

**Conference and Congress Organisation and Management**

Code: 103753  
ECTS Credits: 3

Degree	Type	Year	Semester
2502904 Hotel Management	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

## Contact

Name: Beatriz Santolalla García  
Email: Beatriz.Santolalla@uab.cat

## Use of Languages

Principal working language: spanish (spa)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: Yes

## Teachers

Rafel Peris Grao  
Tomás Gil Tomás

## Prerequisites

There are no prerequisites.

## Objectives and Contextualisation

At the end of the course, the student must be able to:

1. Know the proper names of the scope of conventions and events in general.
2. Describe what are the most common activities linked to the organization of events.
3. Know the main parts of a convention and congress center, of a particular hotel and of any space enabled for that purpose in general.
4. Know how to plan and evaluate an event from within.
5. Know the external operative elements.
6. Have the necessary criteria to analyze the world of fairs.
7. Know how an event is commercialized.
8. Have the sensitivity to apply and transmit respect for issues related to the environment.
9. Know how to make an event budget
10. Know how to plan and organize the event schedule
11. Know how to carry out a rundown / script of the event
12. Know and develop face-to-face, digital or hybrid events
13. Know how to carry out sustainable, environmentally friendly, socially inclusive

## Competences

- Analyse labour, tax, and mercantile legislation in the hotel and catering sector.
- Analyse, summarise and evaluate information.
- Apply health and safety rules in the establishments of the hotel and catering sector.
- Define and apply the commercial objectives, strategies and policies in hotel and catering companies.
- Define and apply the management of different types of organisation in the hotel and catering sector.
- Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
- Demonstrate an orientation and culture of customer service.
- Demonstrate an understanding of the relationship and impact of management processes in hotel and catering companies.
- Demonstrate broad knowledge of the organisation and management of company operations, with emphasis on applied management models and the application of quantitative and qualitative techniques.
- Demonstrate ethical behaviour in social relations and the ability to adapt to different intercultural situations.
- Demonstrate knowledge and understanding of and apply standards of quality and sustainability in the process of offering accommodation and catering services.
- Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
- Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
- Develop a capacity for independent learning.
- Draw up communication and promotion plans for companies in the hotel and catering sector, especially in the field of online business.
- Identify and apply the basic measures of food hygiene and safety as well as the national and European regulations that have to be met by establishments and activities in the sector.
- Identify the legal framework that regulates hotel and catering activities, both those related to setting up companies and activities and those relating to the maintenance and normal operation of the premises.
- Manage and organise time.
- Manage communication techniques at all levels.
- Plan and manage activities based on quality and sustainability.
- Work in teams.

## Learning Outcomes

1. Analyse, summarise and evaluate information.
2. Apply commercial policies to hotel companies according to their different characteristics.
3. Apply knowledge of the organisation to the different activities related to the hotel and catering sector.
4. Apply management techniques and practices in the hotel sector and, in general, in catering.
5. Apply national and European regulations in relation to food hygiene and safety in the hotel sector.
6. Apply the elements of tax, labour and mercantile law to the hotel industry.
7. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
8. Demonstrate an orientation and culture of customer service.
9. Demonstrate ethical behaviour in social relations and the ability to adapt to different intercultural situations.
10. Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
11. Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
12. Develop a capacity for independent learning.
13. Identify and apply the regulations governing hotel activities in their creation and setting up maintenance and ordinary operation.
14. Identify and develop the principles of sustainability and standards of quality in the hotel and catering industry.
15. Manage and organise time.
16. Manage communication techniques at all levels.
17. Plan and implement health and safety regulations to hotel establishments.
18. Plan and manage activities based on quality and sustainability.

19. Present and describe specific plans for promotion and commercialisation for companies in the hotel sector, especially in the field of online commercialisation.
20. Study specific and generic computer information systems and adapt them to hotel companies.
21. Work in teams.

