

Subject Study guide “Organization of Congresses and Events”

1. IDENTIFICATION

- ✓ **Subject name: Organization of Congresses and Events**
- ✓ **Code: 101222**
- ✓ **Degree: Degree in tourism**
- ✓ **Academic course: 2018-2019**
- ✓ **Subject type: Optional**
- ✓ **ECTS Credits (hours): 3 (75)**
- ✓ **Teaching period: Second semester**
- ✓ **Teaching language: English**
- ✓ **Teachers: Olga Bravo**
- ✓ **Email:**

2. PRESENTATION

The subject, as it emerges from its name, tries to offer students all those elements that are essential to organize congresses, debates, symposia or any type of events in their different modalities and dimensions, whether they are developed in a hotel complex, in a convention centre or in a certain space authorized to organize this type of event. The main activities that usually associate with them are also analysed.

3. EDUCATIONAL GOALS

At the end of the subject the student will be able to:

1. To know the proper names of the scope of conventions and events in general.
2. To describe what are the most common activities linked to the organization of events.
3. To know the main parts of a convention and congress centre: a particular hotel and any space enabled for this purpose in general.
4. To know how to plan and evaluate an event from within.
5. To know the external operative elements.
6. To have the necessary criteria to analyse the scope of the fairs.
7. To know how an event is commercialized.
8. To have the sensitivity to apply and transmit respect for issues related to the environment.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC COMPETENCES

CE1. To demonstrate that you know and understand the basic principles of tourism in all its dimensions and areas.

CE2. To identify the legal framework that regulates tourism activities and the entities that develop them.

CE6. To demonstrate that you know and understand the tourism phenomenon within the framework of sustainability and quality management.

CE7. To define and apply the objectives, strategies and commercial policies in tourism companies and entities.

CE8. To manage communication techniques of companies of tourism organizations: internal, external and corporate.

CE9. To communicate orally and in writing in a first foreign language, in a second and a third foreign language within the field of tourism, as well as in different environments related to this field.

CE11. To demonstrate initiative and entrepreneurial attitude in the creation and management of companies in the tourism sector.

CE12. To apply the tools of information and communication technologies (reservation management programs, travel agency management packages, hotel management programs, etc.) to the areas of management, planning and products of the tourism sector.

CE18. To analyse the information, both quantitative and qualitative, relative to the economic dimension of the tourism sector, as well as its companies (characteristics of the companies, evolution of the weight of tourism, market studies, etc.).

CE19. To integrate knowledge and skills to develop an academic or professional work in the field of the tourism sector.

CE20. To demonstrate that student understands the relationship and impact of Information Systems in business management processes.

CE21. To integrate the skills acquired in the practice environment.

TRANSVERSAL COMPETENCES

1. Improve your ability to work as a team.
2. Learn to improvise in unexpected situations.
3. Know how to capture the desires and idiosyncrasies of each client.
4. Learn to plan with method and rigor.
5. Increase knowledge of the resources themselves.
6. Increase the level of demand with oneself and the critical spirit.
7. Learn to organize ideas and to prioritize their implementation.
8. Know how to transmit clear operating rules.
9. Learn to make the most of available resources.

5. TOPIC AND CONTENT

- 1 Analysis of the sector (4h)
- 2 The different types of events (4h)
- 3 The actors of the sector (4h)
- 4 The organization of an event (4h)
- 5 Case study: a destination, a congress and a convention (4h)
- 6 Centres of conventions and hotels: concept (4h)
- 7 Planning and internal evaluation of an event: the point of view of place (4h)
- 8 Commercialization: place and event (2h)

6. RECOMMENDED BIBLIOGRAPHY

DAVIDSON, Rob and COPE, Beulah (2002). *Business Travel: Conferences, Incentivo Travel, Exhibitions, Corporate Hospitality and Corporate Travel*. Pearson Education

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 Entreprise 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

Lundberg, 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 books analyze content and assumptions applicable to the subject in general.

7. TEACHING METHODOLOGY

The classes will be fundamentally practical. The professors of the subject will coordinate the organization of an event that will take place on the UAB Campus: *Tourism – The Great Debate*. This organization will be in charge of the students, supervised at all times by the teachers, which will allow putting into practice the contents explained by the teachers in the classroom.

