

Degree	Type	Year
2500894 Tourism	OT	4

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

No prior experience in event management is needed nor pre-requisites

Objectives and Contextualisation

The subject, as it emerges from its name, tries to offer students all those elements that are essential to organize any type of event (online/offline) in their different modalities and dimensions, whether they are developed in a hotel complex, in a convention center, online or in a certain space authorized to organize this type of event.

In this class, we will analyze the whole process for the events organisation, manage them efficiently, considering possible problematics that can be found according to each event context.

At the end of the subject, the student should be able to:

1. Identify the key elements in planning and designing an event
2. Understand the main skills needed in order to manage an event such as communication, organization and dedication.
3. Evaluate correctly (internally and external) any event and determine its success via ROI measurements.

Competences

- Apply the concepts related to tourism products and businesses (economy and finance, human resources, commercial policy, markets, operations and strategy) in the different parts of the sector.
- Behave ethically and adapt to different intercultural contexts.
- Define and apply objectives, strategies and commercial policies in tourism businesses and entities.
- Demonstrate knowledge and understanding of the tourism phenomenon from the perspective of sustainability and quality management.
- Develop a capacity for independent learning.

- Display a customer service orientation.
- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
- Identify the legal framework governing tourism activities and the entities that conduct them.
- Manage human resources in tourism organisations.
- Plan and manage activities on the basis of quality and sustainability.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Show initiative and an entrepreneurial approach to business creation and management in the tourism sector.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Apply the business concepts company related to tourism products and organisations in the different parts and activities of the sector.
2. Behave ethically and adapt to different intercultural contexts.
3. Develop a capacity for independent learning.
4. Develop the principles and criteria of sustainability and quality management in tourism and extend them to other activities.
5. Display a customer service orientation.
6. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
7. Identify and apply quality certification systems as a business strategy.
8. Identify and apply the elements of public law (administrative law, tax law and tourism law) and private law that regulate certain tourism activities and entities.
9. Manage human resources in tourism organisations.
10. Plan and manage activities on the basis of quality and sustainability.
11. Propose creative alternative solutions to planning and management problems in departments, activities or services in new areas of the tourism sector and in special tourism entities and products.
12. Show initiative and an entrepreneurial approach in the case of departments, activities, functions and entities of other types, to improve tourism management.
13. Use communication techniques at all levels.
14. Work in a team.

Content

- 1- Event industry: types of events
- 2- Event production
- 3- Protocol, invitations and program
- 4- Providers, transport and accommodation
- 5- Catering
- 6- Strategic communication
- 7- Sponsorship and brand ambassadors
- 8- Congresses
- 9- Budget and cotations

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Event Planning, Execution and Attendance	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Practical lessons from external speakers	0	0	1, 4, 7, 8, 11, 12
Theoretical Classes	0	0	1, 4, 7, 8, 11, 12
Type: Supervised			
Face to Face Tutoring	0	0	1, 2, 6, 11, 12, 14
Type: Autonomous			
Case Studies	0	0	1, 2, 3, 4, 5, 6, 7, 10, 11, 12

Language of the course: English

Theoretical Classes

Classes focused on teaching the basic concepts used in the event industry (Main associations, forms of communication, organization tools, event analysis, ROI development, etc...)

Practical Classes

The students will work together with the professor in real life cases, in class, and make the needed analysis in order to learn the expected skill and apply it correctly for future event management.

Case Studies and Presentations

The class will be divided in committees, assigned by the professor, and each will be given one case study to analyze, develop and present in class.

The cases will be regarding the event industry and focused on the topics been discussed in class.

Event Planning, Execution and Attendance

The professors of the subject will coordinate the organization of an event. This organization will be in charge of the students, supervised at all times by the Professor, which will allow them to put into practice the contents explained by the professor in the classroom.

Face-to Face tutoring

The organization of the event will require that the committees meet with the profesor in order to review tasks given, develop organization and plan accordingly the event.

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Case studies and presentations	30%	25	1	2, 3, 6, 9, 11, 12, 13, 14
Counter-briefing Presentation	20%	15	0.6	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Event Planning	40%	28	1.12	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Participation and attendance	10%	7	0.28	1, 3, 5, 6, 7, 9

CONTINUOUS EVALUATION (EVENT PLANNING)

All students that choose to do the continuous evaluation must attend to a minimum of an 80% of lessons and they will plan a real event as a final project.

The continuous evaluation system consists of the following requirements:

- A) Attendance and Participation (10%) - attendance of a minimum of 80% in the Theoretical and Practical classes (Maximum of three absences)
- B) Case studies and presentations (30%) - Professor will divide the class in committees, which will work together during the course. Practical/real cases will be given to the committees of the event industry in order to analyze, develop, evaluate and present conclusion in class.
- C) Event Planning and execution (40%) - The organization of an event with the guidance of the Professor and Staff of UAB if needed. The attendance to the final project presentations is mandatory in order to pass the subject.
- D) Counter-briefing (20%)- preparation of a proposal for your customer in order to start with the event organisation.

IMPORTANT INFORMATION: The official ONLINE communication from the professor towards the students during the course will be done via MOODLE/ official UAB email.

SINGLE EVALUATION

A student that choose to do the UNIQUE evaluation will NOT be part of the Event Planning of the event

Students that choose to have the unique evaluation are obligated to present a signed document specifying that they want to follow the single evaluation.

FINAL EXAM / RE-EVALUATION

The final exam will include theory and practical case questions related to the event attended. This will be 100% of the final grade

The date will be the day and time set in the academic calendar in the official program of the center.

NO AVALUABLE

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final project presentations.

Bibliography

QUINN, Bernadette (2013) *Key Concepts in Event Management*. Publisher: Sage Publications Ltd

EDVI GRACIA, Ardani (2017) *The Importance of the Venue Selection in an Event Organization Case Study: Special Event Organization Rencontre Alumni Entrepise 1 & 2*. E-Journal of Tourism, Vol 4, Iss 1

Cheryl MALLEN and Lorne ADAMS (2013) *Event management in sport, recreation and tourism: theoretical and practical dimensions*. Publisher: Routledge

FENICH, George G. (2015) *Planning and Management of Meetings, Expositions, Events and Conventions, Global Edition*. eBook

GETZ, Donald (2018) *Event Evaluation: Theory and Methods for Event Management and Tourism*. eBook

LUNDERGER, Erik; AMBRECHT, John; ANDERSSON, Tommy D.; GETZ, Donald (2017) *The Value of Events*. eBook

A rigorous text-subject correlation cannot be established since most of the class is based on practical case that are current and happening as they are applicable to the subject in general

Software

Subject to the event that will be coordinated by the class. The professor will give the plausible calendar in Class

Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	second semester	morning-mixed
(TE) Theory	2	English	first semester	morning-mixed