

**COURSE DATA****DATA SUBJECT****Code:** 35140**Name:** Tourism for events, businesses and congresses**Cycle:** Undergraduate Studies**ECTS Credits:** 4.5**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	4	First quarter

SUBJECT-MATTER

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

COORDINATION

NACHER ESCRICHE JOSE MARIA

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.

COMPETENCES / LEARNING OUTCOMES



1317 - Degree in Tourism

Analyse the economic dimension of tourism.

Evaluate tourist potentials and make the prospective analysis of their exploitation.

Identify and manage tourist areas and destinations.

Know the main initiatives to enhance cultural heritage.

Know the objectives, strategy and public instruments of planning

Manage the tourist territory according to the principles of sustainability.

Recognise the main tourist agents.

Understand a public plan and the opportunities that it affords for the private sector.

Understand the characteristics of cultural heritage management.

Understand the dynamic and evolving nature of tourism and of the new leisure society.

Understand the functioning of destinations, tourism structures and their business sectors on a global scale.

Understand the legal framework regulating tourism activities.

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

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	15,00
Total hours	45,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	26,50
Independent study and work	13,00
Preparation of lessons	28,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	67,50

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

- 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
- <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>