

<b>ID</b>	3481
<b>Curricular Unit</b>	Sports Events Management
<b>Regent</b>	Maria Margarida Ventura Mendes Mascarenhas
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>- 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.</li> <li>- Know the relationship between sporting events and tourist destinations.</li> <li>- Comprehend sports events as business communication tools.</li> <li>- Understand the relationship between the success of sports events and the involvement of different stakeholders (organizers, partners, sponsors, clients and hosting communities).</li> <li>- Apprehend the strategies of sporting events and their respective processes of strategic leveraging (economic, social, environmental, political and sport).</li> <li>- 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.</li> <li>- Stimulate scientific curiosity and teamwork, as well as innovation and creativity.</li> </ul>

<b>Syllabus</b>	<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>
<b>Evaluation</b>	<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>
<b>Bibliography</b>	<p>B. Ritchie &amp; 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., &amp; 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., &amp; Thibault, L. (Eds.). (2014). Contemporary Sport Management (5th ed.). IL: Human Kinetics.</p> <p>R. Hoye &amp; 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>