The course will develop their ability to create and organize events that not only meet business objectives but also provide memorable and valuable experiences for participants.

Course content:

Introduction to MICE Tourism: Basic Concepts and Characteristics. Corporate Events: Organization and Management of Conferences and Seminars. Exhibitions: Planning and Marketing of Business Exhibitions. Incentive Programs: Importance and Methods for Motivating Employees and Clients. Meetings and Forums Organization: The Planning and Coordination Process. Venue Management: Selecting Suitable Locations for Events. Financial Planning: Budgeting and Financial Control of MICE Events. Marketing and Advertising: Conducting MICE Events through Marketing Strategies. Technology and Innovations: Using Modern

Course hours per week: 31 + 0s

Exam type: written

Technologies in MICE Tourism. Participants and Delegates: Managing Registrations and Participant Care. Food and Catering: Organizing Catering Services During Events. Logistics and Transportation: Planning Transportation and Participant Hospitality. Sustainability in MICE Tourism: Eco-friendly Approaches and Social Responsibility. Crisis Management: Preparedness for Emergency Situations During Events. The Future of MICE Tourism: Trends and Challenges for the Industry.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

LOGISTICS AND COMMUNICATION IN EVENT

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The academic course “Logistics and Communication at events” is a compulsory course in the second semester of the MSc *Event Management programme* and focuses on logistics processes, because logistics is precisely what ensures that everything in the value chain works as it should.

At the same time, special attention is paid to the interrelationship between *logistics* and *communication*, because services in tourism must be delivered on time and with high quality, and agreements must be kept. Communications play an additional role in the management of logistics activities in tourism. The processes of exchange of goods and tourist flow, as well as the exchange of information, must also run smoothly. For this reason, the course pays special attention to the importance of the overarching processes in event management. A prerequisite for optimal work in the discipline is to handle the theory of logistics, but also to become familiar with good communication practices in the management of specific events of different types of tourism.

Course content:

Introduction to logistics theory. Significance, development, perspectives and elements of event logistics in tourism. Main tasks in strategic logistics management of events. Types of event logistics operations. Communication and communication management of events. Planning of logistical actions in tourism events. Selection of communication strategy in specialized tourism events. Communication at macro level in events. Micro level communication in tourism events. Communication through social media at events. Paid communication at events. Logistics service providers at tourism events. Profiled event logistics management through new communication models.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

CORPORATE CULTURE

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Ivanka Vasenska

Annotation:

The lecture course covers the theoretical and practical application of organizational and corporate culture, as well as service culture in the field of tourism. During seminar exercises, students are encouraged to develop their creativity and analytical thinking when studying and assessing the role of corporate culture in tourism enterprises, with the aim of developing a project and engaging in overall discussion. Discussions on current topics are planned, allowing students to present their viewpoints on the discussed cases. The objective of this

Course hours per week: 3l + 1s

Exam type: written

Course hours per week: 3l + 1s

Exam type: written

academic discipline is to provide students with fundamental knowledge and skills for organizing and managing processes related to the formation and implementation of corporate culture within a given tourism enterprise.

Course content:

Corporate culture, in the context of the digital and behavioral economy. Organizations, companies, corporations. Models for corporate culture. Culture and strategy. What is leadership? The role of corporate culture on product performance and quality. Customer satisfaction and its relationship with profit. Corporate culture as company reputation. Identity and corporate image. Corporate sustainability. Corporate social responsibility. Motivation. Using Marketing 4.0 tools for e-marketing as communication management in Tourism 4.0. ICT Implementation for the Needs of Small Owner-Managed Tourism Firms: An Organizational Decision-Making and Leadership Perspective. A culture of change and development. Applications of artificial intelligence and computer languages in decision-making. An ethical framework: opportunities, risks, principles and recommendations. Crises, upheavals and economic, social and health risks.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

SOCIAL MEDIA MARKETING

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Ruska Bozhkova

Annotation:

The course aims to introduce students to the nature and characteristics of social media marketing - social networks, microblogs, video sites, blogs and social bookmarking sites. Knowing and using social media well is one of the new rules in tourism marketing. Students will gain knowledge about how through social media they can achieve high traffic to their company website, create interest in their brand, collect feedback from their customers, use a marketing strategy to reach their buyers directly and create their own media brand.

