

ID	3887
Curricular Unit	Sports Events Management
Regent	Thiago de Oliveira Santos
Learning Outcomes	<ul style="list-style-type: none"> - 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	<ol style="list-style-type: none"> 1. Concept of event. Evolution of events. Objectives of the events. Types of events. Cross-sectional features of events. Importance of events for brands. 2. Typology of sporting events. Events' portfolio. 3. Events and tourism. Importance, effects and specificities of the relationship. 4. Major impacts of globalization in the leisure industry. Globalization and evolution of scientific research on sporting events. 5. Events' strategies. Perspectives of the different stakeholders of the events. 6. Processes of strategic leveraging of sports events in a multidimensional perspective (economic, touristic, social and cultural, environmental, political and sporting).

Evaluation

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.

Terminal evaluation: written test (50%) and oral (50%).

Bibliography

B. Ritchie & D. Adair, D. (Eds.) (2004). Sport tourism: interrelationships, impacts and issues. Clevedon: Channel View Publications.

Frawley, S. (Ed.) (2017). Managing sport mega-events. Oxon: Routledge.

Isidoro, A. M., Simões, M. M., Saldanha, S. D., & Caetano, J. (2014). Manual de organização e gestão de eventos. Lisboa: Edições Sílabo

Masterman, G. (2014). Strategic Sports Event Management. Oxon: Routledge.

Pedersen, P. M., & Thibault, L. (Eds.). (2014). Contemporary Sport Management (5th ed.). IL: Human Kinetics.

R. Hoye & M. Parent (Eds.) (2016). The SAGE handbook of sport management. London: SAGE Publications.

Vieira, J. M. (2015). Eventos e turismo. Planeamento e organização. Da teoria à prática. Lisboa: Edições Sílabo.