PROGRAMMA D'ESAME
GESTIONE E COMUNICAZIONE DEGLI EVENTI

19 SETTEMBRE - 20 DICEMBRE 2022

Lunedì 14-16 (aula Blu5)
Martedì 14-18 (aula Blu1)

Docenti del corso:
Prof.ssa Barbara Mazza
Prof. Raffaele Lombardi

Link Classroom:
https://classroom.google.com/c/NTQ3MzcxNzkxMDQ0?cjc=xdgzepc

TESTI D'ESAME:

PROGRAMMA PER STUDENTI FREQUENTANTI (SOLO PER ESONERO)
1. Mazza B., **L'ecosistema degli eventi nel terzo millennio. Approcci, metodi e prospettive di gestione e comunicazione.** Wolters Kluwe, Milano, 2022 (*Capitolo 1* + *una parte a scelta dello studente tra seconda e terza parte del volume*);
2. Project work.

PROGRAMMA PER STUDENTI FREQUENTANTI (PER GLI APPELLI)
1. Mazza B., **L'ecosistema degli eventi nel terzo millennio. Approcci, metodi e prospettive di gestione e comunicazione.** Wolters Kluwe, Milano, 2022 (*Parte 1* + *una parte a scelta dello studente tra seconda e terza parte del volume*);
2. Project work.

PROGRAMMA PER STUDENTI NON FREQUENTANTI
1. Mazza B., **L'ecosistema degli eventi nel terzo millennio. Approcci, metodi e prospettive di gestione e comunicazione.** Wolters Kluwe, Milano, 2022 (*Intero volume*);
2. **Due articoli scientifici** a scelta tra quelli indicati. È possibile suggerirne di nuovi dalla lista di journal internazionali, che dovranno essere **approvati in anticipo** dai Proff.

ARTICOLI CONSIGLIATI:
- Alananzeh, O., Al-Mkhadmeh, A., Shatnawi, H. S., & Masa'deh, R. E. (2022). Events as a tool for community involvement and sustainable regional development: the mediating role of motivation on community attitudes. In Journal of Convention & Event Tourism. Routledge.
- Cornwell, T. B., & Kwon, Y. (2020). Sponsorship-linked marketing: Research surpluses and shortages. Journal of the Academy of Marketing Science, 48(4), 607-629.
- Dawson, P., & Sykes, C. (2019). Concepts of time and temporality in the storytelling and sensemaking literatures: A review and critique. International Journal of Management Reviews, 21(1), 97-114.
- Dragović, N., Stankov, U., & Vasiljević, Đ. (2018). Contactless technology as a factor of tourism industry development-a review of current practices and future directions. Economic Themes, 56(2), 179-202.

