



Code-Course	063506 – Business Tourism Management				
Year	3 rd / 4 th		Credits	4,5 cr ECTS	
Thematic Area	Tourism companies and services		Course Type	Mandatory	
In-class hours	36h	Teacher-led learning hours	36h	Individual work hours	40,5h

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.

LEARNING OBJECTIVES



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COURSE CONTENT

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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
- 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
 - 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



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COURSE CONTENT

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- 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.



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COURSE CONTENT

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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.

Systems of Assessment	Continuous	Single
Class attendance participation and commitment with the subject	10 %	--
Course activities	50 %	40 %
Individual Final Exam	40 %	60 %
TOTAL	100%	100%

To pass the subject it is mandatory to obtain a minimum score of "5" in the final individual test/s.

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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

- A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.
- B) Students must have been awarded a final minimum grade of 4.0 in the overall course. After the reassessment, the maximum grade is 5.0 in the overall course.

REFERENCES

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

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

Moreno, C. (2021). Los ODS en la organización de eventos. COMeIN [en línea], October 2021, no. 115. ISSN: 1696-3296.

UN (United Nations). *Sustainable Development goals*.