Course content:

Essence of Social Media Marketing. Types of social media. Strategic marketing and social media. Methodological issues. The characteristics of social media marketing - social networks. The characteristic of social media marketing - microblogging. The characteristic of social media marketing - video sites. The Characteristics of Social Media Marketing - Blogs and Social Bookmarking Sites. Social media monitoring tools (Hootsuite, Keyhole, and Sprout Social). Content Communities. Customer care through social media. Analysis of the legal framework for the country/region. Increasing feedback mechanisms in tourism.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

MICRO EVENT DESIGN

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course is designed to provide students and professionals in the field of event management with the necessary knowledge and skills to successfully plan, organize and visualize a variety of events - from corporate meetings and conferences to exhibitions and cultural festivals. The aim of the course is to develop the skills of the participants for effective planning and organizing of various types of events. After completing the course,

Course hours per week: 3l + 1s

Exam type: written

Course hours per week: 3l + 1s

Exam type: written

participants should be able to create and implement innovative and successful events that meet the needs and preferences of the target audience.

Course content:

Introduction to Event Management: Basic concepts, planning phases and steps to successfully organize events. Target audience identification: Analyzing the audience and determining their needs and preferences. Choosing a suitable place and date: Criteria for choosing the suitable location and determining the date of the event. Budgeting and financial management: Setting a budget, controlling expenses and income, predicting financial risks. Script and program design: Create a detailed program for the event, including a schedule and chronology. Event Marketing and Sales: Developing event marketing, advertising and sales strategies. Event design: Visual and atmospheric layout of the spaces, decorations and arrangements. Communication and PR: Planning communication strategies and interacting with the media and the public. Technical equipment and sound engineering: Understanding the fundamentals of sound and lighting techniques that are important to the successful running of events. Risk and crisis management: Developing risk management plans and strategies for rapid response to unforeseen circumstances. Hospitality and customer service: Staff training for high quality service during the event. Sustainability and ethics in event management: Exploring ethical and sustainable practices in event planning and organization. Sponsorship and Partnerships: Develop mutually beneficial relationships with event sponsors and partners. Team Management and Coordination: Organizing an effective team and managing the various aspects of the event. Evaluation and analysis of success: Methods for measuring the success of events and analyzing the results.

Teaching and assessment:

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APPLIED MARKETING RESEARCH (DEVELOPING A PRACTICAL PROJECT)

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The discipline has a strong practical focus and emphasizes conducting marketing research in the hotel and restaurant industry. Its goal is to develop an understanding of the fundamental methods and steps involved in empirical research, including the analysis and presentation of results. The objective of the discipline is to acquire the skills needed to conduct marketing research in the field of hotel management and restaurant operations.

Course content:

Introduction to Marketing Research in Tourism: Basic concepts, role, and importance of marketing research for the tourism business. Survey Design: Planning marketing research, setting objectives, and selecting appropriate methods and techniques. Data Collection: Choosing data collection methods - surveys, interviews, observations, and others. Data Analysis: Processing and interpreting collected data using statistical tools and software. Market Segmentation and Target Audience: Identifying the needs of different market segments and defining the target audience. Applying various methods and techniques for analyzing the tourism market - SWOT analysis, PESTEL analysis, competitive analysis, and more. Determining Competitive Advantages: Studying the competitive environment and identifying the competitive advantages of tourism products and services. Consumer Behaviors and Preferences: Studying tourist behavior, motivations, and preferences. Marketing Segments and Trends: Analyzing various marketing segments and current trends in the tourism industry. Internet and Social Media in Marketing Research: Using online platforms and social networks for data collection and analysis of the tourism market. Market Positioning and Branding: Analyzing the market position of tourism brands and developing branding strategies. Marketing Communications and Advertising: Evaluating the effectiveness of marketing communications and advertising campaigns. Customer Satisfaction and Loyalty: Measuring customer satisfaction and developing strategies to increase customer loyalty. Forecasting Trends and Changes: Using marketing research to forecast future trends and adapt strategies. Ethics and Responsibility in Marketing Research: Examining the ethical aspects of data collection and use in marketing research.

Teaching and assessment:

Course hours per week: 3l + 1s

Exam type: written

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.