## Content

1. Radiography of the sector: The different types of events
2. Convention centres and hotels: concept
3. The actors of the sector
4. Choosing a destination
5. L'organització of an event
6. Sponsor an event
7. Budget for an event
8. Marketing an event
9. Case study: a destination, a congress and a convention
10. Digital and hybrid events

### ADDITIONAL - Organization of tourist debates

## Methodology

1. The classes will be fundamentally practical.
2. The professors of the subject will coordinate the organization of an act that will take place on the UAB Campus: Tourist Debates. This organization will be in charge of the students, supervised at all times by the teachers, which will allow putting into practice what was explained by these teachers in the classroom.
3. The possibility of conducting a pedagogical visit to a congress or convention center is contemplated.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Oral presentation	5	0.2	1, 5, 3, 6, 2, 4, 10, 8, 11, 9, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21
Theoretical class	30	1.2	1, 5, 3, 6, 2, 4, 10, 8, 11, 9, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21
Type: Supervised			
Tutorials	5	0.2	1, 5, 3, 6, 2, 4, 10, 8, 11, 9, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21
Type: Autonomous			
Assignments	12	0.48	1, 5, 3, 6, 2, 4, 10, 8, 11, 9, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21
Study and readings	5	0.2	1, 5, 3, 6, 2, 4, 10, 8, 11, 9, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21

## Assessment

### A) CONTINUOUS EVALUATION

The evaluation of the subject by the continuous assessment system consists of the following requirements:

- A) Attend a minimum of 80% of the classes to be able to take the exam
  - B) Perform a minimum of 80% of the practices developed during the course (20% of the final grade)
  - C) Carry out and present the group case study (30% of the final grade).
  - D) Participate in the elaboration of the Tourist Debates, as well as attend the day of its celebration (10% of the final grade).
- Attendance to the "Tourist Debates" is an essential requirement to pass the course through the continuous assessment system.
- E) Take the final exam, which will include questions related to the contents explained by the teachers, as well as aspects derived from the practical part of the subject (40% of the final grade).

To make the weighted averages corresponding to each part of the final grade, it is necessary to pass the final exam mentioned in section "E".

#### B) UNIQUE EVALUATION

Final exam of all the subject will be the day and the hour established in the official program of the Center.

#### C) REEVALUATION

The exam will be the day and time established in the official program of the Center. Students who have obtained a grade, in the FINAL EXAM, equal to or higher than 3.5 and less than 5 may take this exam. The maximum score of this re-evaluation will not exceed 5 as the final grade.

### Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Debates on tourism	10%	6	0.24	1, 5, 3, 6, 2, 4, 10, 8, 11, 9, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21
Exam	40%	2	0.08	1, 5, 3, 6, 2, 4, 10, 8, 11, 9, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21
Individual assignments and work in team	50%	10	0.4	1, 5, 3, 6, 2, 4, 10, 8, 11, 9, 7, 12, 20, 16, 15, 13, 14, 18, 17, 19, 21

### Bibliography

BROTONS, Juan A. et al. (2004). *Organización de eventos deportivos*. Inde Publicaciones, Madrid.

Davidson, Rob and COPE, Beulah (2002). *Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel*. Pearson Education

FARRE, John and SEEKING, David (2001). *Cómo organizar eficazmente conferencias y reuniones*. Editado por la Fundación CONFEMETAL.

HERRERO, Paloma (2005). *Gestión y Organización de congresos*. Editorial Síntesis. Madrid.

LAFUENTE, Carlos (2005 y 2007). *Manual práctico para Organización de eventos: técnicas de Organización de Actos I y II*. Ediciones Protocolo. Madrid.

LILIANA MUSUMECI, Graciela (2004). *Cómo organizar eventos: congresos y conferencias, eventos empresariales, actos protocolarios, organización y excelencia en el servicio*. Valleta Ediciones. Madrid.

NURKANOVIC EGEA, María (2005). *La Organización de congresos y su protocolo*. Editorial Protocolo. Madrid.

TRIVIÑO, Yolanda (2006). *Gestión de eventos feriales: diseño y organización*. Editorial Síntesis. Madrid.

ABREU, July. (2009) "The industry of the meetings: the sirloin of the tourism.

Spain Convention Bureau (2020)

Catalonia Convention Bureau (2019)

Barcelona Convention Bureau (2020)

International Congress and Convention Association

## **Software**

There is no specific programari