Tourism event management and protocol

Academic Year: (2022 / 2023)   **Review date: 10/05/2022 19:19:23**

Department assigned to the subject: Business Administration Department

Coordinating teacher: ALVAREZ GIL, MARIA JOSEFA

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

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, events and 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

% end-of-term-examination/test:	0
% of continuous assessment (assigments, laboratory, practicals…):	100

In order to evaluate the knowledge, skills and abilities achieved by students of the course, we will use a continuous assessment mechanism and a final exam.
In the continuous assessment mode, two types of tests are developed:
a.- 2 multiple-choice tests with practical content, each with a maximum score of 25% of the total grade for the subject (maximum total score: 50%)
b.- 2 deliveries of team work, with theoretical/practical content, with a maximum score of 25% of the total grade for the subject each (maximum total score: 50%)

Those students failing to pass any of the 4 proofs can take a complementary test focusing in the corresponding four sections, i.e., test1, test2, deliveries 1, and deliveries 2.

Students need to participate in all grading components. Not participating in one or more of the grading components leads to an overall "fail" and immediately results in a final ordinary exam.

Regarding the ordinary and extraordinary final exams, both are designed to serve students who have not followed the continuous assessment. Its contents correspond to the syllabus seen during the course and the exams will consist of Theory and Practice. The weight of each of them in the composition of the final grade is as follows: THEORY 50% and PRACTICE 50%. This approach is also followed in the extraordinary examination.
The grade obtained in the ordinary exam can never lead to a final score higher than that included in the UC3M evaluation standards in this regard.
The grade obtained in the extraordinary exam may be worth up to 100% of the final grade in the extraordinary call.

BASIC BIBLIOGRAPHY

 - Romero, C. 1997. Técnicas de programación y control de proyectos., Pirámide..

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

ADDITIONAL BIBLIOGRAPHY

 - Razaq Raj, Paul Walters , Events Management Principles and Practice, sage, third edition 2017

 - Holloway, J.C., and Humphreys, C. The business of tourism, Sage, Edición 11, 2020