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Code - Course	063506 – Business Tourism Management				
Type	Elective: specialization		Year	3 rd /4 th	
Thematic Area	Thourism Companies and Services		Credits	4.5 ECTS	
Teacher in charge of the course			Marcel Fornó		
In-class	45 hours	Teacher-led	30 hours	Individual	38 hours

BRIEF COURSE DESCRIPTION

This course aims to learn the basic concepts, management bodies (TMCs, Convention Bureau, OPC's ...) and the infrastructure that participates in the dynamics related to business travel and the industry of meetings and events; subsector in constant growth and transformation.

The subject has two parts; Business Travel on the one hand and Meetings and Events on the other; which must allow students to acquire the knowledge and business logics related to business travel and the organization of meetings and events, as essential elements for the development and professional training both in the private sector as of public institutions and organizations. |

BASIC SKILLS

BS02- Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

GENERAL SKILLS

GS02- Have business vision.

SPECIFIC SKILLS

SS06- Analyze and evaluate tourism potential when designing products, services and projects.

SS11- Manage tourist accessibility and mobility.



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LEARNING OBJECTIVES

1. Know the processes of planning and organizing events and major events such as fairs and conferences.

ACADEMIC CONTENTS

A - BUSINESS TRAVEL

Nature, purpose and economic impact of Business Travel

- Introduction. Logics of business travel from the perspective of corporations
- Basic economic indicators of business travel
- The sociological fundamentals of business travel

Main Players and value chain

Travel Policy and KPI's

- Goals and content of travel policies
- How to measure travel policies? Purpose and metrics of KPIs
- The Golden Rules of Business Travel

Productivity

- Hidden Costs / Total Cost of BT
- Productivity v. Savings

Risk Management and Duty of Care

- Corporate liability
- Risk Factors
- Travel Policies and Risk Management

Sustainability and Business Travel

Industry trends

- The impact of COVID-19 in business travel
- The future of Business Travel. Trends and forecast of Business Travel

B - MICE

Basics on MICE



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- Concepts and definitions
- Economic impact of MICE
- Main Players
- The meetings industry from the perspective of tourism destinations.
- The Golden Rules for a successful event. Basic rules for event planners

A deeper view on DMCs (Destination Management Company)

- Starting a DMC
- Building a DMCs Data Base

Sustainability and MICE

- SDG (Sustainable Development Goals) and MICE

Industry trends

- The impact of COVID-19 in MICE
- The future of MICE. Trends and forecast for the meetings industry |

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:

- 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
Class attendance, participation and commitment with the subject	Individual	10%	-	-
Course activities	-	40%	40%	-
Final Exam	Individual	50%	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.

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



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COURSE CONTENT

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

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

A. Into the Heart of Meetings •Author: Eric de Groot & Mike Van der Vijver
Published by: MindMeeting BV •Year of publishing: 2013 •Language: English

B. Event Planning •Author: Judy Allen •Published by: John Wiley & Sons Canada, Ltd •Year of publishing: 2009 •Language: English

C. Moreno, C. (2021). Los ODS en la organización de eventos. *COMeIN* [en línea], October 2021, no. 115. ISSN: 1696-3296. DOI: <https://doi.org/10.7238/c.n115.2170>

D. UN (United Nations). *Sustainable Development goals*.
<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>