TRAINING ACTIVITIES

Activity	Hours	ECTS	Learning outcomes
Type: Directed			
Theoretical classes	20	0,8	CE1, CE2, CE6, CE7, CE8, CE9, CE11, CE19, C20.
Practical cases and presentation of works	20	0,8	CE1, CE6, CE7, CE8, CE9, CE11, CE12, CE19.
Type: Supervised			
Tutorials	5	0,2	CE1, CE18.
Type: Autonomous			
Resolution of practical cases	15	0,6	CE1, CE6, CE7, CE8, C9, CE11, CE12, CE19.
	10	0,4	CE1, CE6, CE8, CE11, CE19.
Preparation of works			
Study	5	0,2	CE1, CE2, CE6, CE18, CE20.

8. ASSESSMENT SYSTEMS

A) CONTINUOUS EVALUATION

The evaluation of the subject by the continuous evaluation system consists of the following requirements:

- a) Perform a minimum of 80% of the practices developed during the course (40% of the final grade).
- b) Participate in the preparation of the *Tourism – The Great Debate*, as well as attend the day of its celebration (10% of the final grade). To pass the subject through the continuous assessment system, it is essential to attend the celebration of the *Tourism – The Great Debate*.
- c) Realization of the final exam in which will be included questions related to the contents explained by the professors, as well as aspects of the practical part of the subject (50% of the final grade).

To make the weighted averages corresponding to each part of the final grade, you must pass the final exam mentioned in section "c".

B) UNIQUE EVALUATION

Final exam of the whole subject on the days and hours established in the official program of the center, both in relation to the final evaluation and the re-evaluation exam.

C) REEVALUATION

Students who in the final evaluation have obtained a grade equal to or greater than 3.5 and less than 5 will be able to submit to the re-evaluation. The maximum grade of this re-evaluation will not exceed 5 as a final grade. The date will be the day and time set in the academic calendar in the official program of the center.

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
Theoretical Exam	50%	2	0,08	CE1, CE2, CE6, CE7, CE8, CE9, CE11, CE19, C20.
Practical Works	40%	10	0,4	CE1, CE6, CE7, CE8, CE9, CE11, CE12, CE19, CE21.
<i>Debats Turístics</i>	10%	6	0,24	CE1, CE2, CE6, CE7, CE8, CE9, CE11, CE12, CE19, C20, CE21.

9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	Topic 1. Analysis of the sector	- Master class - Group practice - Correction of Practice	3
2	Topic 2. The different types of events	- Master class - Group practice - Correction of Practice	3
3	Topic 3. The actors of the sector	- Master class - Group practice - Correction of Practice	3
4	Topic 4. The organization of an event	- Master class - Group practice - Correction of Practice	3
5	Topic 5. Case study: a destination, a congress and a convention	- Visit, guided by the teachers, of a hotel and / or a convention centre.	3
6	Topic 5 (Continuation). Case study: a destination, a congress and a convention	- Master class - (Outside the classroom) preparation of <i>Tourism – The Great Debate</i> by different groups of students.	3
7	Topic 6. Centers of conven-	- Master class	3

	tions and hotels: concept	- (Outside the classroom) preparation of <i>Tourism – The Great Debate</i> by different groups of students. - Group practice	
8	Topic 7. Planning and internal evaluation of an event: the point of view of place	- Master class - (Outside the classroom) preparation of <i>Tourism – The Great Debate</i> by different groups of students. - Visit and analysis of the headquarters of the <i>Tourism – The Great Debate</i>	3
9	<i>Tourism – The Great Debate</i>	- Organization, development and analysis of the <i>Tourism – The Great Debate</i> by the students under the supervision of the teachers.	3
10	Topic 8. Commercialization: place and event	- Master class - Joint conclusions of the development of the <i>Tourism – The Great Debate</i>	3

10. ENTREPRENEURSHIP AND INNOVATION

Planning, organization, development and subsequent analysis of a real symposium, called *Tourism – The Great Debate*, which takes place in a space located on the UAB Campus. The students, under the coordination of the teachers, perform the necessary tasks so that the act is carried out successfully, applying the knowledge learned in the classroom, placing special emphasis on the areas of entrepreneurship and innovation.