- Duignan, M. B. (2021). Utilizing Field Theory to Examine Mega-event-led Development. Event Management, 25(6), 705-720.
- Fechner, D., Filo, K., Reid, S., & Cameron, R. (2022). A systematic literature review of charity sport event sponsorship. European Sport Management Quarterly, 1-23.
- Hafner, M., & Jansz, J. (2018). The Players 'Experience of Immersion in Persuasive Games: The Players 'Experience of Immersion in Persuasive Games: A study of My Life as a Refugee and PeaceMaker. International Journal of Serious Games, 5(4), 63-79.
- Hogg, J., Werner, K., & Griese, K.-M. (2021). Conceptualising event value co-destruction and developing a future agenda for events research. International Journal of Event and Festival Management, 12(3), 346–363. https://doi.org/10.1108/IJEFM-01-2021-0006
- Kelly, D. M., Fairley, S., & O'Brien, D. (2019). It was never ours: Formalised event hosting rights and leverage. Tourism Management, 73, 123-133.
- Madureira, R. C., Silva, C. S., Amorim, M., Ferreira Dias, M., Lins, B., & Mello, G. (2022). Think Twice to Achieve a Sustainable Project Management: From Ecological Sustainability towards the Sustainable Project Management Cube Model. Sustainability, 14(6), 3436.
- Mair, J., & Smith, A. (2021). Events and sustainability: why making events more sustainable is not enough. Journal of Sustainable Tourism, 29(11-12), 1739-1755.
- Mair, J., & Weber, K. (2019). Event and festival research: A review and research directions. International Journal of Event and Festival Management.
- Muñoz, F., Hildebrandt, A., Schacht, A., Stürmer, B., Bröcker, F., Martín-Loeches, M., & Sommer, W. (2022). Determinants of quality, specificity, and stability of emotional episodic memories in a fine-dining context. International Journal of Gastronomy and Food Science, 28, 100511.
- Neuburger, L., Beck, J., & Egger, R. (2018). The 'Phygital'tourist experience: The use of augmented and virtual reality in destination marketing. In Tourism planning and destination marketing. Emerald Publishing Limited.
- Parygin, D., Sadovnikova, N., Gamidullaeva, L., Finogeev, A., & Rashevskiy, N. (2022). Tools and Technologies for Sustainable Territorial Development in the Context of a Quadruple Innovation Helix. Sustainability, 14(15), 9086.
- Plaza-del-Arco, F. M., Strapparava, C., Lopez, L. A. U., & Martín-Valdivia, M. T. (2020, May). EmoEvent: A multilingual emotion corpus based on different events. In Proceedings of the 12th Language Resources and Evaluation Conference (pp. 1492-1498).
- Ramely, A., Talib, M. F. A., Radha, J. Z. R. R. R., & Mokhtar, M. F. (2022). Green event practices: understanding the adaptation of event organisers through a systematic review. Malaysian Journal of Sustainable Environment, 9(1), 119-140.
- Robertson, M., Yeoman, I., Smith, K. A., & McMahon-Beattie, U. (2015). Technology, society, and visioning the future of music festivals. Event Management, 19(4), 567–587.
- Scrucca, F., Severi, C., Galvan, N., & Brunori, A. (2016). A new method to assess the sustainability performance of events: Application to the 2014 World Orienteering Championship. Environmental Impact Assessment Review, 56, 1-11.
- Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: An extension and update of service-dominant logic. Journal of the Academy of Marketing Science, 44(1), 5–23.
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- Weinryb, N., & Turunen, J. (2017). Fundraising as a theatrical event. International Journal of Nonprofit and Voluntary Sector Marketing, 22(4), e1594.
- Wilkinson, M., Brantley, S., & Feng, J. (2021, September). A Mini Review of Presence and Immersion in Virtual Reality. In Proceedings of the Human Factors and Ergonomics Society Annual Meeting (Vol. 65, No. 1, pp. 1099-1103). Sage CA: Los Angeles, CA: SAGE Publications.
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- Ziakas, V. (2019b). Issues, patterns and strategies in the development of event portfolios: configuring models, design and policy. Journal of Policy Research in Tourism, Leisure and Events, 11(1), 121-158.

ALCUNE RIVISTE CONSULTABILI PER LA RICERCA DI SAGGI DI RECENTE PUBBLICAZIONE:

Per la scelta degli articoli si consiglia di consultare i numeri più recenti della rivista:

EVENT MANAGEMENT o, in alternativa, una delle seguenti:

- International Journal of Contemporary Hospitality Management
- Journal of Hospitality and Tourism Management
- Journal of Sport & Tourism,
- Journal of Tourism Research & Hospitality Leisure Studies
- Public Relations Review

VALUTAZIONE:

Frequentanti	Prova scritta Non Frequentanti
•**Bonus** = media delle esercitazioni e portfolio (0-5 punti_ da A ad E) •**Project work e/o Case Portfolio** fino a un massimo di 10 punti: A (9-10) – B (6-8) – C (3-5) – D (2-4) - E(0-1) •**Prova scritta** fino a un massimo di 20 punti: fino a 5: scarso - da 6 a 10: insufficiente 11: non del tutto sufficiente - 12: appena sufficiente - 13: sufficiente - 14: più che sufficiente - 15: pienamente sufficiente - 16: quasi discreto - 17: discreto - 18: buono - 19: più che buono - 20: ottimo •*La valutazione finale è data dalla somma dei punteggi ottenuti dalle diverse prove.*	•A+ (30 e lode) prova eccellente in tutte le sue parti; •A (29-30): prova molto buona; •B (27-28): prova buona; • C (24-26): prova discreta; •D (18-23): prova appena sufficiente; • E (fino a 17): prova non superata perché la maggior parte delle risposte risulta insufficiente, incompleta o non corretta.