Events Tourism. Management Techniques for Events Management and Planning

Code: 43077
ECTS Credits: 9

2024/2025

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

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Teaching groups languages

You can view this information at the end of this document.

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

Activities and Methodology

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

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 exercice 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.

Assessment

Continous Assessment Activities

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

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%

Bibliography

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Ortega Nuere, Cristina e Izaguirre Casado, Magdalena (eds) (2010): Los eventos: funciones y tendencias- Documentos de Estudios de Ocio, núm. 39. Deusto

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

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

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

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Torrents Fernández, Raimond (2008), Eventos de empresa. El poder de la comunicación en vivo. Deusto.

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

Software

Within the established calendar, 15 minutes of a class will be reserved for the students to complete the evaluation surveys

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Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	first semester	morning-mixed