

Code - Course	064602 – Conference and Event Organization		
Thematic Area	Tourism services and business management	Year	Third / Fourth
Course Type	Optional (Tourism management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

The number of delegates and participants at professional events has tripled worldwide -but particularly in Catalonia -in the last 15 years. Barcelona ranked as the world's third leading city in the organization of international congresses in 2008. In such a scenario it is essential to know the role played by Convention Bureaus in attracting this type of tourism, which is regarded as one having the highest standards and with the highest purchasing power.

It is expected that the meetings industry will become even more globalized and that corporate budgeting for event organization will increase despite the world's economic downturn. The importance of face to face meetings and the outcomes yielded by the events sector have convinced the market -with facts and figures- of the positive impacts on their businesses generated by the MICE sector.

However, the success of an event depends on the professionalism and expertise of the organizer, whether a travel agency, a professional congress operator or an incentive travel company, among other typologies. Knowing how to attract, organize and manage events, whether for business, meeting or individual tourism becomes absolutely necessary from now on to master the latest models of tourism management.

GENERAL SKILLS

GS03-Have initiative and an entrepreneurial spirit.

GS06- Be customer-oriented.

SPECIFIC SKILLS

SS10- Market tourism products, services, and projects

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

ACADEMIC CONTENTS

1. Tourism and events, complementary industries.

- 1.1. An in-depth study of the sector.
- 1.2. The role of Convention Bureaus.
2. Professional event organizers.
 - 2.1. The main types of organizers.
3. Event suppliers.
 - 3.1. Professional event suppliers.
4. Types, organization and management of professional events.
 - 4.1. Main events.
5. New technologies in the event sector.
 - 5.1. Management programs.
 - 5.2. Technological innovation in the event sector.

LEARNING METHODOLOGY

The teaching-learning methodologies applied for this subject include an array of activities and actions so as to respond to the acquisition of the key competencies related to the subject and which imply the development of different skills:

- Lectures
- Explanatory lessons
- Guided discussion
- Case studies
- Field trips/ professional visits

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that

provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of evaluation	Continuous	Single
Projects delivered by the student	15 %	40 %
Individual Written Final Exam	40 %	60 %
Resolution of practical exercises	45 %	---

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

Los eventos: funciones y tendencias • Autor: Varios • Editorial: Instituto de Estudios de Ocio. Universidad de Deusto • Año de Publicación: 2010 • Idioma: Castellano • Enlace: Unión de Editoriales Universitarias Españolas

La creatividad en eventos • Autor: Amparo Barriga Hidalgo • Editorial: Protocolo • Año de Publicación: 2010 • Idioma: Castellano • Enlace: Ediciones Protocolo

Manual de gestió d'esdeveniments • Autor: Mònika Jiménez Morales • Editorial: Eumo Editorial • Año de Publicación: 2007 • Idioma: Catalán • Enlace: Casa del Libro

Special events . • Autor: Joe Goldblatt • Editorial: Wiley • Año de Publicación: 2002 • Idioma: Inglés • Enlace: Amazon

MPI's Planning Guide: A Source for Meetings and Conventions • Editorial: MPI • Idioma: Inglés • Enlace: MPI

Manual práctico para organización de eventos: Técnicas de organización de actos • Autor: Carlos Fuente • Editorial: Protocolo • Año de Publicación: 2006 • Idioma: Castellano • Enlace: El Corte Inglés

Meeting Architecture • Autor: Maarten Vanneste • Editorial: Meeting Support Institute • Año de Publicación: 2008 • Idioma: Inglés • Enlace: MeetingArchitecture.com

Marketing de eventos • Autor: Barry Siskind • Editorial: Deusto • Año de Publicación: 2009 • Idioma: Castellano • Enlace: El Corte Inglés

Organizar un acto con éxito • Autor: Brian Salter, Naomi Langford-Wood • Editorial: Gestión 2000 • Año de Publicación: 2004 • Idioma: Castellano • Enlace: El Corte Inglés

Presentaciones inteligentes • Autor: Jennifer Rotondo, Mike Rotondo • Editorial: McGraw Hill Profesional • Año de Publicación: 2002 • Idioma: Castellano • Enlace: Casa del Libro

Protocolo y organización de eventos • Autor: M^a Teresa Otero Alvarado • Editorial: Editorial UOC • Idioma: Castellano • Enlace: Unión de Editoriales Universitarias Españolas

Creation and design of event (en xinès)

<http://www.shrmms.com/query/bookdetail.asp?bookcode=b001982>Herrero, P. (2000).

Gestión y organización de congresos: operativa, protocolo y ceremonial. Editorial Síntesis. Madrid.

Triviño, Y. (2006). Gestión de eventos feriales: Diseño y organización. Editorial Síntesis . Madrid.