

## Master in Tourism Business Management

Code - Course	590016 – Customer experience management		
Course year	1	Credits	3 ECST
Thematic Area	Customer experience	Course type	Optional
In-class hours	21 hours	Hours of individual work	54 hores

## BRIEF COURSE DESCRIPTION

Each different type of event seeks different objectives and therefore the experience management must be different as well.

Nowadays, companies go beyond pursuing excellence and now seek to surprise, move, appeal to emotions, offer unique experiences and leave an indelible imprint in people's mind. Creativity is the key to this.

In an event, organization, details, content and services must be excellent but the real key is to know how to connect emotionally with the attendees.

Even events such as conferences, a very traditional and rigid sector, are changing: a new way of doing and interact with new formats (open spaces, feature search, super brainstorming and new techniques for professionals to learn from each other); more technology (online voting on different topics, data collection from social media, inviting bloggers to stream the conference online); and new venues other than conference centres.

This course will provide students with means to measure the return on investment of an event using ROI. The result of the measuring allows us to better plan and to improve the content, organization and development of the event and its ability to serve as a communication and marketing tool. In order to get a high ROI with an event, contents must be the centre of attention. The objectives, the format, the use of technology and the use of a continuous communication must be very well defined.

**Master in Tourism Business Management**

In this course students will learn to create an event that brings economic benefits to the company, the association or the corporation. To create this event meeting design must be reconsidered: less logistics and more content, a better communication, a renovation of the meetings formats (integrate other sciences) and increase attendee's engagement.

**BASIC SKILLS**

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BS9- Students should be able to clearly and unambiguously communicate their conclusions as well as the knowledge and ultimate reasons supporting them to both specialized and non-specialized audiences.

**GENERAL SKILLS**

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GS5 - Have initiative and an entrepreneurial spirit.

GS6 – Apply communication technology for effective transmission of ideas, opinions, knowledge, etc.

**SPECIFIC SKILLS**

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SS2 – Design and implement marketing and communicative strategies to respond to new emerging business opportunities in this sector.

SS5 – Manage the quality of the tourism products and services using different tools, systems, quality standards and environment standards available.

**ACADEMIC CONTENT**

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1. Innovation in creating and managing experiences.
2. Experience management and engagement in meetings.
3. Customer experience measuring: ROI.
4. Meeting design.



## LEARNING METHODOLOGY

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This is a face to face course where students will carry out theoretical and practical activities to work the different contents. Case studies will be conducted in order to contextualize the concepts addressed in each lesson. Students' active participation will be essential for the correct progress of the course.

Courses are given by a group of teachers and professionals of the MICE field.

## ASSESSMENT SYSTEM

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The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

**Continuous Assessment** consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

**Single Assessment** consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Evaluation systems	Continuous	Single
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<b>Individual</b>		
- Final written exam	60 %	60 %
<b>In group</b>		
- Preparation of the Meeting desing and ROI calculation of an event according to SMART.	40 %	40 % <sup>1</sup>

### Review and Reassessment of the Course

The student has the right to review 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.

### REFERENCES

<sup>1</sup> If the student is assessed by means of the final examination, he or she will do this activity individually.



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# SYLLABUS

## Master in Tourism Business Management

Libros Hamso, Elling. "La Metodología ROI de planificación y evaluación en reuniones y eventos." Los eventos: funciones y tendencias. Bilbao: Estudios de Ocio. Deusto, 2010. 137-166. Impreso.

Phillips, Jack J., y Pulliam Phillips, P.. Beyond learning objectives: develop measurable objectives that link to the bottom line. Birmingham, Ala.: ROI Institute, Inc., 2008. Impreso.

Phillips, Jack J., Myhill, M. y McDonough, James B. Proving the value of meetings and events. Birmingham, Ala.: ROI Institute, Inc., 2009. Impreso.

Vanneste, Maarten. Meeting architecture: a manifesto. Turnhout: Meeting Support Institute, 2009. Impreso.

Wit, Steve de. Secrets of Effective Meetings & Events. Mechelen: Barranco Concept BVBA, 2010. Impreso.

Revistas: PCMA Convене, Eventoplus magazine, Meetings International

Webs: meetingsupport.org, eventroi.org, bizbash.com.

White Paper descargable de Trendwatching (<http://trendwatching.com/trends/pdf/2013-12%207trends2014%20%28ES%29.pdf> ).

Eventos Magazine, números seleccionados.

Eventoplus.com, Tendencias que debe saber un fanático de los eventos (<http://www.eventoplus.com/articulo/2226/24/tendencias-para-2014-que-debe-saber-un-fanatico-de-los-eventos/> ).

Eventoplus.com, Tendencias en incentivos Parte I (<http://www.eventoplus.com/articulo/2298/4/tendencias-2014-en-fidelizacion-incentivos-y-reconocimiento-parte-i/> ).

Eventoplus.com, Tendencias en Incentivos Parte II (<http://www.eventoplus.com/articulo/2303/4/tendencias-2014-en-fidelizacion-incentivos-y-reconocimiento-parte-ii/> ).



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Eventoplus.com, 6 tendencias que marcarán las reuniones en 2014(<http://www.eventoplus.com/idea-consejo/2215/2/6-tendencias-que-marcaran-las-reuniones-en-2014/> ).