MERCURY

Event Management in Travel and Tourism

3 – 7 October 2027
Kuala Lumpur (Malaysia)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15722_1083151 **Date:** 3 – 7 October 2027 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4600 Euro

Introduction:

Event management in the travel and tourism industry is a dynamic discipline that encompasses planning, executing, and evaluating events designed to enhance the visitor experience and drive growth. This Event Management in Travel and Tourism course provides the essential skills and strategies required to manage events successfully in this sector, including conferences, festivals, exhibitions, and corporate events.

Participants will explore event planning and coordination, budgeting and logistics, marketing and promotion, and stakeholder management. By integrating practical case studies and industry best practices, this Event Management in Travel and Tourism course aims to equip professionals with the knowledge and tools to create memorable and impactful events that attract and engage tourists, ultimately contributing to the overall success of their travel and tourism businesses.

The intersection of event management and the travel and tourism sector, often called event tourism management, integrates the vibrant world of event planning with the sphere of travel and tourism. This growing nexus is instrumental in creating travel and tourism events, ranging from local festivals to international travel and tourism industry events. With these curated events, tourism and event management professionals aim to foster economic growth and cultural exchange, thereby elevating visitors' and hosts' travel and tourism management experience.

Travel and tourism management takes an approach that underlines the importance of establishing robust operational frameworks that signify the meaning of travel and tourism management. The value of academic preparation available through travel and tourism management colleges, preparing professionals for event travel management ETM. Such proactive strides in education combine practical skills with knowledge, nurturing the next generation of experts in tourism event management.

Targeted Groups:

- Tourism and Travel Professionals.
- Event Planners and Coordinators.
- Destination Marketing Organizations.
- Hospitality Managers and Aspiring Event Managers.
- Corporate Event Managers.
- Travel Agency Staff.
- Festival and Conference Organizers.
- Marketing and PR Specialists.
- Tourism Development Authorities.

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Course Objectives:

At the end of this Event Management in Travel and Tourism course, participants will be able to:

- Understand the fundamentals of event management in the travel and tourism sector.
- Develop skills for planning and executing diverse types of events.
- Learn effective budgeting and financial management techniques.
- Acquire strategies for successful marketing and promotion of events.
- Master logistics and operational planning for seamless event execution.
- Enhance stakeholder engagement and management capabilities.
- Address risk assessment and crisis management effectively.
- Explore best practices for venue selection and supplier negotiation.
- Improve customer experience through strategic event design.
- Analyze event performance using data-driven methods.
- Integrate sustainable practices in event planning and execution.
- Foster creativity and innovation in event concept development.
- Utilize technology and digital tools for event management and promotion.
- Develop effective communication and negotiation skills for event success.
- Implement strategies for post-event evaluation and feedback collection.

Targeted Competencies:

By the end of this Event Management in Travel and Tourism training, participants competencies will:

- Event Planning and Coordination.
- Budgeting and Financial Management.
- Logistics and Operations Management.
- Marketing and Promotion Strategies.
- Stakeholder Engagement and Management.
- Risk Assessment and Crisis Management.
- Venue Selection and Management.
- Supplier and Vendor Negotiation.
- Customer Experience Enhancement.
- Data Analysis and Performance Evaluation.

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Course Content:

Unit 1: Fundamentals of Event Management in Travel and Tourism:

- Introduction to event management principles.
- Overview of different types of tourism-related events.
- Key roles and responsibilities in event management.
- Understanding the event planning lifecycle.
- Identifying objectives and goals for tourism events.
- Research and analysis of target audiences.
- Case studies of successful tourism events.

Unit 2: Planning and Coordination:

- Developing event concepts and themes.
- Creating detailed event plans and timelines.
- Budgeting and financial planning for events.
- Resource allocation and logistics management.
- Coordination with vendors and suppliers.
- Managing event permits and legal requirements.
- Techniques for effective communication with stakeholders.

Unit 3: Marketing and Promotion:

- Crafting a marketing strategy for tourism events.
- Utilizing digital marketing and social media.
- Designing promotional materials and campaigns.
- Leveraging partnerships and sponsorships.
- Implementing public relations and media outreach.
- Monitoring and analyzing marketing effectiveness.
- Engaging with local and international media.

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Unit 4: Execution and Operations:

- On-site event management and coordination.
- Managing event logistics and operations.
- Ensuring quality control and adherence to plans.
- Handling on-the-day issues and emergencies.
- Coordinating with staff and volunteers.
- Customer service and guest experience enhancement.
- Implementing health and safety protocols.

Unit 5: Evaluation and Improvement:

- Conducting post-event evaluations and assessments.
- Collecting and analyzing attendee feedback.
- Measuring event success against objectives.
- Identifying areas for improvement and lessons learned.
- Reporting and presenting event outcomes.
- Implementing strategies for continuous improvement.
- Applying best practices to future events.