

Academic Year: (2020 / 2021)

Review date: 10-07-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Electives ECTS Credits : 3.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Operations and Processes

OBJECTIVES

This course aims to introduce students to the tourist event management. To achieve this goal students must acquire a range of knowledge, skills and attitudes.

As regards knowledge, at the end of the course the student will be able to:

- Know and understand the nature and concept of the tourist events.
- Understand and develop tourism event planning.
- Know and understand the decisions of outsourcing certain activities.
- Know and control of the event tourism.
- Understand and correctly apply information technology and communications (TIC).

As for specific skills, at the end of the course, students will be able to:

- Design in practice a tourist event.
- Using the tools of quantitative and qualitative methods to resolve the issues associated with the planning of activities and tasks to develop before, during and after the event tourism.
- Manage tasks and activities to develop before, during and after the conclusion of the tourism event.
- Identify sources of generation problems during the celebration of the tourism event.

In terms of general abilities, the course will work:

- The ability to make decisions.
- The ability of leadership, conviction, motivation and influence on others.
- The ability to work as a team.
- The ability to work with tools and new information and communication technologies (ICTs).
- The ability to adapt to new situations.

In terms of attitudes, the student after completing the course should have:

- Initiative and entrepreneurial spirit.
- An open mind, accepting the views of other colleagues.
- A critical attitude to justify the decisions carried out.
- An enthusiastic attitude to solving problems.

DESCRIPTION OF CONTENTS: PROGRAMME

This course will study and analyze the issues associated with the design and planning of activities to develop before, during and after the conclusion of tourist events, and examines the decisions to outsource some of the same. Finally, we present some of the rules of protocol that must be met in any event.

1. Tourist events. Concepts and characteristics.
2. The design and planning: planning and control techniques.
3. Outsourcing decisions.
4. Protocols.
5. The celebration of the event.
6. Post-event management.

LEARNING ACTIVITIES AND METHODOLOGY

The knowledge and specific skills and attitudes will be acquired by students through lectures, business cases and the realization by students supervised activities.

The general skills will be worked out in supervised activities to deliver through teamwork.

The course will have the following development:

Students will receive three sets of teaching materials for the course:

- 1) Slides.
- 2) Business cases.
- 3) Supervised activities.

ASSESSMENT SYSTEM

The evaluation system is as follows:

- The final exam will aim to verify the extent to which knowledge and skills to adapt to new situations have been acquired by the student.
- Supervised activities and cases of companies will work all the attitudes and skills identified and will account for 40% of the final grade.

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| % end-of-term-examination: | 10 |
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| % of continuous assessment (assignments, laboratory, practicals...): | 90 |
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BASIC BIBLIOGRAPHY

- Triviño, Y. 2006. Gestión de eventos feriales., Síntesis..