

**COURSE DATA****Data Subject**

Code	35140
Name	Tourism for events, businesses and congresses
Cycle	Grade
ECTS Credits	4.5
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	37 - Tourism economics and policy II (AP Urban tourism)	Optional

Coordination

Name	Department
NACHER ESCRICHE, JOSE MARIA	110 - Applied Economics

SUMMARY

The subject offers knowledge about the characteristics of the activities and the sectors of events, business trips and congresses with a tourist nature and facilitates skills in the analysis and resolution of real and simulated cases.

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**

There are no specified enrollment restrictions with other subjects of the curriculum.



Other requirements

In the case of an optional subject of 4th year exclusive of the intensification in Urban Tourism, the student must know and handle essential analytical foundations in Economy and Tourism Policy I offered by this subject.

OUTCOMES

1317 - Degree in Tourism

- Analyse the economic dimension of tourism.
- Understand the dynamic and evolving nature of tourism and of the new leisure society.
- Recognise the main tourist agents.
- Evaluate tourist potentials and make the prospective analysis of their exploitation.
- Understand the legal framework regulating tourism activities.
- Identify and manage tourist areas and destinations.
- Manage the tourist territory according to the principles of sustainability.
- Understand a public plan and the opportunities that it affords for the private sector.
- Understand the functioning of destinations, tourism structures and their business sectors on a global scale.
- Know the objectives, strategy and public instruments of planning
- Know the main initiatives to enhance cultural heritage.
- Understand the characteristics of cultural heritage management.

LEARNING OUTCOMES

- Analysis of the economic dimension of tourism.
- Knowledge of the main markets, sectors and agents of current tourism.
- Analysis of social and political dimension of tourism.
- Knowledge of the main contemporary tourism policies.
- Evaluation of the tourism potential of a territory.
- Elaboration of tourism policy strategies.
- Knowledge of tourism market and sectorial characteristics in the surroundings: Valencian Community.
- Understanding the Sustainable Development.
- Relational skills of communication and negotiation.
- Knowledge of the cultural diversity and protection of the natural, cultural and artistic heritage of the territories.



DESCRIPTION OF CONTENTS

1. The Tourism of Events as Market and Sector

Approach to the volume of activity and production of Event Tourism in the international, national and regional spheres. Basic characterization of the structure of the market and the sector offer.

2. Business Tourism and Congresses as Market and Sector

Approach to the volume of activity and production of Business Tourism and Congresses in the international, national and regional spheres. Basic characterization of the structure of the market and the sector-supply.

3. The Organization and Production of Events and Congresses

Deepening the analysis of the production processes of events and conferences.

4. The Events and Congresses Sector in Spain and the Valencian Community.

Analysis of the Events and Congresses Sector in Spain and the Valencian Community. History, Evolution, Characteristics.

5. Experiences in Spain and Valencian Community: Events.

Analysis of cases in the national and regional sector of events.

6. Experiences in Spain and the Valencian Community: Congresses

Analysis of cases in the national and regional sector of the congresses.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	15,00	100
Development of group work	16,00	0
Development of individual work	10,50	0
Study and independent work	5,00	0
Readings supplementary material	8,00	0
Preparing lectures	14,00	0
Preparation of practical classes and problem	14,00	0
TOTAL	112,50	

TEACHING METHODOLOGY

The presentation in the classroom of the essential theoretical contents, using the method of the lecture with opportunities for student participation, will constitute the methodology for the acquisition of descriptive and theoretical knowledge about the status and evolution of the activity.

But the methodology also promotes the acquisition of skills through practical classes, in which the student will solve simulated problems or analyze real cases of the immediate environment of the University of Valencia applying techniques and systems, carrying out oral presentations and participating in debates, etc. either individually and / or as a team, and self-employed work by performing exercises and / or individual projects and / or in teams, with tutorial support where appropriate.

EVALUATION

There will be a 30% continuous evaluation relative to the practical activities of individual or group resolution and 70% of the qualification will be obtained through a final exam which will fit the objective test format or test and the resolution of simulated practical cases, announcing in advance the presence or not of these methodologies.

REFERENCES**Basic**

- AAVV Equipo de profesores. Materiales de Curso. Aula Virtual UV
- Antón, Ivanov, Jafisova, Kinderis (2008): EVENTI. Manual de Gestión de Eventos. UE
- AAVV (2008): Turismo de Reuniones. IET



Additional

- <http://www.unwto.org>, <http://ec.europa.eu> <http://www.iet.tourspain.es>, <http://www.exceltur.org>,
<http://www.hosteltur.com>, <http://www.fehr.es>
<http://www.comunidad-valenciana.org>, <http://www.turisvalencia.es>,
<http://www.fed-hosteleria.com>

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

La CALIFICACIÓN procederá en un 40 % de la **evaluación continua**, siendo el trabajo en grupo un 20%. El 60% procederá de un **examen final** con una

doble metodología: examen sobre conceptos, hechos y proposiciones básicas -40%- (tipo test + preguntas de desarrollo prácticas) e informe de perspectivas profesionales en los sectores analizados y/o escogidos por el alumnado-20%-.