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COURSE CONTENT

Bachelor's Degree in Tourism
Academic Year [2024/25]

Code - Course	064437 – Protocol and Events Management				
Type	Elective	Year	4 th		
Thematic Area	Marketing and Commercialization	Credits	3 ECTS		
Teacher in charge of the course	Elsa Soro				
In-class	30 hours	Teacher-led	20 hours	Individual	25 hours

BRIEF COURSE DESCRIPTION

Protocol has existed for as long as human beings have been around, as it is a part of our lives and it is present everywhere. The major objective of this course is to identify all the important aspects related to protocol and etiquette both in social and professional environments |

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

SPECIFIC SKILLS

SS09- Understand and use information technology and information management systems in tourism.

SS17- Understand and implement quality standards in the processes of tourism service.

LEARNING OBJECTIVES

1. Have an evolutionary view of hotel marketing.
2. Identify key aspects of hotel products.
3. Know the basic principles of protocol and public relations.
4. Solve problems that customers may have.
5. Learn to work in a team to make strategic decisions in the organization of events.



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ACADEMIC CONTENTS

1. Introduction to the concept of Protocol
- Concept of Protocol
- The origins of Protocol
- Types of Protocol
2. Cross-cultural protocol
- Cultural differences and protocol
3. Social Protocol
- Concept of social protocol and social norms
- Dress code
- Table set-up and table manners
4. Presidence & Precedence, parts I and II
- Concepts of presidence and precedence
- Different ways to apply presidence and precedence
- Presidency transfer and double presidency
5. Corporate Protocol
- Behaving in a corporate environment
- Company code
- Corporate dress codes
- Introductions and handshakes
- Networking
6. Institutional Protocol
- State symbols
- Styles of address
- Precedence in institutional events
- Flag protocol

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:



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- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Presentation	Group	20%	-	Week 13
Project	Group	40%	40%	Week 13
Final Exam	Individual	40%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.



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Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Benito Sacristán, P (2000). Guía de Estilo, Protocolo y Etiqueta en la Empresa. Spain: CISS S.A.

Cabero Soto, C (2013). Protocolo en Hostelería y Restauración. Spain: Paraninfo

De Urbina, J.A. (2002). El Arte de Invitar. Spain: Temas de hoy

Post, A; Post, L; Post, P;_ Post Senning, D (2011). Emily Post's Etiquette. USA: Harpercollins

Innis, P; Mc Caffree, M.J.; Sand, R.M. (2015). The Protocol Red Book 35th Edition. USA: Durban House