

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

## Teaching guide

Area: Advanced Operations

Subject: Events Management

Period: Semester 5

Lecturers:

Dr. Antonio Hermosilla Ufarte

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MODULE: INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

AREA: ADVANCED OPERATIONS

SUBJECT: EVENTS MANAGEMENT

CODE: OB5AOP-II

LANGUAGE: ENGLISH

YEAR: 3

PERIOD: SEMESTER 5

CREDITS: 3 ECTS

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## 1. Subject objectives

In this course you will learn the basic steps in the process of event management from having the idea for the content of the event to its production and evaluation of the results as well as presenting it to the client/audience. In the first part of each class new content such as theory and concepts will be introduced and in the second part the obtained knowledge will be applied in small groups working on assignments. All activities and assignments will touch on aspects of designing, creating, budgeting, operating and handling an event. This will deal mostly with corporate events. The intention is to familiarize students with the industry and the scope of its relevance.

## 2. Competencies developed

### Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

### General

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G09 - Sensitivity and intercultural awareness: understands and interprets the influence of culture on the values and behaviours of individuals and organizations.

G10 - Orientation towards others/the client: implies the desire to help or serve others/the client, to discover and satisfy their needs.

G11 - Planning and organization: reflects a constant concern for minimizing uncertainty in the environment and comply with established quality parameters.

G12 - Development of Organizational Culture: understands the relationships and lines of action within the organization.

G15 - Leadership: demonstrates the intention of assuming a leadership role of a group or a work team. Implies the desire to guide others which may not be associated to positions of formal authority.

### **Specific**

E03 - Recognize the main tourist operators and the main political administrative structures.

E07 - Analyze the impacts generated by tourism.

E10 - Manage financial resources.

E12 - Define objectives, strategies and marketing policies.

E16 - Knowledge of the operating procedures of intermediaries.

### **3. Content**

Session 1: Block 1 Lecturer's introductory session . Introduction to the world of events Current state of the industry on a local, national and global scale. . Related material: Lecturer presentation

Session 2: Block 1: Key players DMC's; PCO's; Convention Bureau; DMO: venue finders; . Related material: Articles on DMC's & PCO's; MCI, Vok Dams, Kuoni, Carlson Wagonlit webs to be analyzed

Session 3: Block 1: Lecture: Trade Fairs Types of trade fairs Players in the trade fairs world . Related material: PRACTICUM 1 in class, obligatory for all students. One trade fair to be selected, prepared and presented in class. Graded mark in groups. Read articles about Fira de Barcelona. Surf their website

Session 4: Block 1: Lecture: Types of events .Typologies .Congresses, conventions, incentives and fairs. Music festivals. Product launches. . Related material: Surf web of other city trade fairs in : Frankfurt; Geneva; Madrid; Paris; Chicago; Seoul; Río de Janeiro; Shanghai

Session 5: Block 2: Special Events Lecture with powerpoint presentation Event planning Groupings typology Final presentation Part 1 . Related material: TEST. IN CLASS & obligatory TEST for students on materials covered till now.

Session 6: Block 2: Human Resources aspects in events .Lighting / Staging/ Technology/ Budget in events . Related material: Articles handed out

Session 7: Block 2: Human resource planning process presentation. Motivation. Elements in the choice of venue; key aspects (AV, IT, light & sound, staff...); . Related material: PRACTICUM 2 IN CLASS obligatory for all students. To be selected, prepared and presented in class on a chosen MICE destination. Graded mark per group.

Session 8: Block 2: Elements of event logistics. Checklists. .Budgeting Case: past Cardiology congress .Phases of budget planning. Test 2. Related material: Case reading on European Congress (if time allows)

Session 9: Block 3: FAILED INTERNATIONAL EVENTS. In class search on the Internet and brief group presentations. . Related material: FINAL PROJECT issues following guidelines by the instructor.

Session 10: Block 3: FINAL PROJECT student presentations in groups. Reading on CRISIS. Essentials to bear in mind. Plan B; contingencies. Related material: FINAL PROJECT presentations following guidelines provided by the lecturer.

Session 11: Block 3 FINAL PROJECT student presentations in groups. Essentials to bear in mind. Plan B; contingencies. Related material: Final course review session

Session 12: Block 3: Final recap. Exam review. The current industry situation. . Related material: Final Exam Review

#### 4. Teaching methodology

**Finding information and preparation and organization of material.** Web based search for information Type of exhibitors to IBTM trade fair in Barcelona (typologies)

**Plenary Lectures.** Explanation and exposition by the lecturer in class with powerpoint and other materials (videos, articles)

**Self-study or Study Groups.** TWO Practicums will take place in class, to be done in groups on topics to be given on the day. One will be on trade fairs of all sectors. History; competitors; particularities; innovation; references The other practicum will be on a MICE destination: Location/description; facts and figures; pros & cons; marketing; web analysis; 7 slides maximum to be presented in 5 minutes maximum.

**Readings.** Regular articles from clippings and webs. On all aspects of the Hospitality Industry about current issues but mostly related to MICE, Events and the Industry.

**Working individually or in groups.** Final class project presentation In the first 6 weeks of the semester a topic has to be chosen and presented to the lecturer for approval. FINAL PRESENTATION: Oral Presentation of 15 minutes to the class based on POWERPOINT or PREZI. PRINTED document in WORD of 15 pages maximum to also be handed in to the lecturer following HTSI guidelines and proper referencing.

