



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Master's in Tourism Business Management

Academic Year 2024/25

Code-Course	590018 - Operations management: Planning and management		
Thematic area	Design and Marketing of Tourism Services		
Course type	Elective	Credits	6
Language	English		
Professors	Mireia Mestre		
In-class hours	42	Individual work hours	52

BRIEF COURSE DESCRIPTION

In this course, the student will approach the events industry and learn the necessary tools for its planning and management.

After examining events as an industry, with its characteristics, primary markets, and impacts on the tourism sector, the course will look in depth at the MICE sector and its leading players on a local and global scale. Subsequently, emblematic case studies will study the intersection between events and the cultural and creative industries. Social events, gastronomic and institutional events, and their protocol will also be discussed. New trends related to virtual reality, augmented reality, Artificial Intelligence, and metaverse technologies applied to events will be presented, as well as innovation in events dictated by the values of sustainability. At the same time, the course will address the tools and methodologies of planning and management in a practical way to the realisation of the operational plan of an event.

BASIC SKILLS

CB6 Possessing and understanding knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context.

GENERAL SKILLS

CG3 Organisational and planning skills



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SPECIFIC SKILLS

SC7 Planning, coordinating, and controlling organisational and service processes in all areas of an event.

SC9 Applying the political, legal, and institutional framework that regulates tourism enterprises, activities, and projects.

LEARNING OBJECTIVES

RT11 Understanding the complexity of tourism services.

RT13 Understanding the concept of excellence, sustainability and quality applied to tourism.

RT14 Designing, planning, and organising tasks and activities required to design and manage a tourism service.

ACADEMIC CONTENTS

1. Introduction to event industry.

1.1 A holistic view of the events industry facing today's challenges

2. Introduction to the MICE sector

2.1 Detailed overview of the Meetings, Incentives, Conferences, and Exhibitions industry.



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3. Corporate event planning.

3.1 The strategic process involved in coordinating resources and effectively executing meetings and business activities.

4. Event planning in the cultural and creative industries.

4.1 Particularities of event planning and execution that highlight creativity and cultural expression in various disciplines.

5. Social event planning

5.1 From weddings and birthday parties to religious ceremonies and charity events

6. Institutional event planning and protocol

6.1 Planning and execution of institutional events, highlighting the importance of protocol and ceremonial in the organisation of official events

7. Events, sustainability, inclusivity and gender issues

7.1 Intersection of events, sustainability, inclusiveness and gender issues,

8. Crisis and emergency management.

8.1 Communication and resource management in times of crisis.

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine several processes, 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.

student participation and discussion of the proposed topics will be particularly encouraged. The student's collaboration in following the proposed readings and exercises will be fundamental in order to contribute to a well-founded and agile participation in class.

The spirit of research and documentation will be encouraged, as well as the ability to work autonomously, through the development of exercises and work by the student, both in and out of class.



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

- 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. Given the nature of this program, an essential part of the learning process is based on the active participation of the students during the sessions. For this reason, attending at least 80% of the sessions is considered mandatory. In each session, the student must sign the attendance control.

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 a single assessment. The teaching-learning process is assessed by means of the assessment of all activities and an 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 by contacting he/her program coordinator.

The assessment activities planning will be public for the students from the first day of class.

Activities	Continuous	Single	Deadline
CA: Individual Activity: 1 Technical report: The MICE industry: impacts on the destination; SA: Individual activity: 1 Technical report: The MICE industry: impacts on the destination	30%	30%	3st week of Febrarury
CA: Grup Activity: Preliminary Event Plan (Planning); SA: Individual	40%	40%	4th week of February



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Activity: Preliminary Event Plan (Planning)			
CA: Grup oral Challenge; SA: Individual oral Challenge	30%	30%	4th week of February
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.

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. The revision period is public and is available in the evaluation section of the subject, on the virtual campus. It is the duty of the student to read and understand the review and reassessment processes of the subject. All requests for review must follow the established process in a timely manner. Any request for review outside the established process will not be considered estimated.

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.

COPY AND PLAGIARISM

Without prejudice to others that are considered appropriate and in accordance with current academic discipline regulations, irregularities committed by a student that may lead to a variation in the grade will be valued with a zero (0) mark. Evaluation activities classified in this way and by this procedure will not be reassessed or recovered. These irregularities include, among others:

- The total or partial copy of a practical activity, report or any other assessment activity.
- Letting others copy the test/work.
- Submit group work that has not been fully completed by group members.



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- Present as your own those materials produced by a third party, even if they are translations or adaptations, and in general, works with non-original and exclusive elements of the student[1].
- Have communication devices (such as mobile phones, smart watches, etc.) accessible during theory assessment tests - individual practices (exams).

[\[1\]](#) Artificial Intelligence is considered a third party

BASIC REFERENCES

Kolb, B. (2021) Event Management for the Tourism and Hospitality Industries, London Routledge

Rogers, T. and Wynn-Molan, P. (2022) Conferences and Conventions 3rd Edition : A Global Industry, London Routledge