

Master's Dissertation

Code: 43081
ECTS Credits: 9

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

Contact

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Teaching groups languages

To check the language/s of instruction, you must click on "Methodology" section of the course guide.

Prerequisites

There are no prerequisites

Objectives and Contextualisation

- 1.-Acquire the knowledge and skills to successfully develop original research work
- 2.- Apply the knowledge acquired and the ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their field of study
- 3.-Integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments
- 4.- Communicate clearly and unambiguously conclusions, knowledge and the reasons that support those judgements to specialized and non-specialized audiences
- 5.-Demonstrate that they have the learning skills that will allow them to continue studying autonomously

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.
- Design and plan communication and marketing actions for an event, taking into account the vision of the company commissioning it.

- 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 implement sectoral analyses and business plans in the field of event tourism.
- 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.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- 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 statistics on new trends in the event tourism sector.
3. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
4. Compare different geographic areas using available data on event tourism.
5. Compile pre-existing and newly created empirical data.
6. Conduct academic research on the state of the event tourism sector in a particular geographic area and/or period.
7. Continue the learning process, to a large extent autonomously.
8. Create and design a new event.
9. Develop a marketing plan to improve an existing event.
10. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
11. Locate available literature and data on event tourism.
12. Make correct use of citation and references.
13. Perform a market survey for a specific event.
14. Plan and organise venues and management interventions on the basis of critical analysis and synthesis.
15. Select from and summarise the specialist literature.
16. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
17. Use academic language in writing.
18. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

In the first Module, three lectures focus on explaining research techniques related to a research project, as well as those that apply to a Business Plan.

Each student has a Master Final Project tutor who specifies the process and calendar for reviewing the progress of the work.

Methodology

Learning activities

1. In-person activities:

1.1 Teacher lectures

1.2 Tutoring sessions

2. Outside the classroom work with tutored sessions:

2.1. Personal study

2.2 Bibliography search

2.3. Data collection

2.4 Preparation of the Final Master's Project

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	12	0.48	2, 4, 5, 6, 10, 11, 12, 14, 15, 16, 18
Type: Supervised			
Partial delivery work	11	0.44	2, 4, 6, 7, 8
Tutoring	10	0.4	3, 4, 7, 13, 14
Type: Autonomous			
Preparation of the Final Master's Project	177	7.08	2, 3, 4, 5, 6, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18

Assessment

Evaluation Tutor Final Master Project: 30% of the grade

Presentation and defense of the Final Master's Project. Defense committee evaluation: 70% of the grade

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation tutor Final Master Project	30%	5	0.2	2, 3, 6, 8, 10, 12, 13, 14, 15, 16, 17, 18
Presentation and defense of the Final Master's Project	70%	10	0.4	1, 3, 4, 5, 7, 9, 10, 11, 14, 16, 18

Bibliography

Máster Universitario en Dirección y Organización de Turismo de Eventos: Normativa y Guía básica de los aspectos formales para la elaboración del Trabajo Final de Máster

Urbano, David y Rodríguez, Lluís: GUIA PARA LA ELABORACIÓN DE UN PLAN DE EMPRESA¹ David Urbano y Lluís Rodríguez Departamento de Economía de la Empresa. Universitat Autònoma de Barcelona

Software

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