**Practical Exercises.** The practicums are intended to draw up critical and analytical conclusions based on comparative work done in the presentations by students in class

#### 5. Assessment activities

##### Regular examination call

• **In class practicums. TWO practicums will be carried out during the semester. These will be group practicum. These can be announced and will not be liable for resit, so attendance is very important. The only acceptable excuse will be illness or other issue of such nature with the proper certificate justifying the absence. They are planned for 8th of October and the 5th of**

**November 2019 but can be modified by the lecturer at will. (Oct, 07/2019)**

Supervised project (Group - 10%)

Evaluated competences: B1(1,3,5);B4(3,6,8); E12(1,2,4,5)

**• In Class Test 1 on all materials covered in the course so far. Multiple choice questions and possibly short essay. (Oct, 21/2019)**

Partial exam (Individual - 15%)

Evaluated competences: B1(1), B4(2,3,), E12(1,2,4,5), E16, G10, G12, G15

**• FINAL PRESENTATION--- Group presentation of an event to the rest of the class as per the guidelines provided by the lecturer. 15 minutes in 12- 15 powerpoint slides. Hand in of 15 pages WORD document on the same day. Days: 18th November and 25th November 2019 17th and 24th of November 2017 are dates of presentations (only one day per group) (Nov, 18/2019)**

Academic Work (Group - 25%)

Evaluated competences: B2, B3, B4, G7, G11

**• The final exam will be worth 50 points of the final course mark and needs to be passed to pass the subject. If failed a retake examination has to taken and passed with a minimum mark of 5. (Dec, 09/2019)**

Final exam (Individual - 50%)

Evaluated competences: B1(5),B2(1),B5(3),G9, G10, G12, E3(1/2), E7, E10, E12(2/5)

The minimum grade to pass the course is 5; built up by the various activities presented in the table above .

The student needs to get a minimum mark of 5 in the final exam to pass the subject.

70% attendance is required to be allowed to take the Final exam.

There might also be unannounced practicums which will not be retaken.

If the student fails the subject he/she will have to resit:

- retake the final exam if he/she got a mark below 5

- hand in a written project if he/she failed the practicums, tests and project presentations.

**Resit examination call**

**• Final written project (Jan, 20/2020)**

Academic Work (Individual - 40%)

Evaluated competences: B2(4),B3(2/7),B4(6/7,8), G7, G11

- **Final written exam (Jan, 20/2020)**

Final exam (Individual - 60%)

Evaluated competences: B1(5),B2(1),B5(3), G9, G10, G12, G15, E3(1/2), E7, E10, E12(2/5), E16

Students will have to hand in a written project if they failed the partial exams or supervised projects and take the Final exam if they obtained a mark below 5 out of 10 in the Regular examination call.

The student needs to get a minimum mark of 5 in the final exam to pass the subject.

At the resit examination call, the maximum grade for the final written project is a 5.

The maximum mark of the resit will be a 5.5 for the overall course. So the final class mark in resits can only be a maximum of 5.5

### **Repeating students without attendance: regular examination call**

- **Final written project (Jan, 20/2020)**

Academic Work (Individual - 40%)

Evaluated competences: B2(4),B3(2/7),B4(6/7,8), G7, G11

- **Final written exam (Jan, 20/2020)**

Final exam (Individual - 60%)

Evaluated competences: B1(5),B2(1),B5(3), G9, G10, G12, G15, E3(1/2), E7, E10, E12(2/5), E16

Students must have an overall 5 out of 10 to pass the subject.

The student should get a minimum mark of 5 in the Final exam to pass the subject.

### **Repeating students without attendance: resit examination call**

- **Final written project (Jan, 20/2020)**

Academic Work (Individual - 40%)

Evaluated competences: B2(4),B3(2/7),B4(6/7,8), G7, G11

- **Final written exam (Jan, 20/2020)**

Final exam (Individual - 60%)

Evaluated competences: B1(5),B2(1),B5(3), G9, G10, G12, G15, E3(1/2), E7, E10, E12(2/5), E16

Students must have an overall 5 out of 10 to pass the subject.

The student should get a minimum mark of 5 in the Final exam to pass the subject.

At the resit examination call, the maximum grade for the final written project is a 5.  
The maximum mark of the resit will be a 5.5 for the overall course.

### **Follow-up meetings**

Week 3 (Oct, 07/2019), 10:30 a 11:00

Week 7 (Nov, 11/2019), 10:30 a 11:00

Week 9 (Nov, 18/2019), 10:30 a 11:00

## **6. Bibliography**

### **Mandatory readings**

Events Management. Bowdin, Glenn, Mc Donnell, Allan, O'toole (2006).

Selection of various articles distributed by lecturer on current topics in the industry.

Selection of webs to be analyzed. Meeting planners, National Tourism Boards, DMC's, Convention Bureaux.

Some videos to be watched and analyzed

### **Recommended readings**

Vanneste Maarten (2007). Meeting Architecture, a manifesto. Vestagraphics , Poland

Magazine Evento plus (for occasional consultation) <http://www.eventoplus.com/eventos-magazine/>

For consultation, Event Manager Blog: <http://www.eventmanagerblog.com/>

## **7. Lecturer/s**

**Dr. Antonio Hermosilla Ufarte** (Head lecturer) - [antonio.hermosilla@htsi.url.edu](mailto:antonio.hermosilla@htsi.url.edu)

Contact hour: 11:30 on Mondays and always prior to arranging appointment.

## **8. Observations**

The course also aims to provide elements that will be thought-provoking within the realm of the fascinating world of Events Management. So there will be a strong need to "think outside the box" mainly in relation to the Hospitality industry but also tapping inspiration from other industries

\* No mobiles will be allowed in class. Laptops will be accepted in class for exclusive note-taking and for the practice assignments in the second part of the class. Strict entrance hours will be applied

\* Information on the academic calendar, exam timetables, and room assignment will be posted on the

virtual campus and on the faculty's web site once it is available.

\* Academic norms and regulations are an obligation for all the members of the academic community in the Faculty.