

GRADO EN TURISMO

Subject	Events Management	Code	800053
Module		Area	
Character	Optional	Credits	6 ECTS
Curriculum	0810 – Tourism Degree (2009-10)	Course y Semester	3th curso / 2º semester

Departament	Business Organization
Coordinator	Ignacio Ruiz Guerra
Academic Course	2023/2024

SINOPSIS

BREVE DESCRIPTOR
<p>Research about tourism event general organization and its protocols, and business work dynamics in events sector within the framework of tourism. It will develop contents about strategy and operations.</p> <ul style="list-style-type: none"> - Tourism evento. - Tourism events. - Business and models. - Events planification. - Financing of the evento: Budget. - Suppliers. - Event Production: pre-event, event and post-event. - Protocol in a tourism event. - Event security. <p>They will be analyzed different methodologies about tourism event management focused on theory and practice through case study.</p> <p>They will be special attention about protocol and different event models like congress, workshops, international fairs about the relevance of this kind of formats.</p>
PRE-REQUISITES
None
OBJECTIVES
Learning Outcomes
<ul style="list-style-type: none"> - Identify different kind of events.

- Know basic elements to organize and manage tourism events.
- Analyze the planification and production of tourism events and their work protocols.
- Tools and models of tourism events.

Competences

General competences:

CG2: Oral and written communication in native language.

CG3: Problem resolution.

CG4: Critical thinking.

CG6: Team working.

Specific competences:

CE2: Analyze economic tourism dimension.

CE6: Develop a strong customer service orientation.

CE12: Manage the different types of tourism entities.

CE13: Use communication tools and thecnics.

CE19: Know operative process about different sectors in tourism activities.

CE22: Plan and manage human resources in tourism organizations.

CONTENTS

(Programa de la asignatura)

ACTIVIDADES DOCENTES	HORAS	PRESENCIALIDAD
Class attendance and active participation	24	100%
Guided activities	18	55 %
Student´s autonomous work	6	0%
Teamwork	12	10%

ASSESMENT

Sistema de evaluación	Participación en la Nota Final
Oral and/or written tests	50%
Classroom presentations	15%
Teamwork and/or individual work and reports	20%
Participation and attitude of the student throughout the semester	15%

Assessment observations:

Notas aclaratorias sobre evaluación ordinaria y extraordinaria:

- Students can use 2 opportunities to pass de assesment. .
- Practice is valid for ordinary and extraordinary opportunity.
- To obtain an average grade it is necessary to pass the exam with at least 5 points. (five points), Once the exam is passed, the exam will be done with practices, team and individual work, and oral presentations.

The dates and times of the exams in each call (ordinary and extraordinary) are those determined by the Faculty in accordance with the official exam calendar.

RESOURCES

BIBLIOGRAPHY

Campos García de Quevedo, G. (2008) Producción de eventos. La puesta en escena del protocolo. Ediciones Protocolo. Madrid.

Dorado, J. A. y García Isa, M. I. (2010) Protocolo y comunicación. Editorial Síntesis. Madrid.

Herrero Blanco, P. (1999) Gestión y Organización de congresos. Operativa, protocolo y ceremonial. Editorial Síntesis. Madrid.

ADDITIONAL INFORMATION

IDIOMA EN QUE SE IMPARTE

English

OTRA INFORMACIÓN