

**Events Tourism. Management Techniques for
Events Management and Planning**

Code: 43077
ECTS Credits: 9

Degree	Type	Year	Semester
4313799 Management and Organisation of Event Tourism	OB	0	1

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: María José Aguar Martínez

Email: MariaJose.Aguar@uab.cat

Use of Languages

Principal working language: spanish (spa)

Other comments on languages

Se valorará la introducción de alguna sesión en inglés de interés para el Máster

Prerequisites

There are no prerequisites

Objectives and Contextualisation

1. Introduce students to the concepts of Business and Event Tourism.
2. Familiarize the students with the public and private entities that drive business and events tourism.
3. Learn to define the phases of a project for the execution of an event: main components and development areas
4. Learn to use technologies applied to the scheduling and distribution of tasks of an event: MS Project.
5. Incorporate the tools for the development of a research project following university methodology and rigor.
6. Analyze and formulate sustainability strategies applied to events.

Competences

- Adapt to new situations, showing initiative in developing innovative and competitive strategies.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Continue the learning process, to a large extent autonomously.
- Identify the actors and the fundamental concepts of event tourism in order to analyse current data on the sector and be able to detect new trends.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Plan and manage the different types of activities necessary in organising an event: design, commercialisation, production and evaluation.

- Plan and organise venues and management interventions on the basis of critical analysis and synthesis.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Adapt to new situations, showing initiative in developing innovative and competitive strategies.
2. Analyse experiences of different types of events in which event management techniques were applied.
3. Apply the different instruments available for managing an event.
4. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
5. Continue the learning process, to a large extent autonomously.
6. Gain an understanding of the processes of creation and how to incentivise creativity.
7. Get an overview of the main actors in event tourism.
8. Identify historical and present-day trends in event tourism by analysing all the literature and statistical data available.
9. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
10. Plan and organise venues and management interventions on the basis of critical analysis and synthesis.
11. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
12. Use the tools for managing suppliers, defining action protocols and contract types.

Content

1. Welcome session for new students of the graduate program
2. Inaugural session. What do we talk about when we talk about events
3. Tourism. Business tourism and events. Concepts
4. Business tourism and cities (the case of Barcelona)
5. Entrepreneurship and entrepreneurial initiatives in the events sector I / II
6. Functions and activities of the Catalunya Convention Bureau
7. Functions and activities of the Barcelona Convention Bureau
8. Research techniques I / II / III
9. Event coordination techniques
10. Project management techniques (MS Project) - I / II / III
11. Sustainable events
12. Components in the organization of events
13. Event coordination techniques
14. Visit to the IBTM Fair

Methodology

The teaching methodology combines teachers' lectures with the discussion and resolution of practical cases with students. Moreover, there are discussion sessions on topics which have been presented. The module evaluation exercise aims to set the knowledge developed during the Module.

1.-In-person

- Teacher's lectures
- Resolution / discussion of exercises and cases with students, in groups or individually
- Discussions among students on previously read or explained topics
- Tutoring sessions

2.- Outside the classroom work with tutored sessions

- Case studies to work outside the classroom
- Preparation of module evaluation exercise

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			
Classroom	36	1.44	1, 10, 3, 8, 4, 11
Type: Supervised			
Attendance and participation events/activities classroom	15	0.6	1, 2, 4, 12
Resolution directed activities	35.5	1.42	10, 6, 9, 4, 11
Tutoring	15.5	0.62	1, 5
Type: Autonomous			
Elaboration works	90	3.6	2, 10, 8, 9, 4, 11

Assessment

To successfully complete the Module, attendance is mandatory to at least 80% of the lectures

Continuous evaluation (attendance, graded observations): 25%

Graded coursework (individual or in-group): 25%

Written tests / module evaluation test: 50%

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Discussions-Forums	40%	6	0.24	1, 2, 10, 6, 9, 4, 5, 11
Oral presentations	10%	7	0.28	1, 10, 3, 7, 9, 4, 12
Written module evaluation test	50%	20	0.8	1, 2, 10, 8, 9, 4, 5, 11

Bibliography

Ocaña Albar, Inmaculada (2020) La gestión de eventos y productos turísticos (2.ª edición revisada y actualizada). Síntesis. Madrid

Roca Prats, José Luis (2012): Comercialización de eventos. Síntesis. Madrid

Sánchez González, Dolores del Mar (2016): Técnicas de organización de eventos. Síntesis. Madrid

Vázquez Esteban, Marco (2018): Organización de eventos empresariales. Síntesis. Madrid

Ajuntament de Barcelona (2010). *Guía de congresos más sostenibles*. Barcelona

Ayuntamiento de Vitoria Gasteiz (2010). *Guía de eventos sostenibles. Directrices para la organización de eventos sostenibles en Vitoria-Gasteiz*. Vitoria-Gasteiz.

BCF Consultors (2006), Estudio del Turismo de Negocios en España. Turespaña.

BCF Consultors (2009), Informe de medición del Turismo de Reuniones en España 2008. Turespaña.

BCF Consultors (2010), Auditoría del Mercado Ferial 2009. AFE - Asociación de Ferias Españolas.

BCF Consultors (2011), Actividad del mercado de Reuniones en España 2010. Spain Convention Bureau.

BCF Consultors (2012), Estudio del mercado congresual en Barcelona. Barcelona Convention Bureau.

BCF Consultors (2013). Estudio del mercado congresual en Barcelona. Barcelona Convention Bureau.

Clark, Greg (2008), Local Development. Benefits from Staging Major Events. OECD

Eurostat (2000), Methodological manual for statistics on congresses and conferences. Eurostat Press.

Flamarich, M. (2012)"La financiación de los congresos" Conexo - 162. Madrid. 2012. Página 2.

Flamarich, M. (2010), "Turismo de Negocios en España. Balance y perspectivas". Índice UAB de Actividad Turística 2010, 59-82. Universitat Autònoma de Barcelona, Escola de Turisme i Direcció Hotelera.

Flamarich, M. (2011), Turismo de Negocios (eventos) en España. Análisis y perspectivas". Papers de Turisme, 59-76. Generalitat Valenciana, Conselleria de Turisme, Cultura i Esport.

OMT. (2014) Informe global sobre la indústria de reuniones. 2014

PNUMA (2009). *Guía para reuniones verdes 2009*. París.

PNUMA - OMT (2006). *Por un turismo más sostenible*. Madrid.

Ramírez Avila, Esthela A. (2005). Turismo de Negocios. Editorial Trillas.

Spain Convention Bureau (2014). Actividad del Mercado de Reuniones en España, 2013.

Spain Convention Bureau (2017) Medición del Turismo de Reuniones relativo al año 2016 en las ciudades asociadas al Spain Convention Bureau, 2017

Torrents Fernández, Raimond (2008), Eventos de empresa. Deusto. VV.AA. 2008

Turismo de Negocios y reuniones. Convenciones, congresos e incentivos. (2008). Turismo Universidad y Empresa. Ed. Tirant lo Blanc

Software

-