

ID	3481
Curricular Unit	Sports Events Management
Regent	Maria Margarida Ventura Mendes Mascarenhas

Learning Outcomes

- Understand sports events as an emerging phenomenon on a world scale, as well as the respective contribution to the globalization of the leisure industry and the implications of this globalization.
- Know the relationship between sporting events and tourist destinations.
- Comprehend sports events as business communication tools.
- Understand the relationship between the success of sports events and the involvement of different stakeholders (organizers, partners, sponsors, clients and hosting communities).
- Apprehend the strategies of sporting events and their respective processes of strategic leveraging (economic, social, environmental, political and sport).
- Promote the design of actions / tactics in the strategic planning of sporting events capable of ensuring compliance with the respective strategic objectives for the different involved stakeholders.
- Stimulate scientific curiosity and teamwork, as well as innovation and creativity.

Syllabus	<p>1. Concept of event. Evolution of events. Objectives of the events. Types of events. Cross-sectional features of events. Importance of events for brands.</p> <p>2. Typology of sporting events. Events' portfolio.</p> <p>3. Events and tourism. Importance, effects and specificities of the relationship.</p> <p>4. Major impacts of globalization in the leisure industry. Globalization and evolution of scientific research on sporting events.</p> <p>5. Events' strategies. Perspectives of the different stakeholders of the events.</p> <p>6. Processes of strategic leveraging of sports events in a multidimensional perspective (economic, touristic, social and cultural, environmental, political and sporting).</p>
Evaluation	<p>Continuous evaluation: Elaboration and defense of a team work, allowing students to demonstrate competences related to the strategic planning of sporting events based on a set of objectives previously delineated and taking into account the involvement of a diverse group of stakeholders.</p> <p>Terminal evaluation: written test (50%) and oral (50%).</p>
Bibliography	<p>B. Ritchie & D. Adair, D. (Eds.) (2004). Sport tourism: interrelationships, impacts and issues. Clevedon: Channel View Publications.</p> <p>Frawley, S. (Ed.) (2017). Managing sport mega-events. Oxon: Routledge.</p> <p>Isidoro, A. M., Simões, M. M., Saldanha, S. D., & Caetano, J. (2014). Manual de organização e gestão de eventos. Lisboa: Edições Sílabo</p> <p>Masterman, G. (2014). Strategic Sports Event Management. Oxon: Routledge.</p> <p>Pedersen, P. M., & Thibault, L. (Eds.). (2014). Contemporary Sport Management (5th ed.). IL: Human Kinetics.</p> <p>R. Hoye & M. Parent (Eds.) (2016). The SAGE handbook of sport management. London: SAGE Publications.</p> <p>Vieira, J. M. (2015). Eventos e turismo. Planeamento e organização. Da teoria à prática. Lisboa: Edições Sílabo.</p>