

## **TOURISM DIPLOMA**

**2006-2007 Academic Year**

**Subject: Protocol: Social Events**

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**TOURISM DIPLOMA – SUBJECT PROGRAMME**
**SUBJECT: Protocol – Social Events**
**CODE: LE339**

<b>SUBJECT TYPE:</b> Elective subject	<b>YEAR:</b>	2 <sup>nd</sup> , 3 <sup>rd</sup>
<b>ECS CREDITS:</b> 2	<b>SEMESTER:</b>	1 <sup>st</sup> 2 <sup>nd</sup>
<b>LECTURER:</b> F. Pacheco / T. Fuentes	<b>LANGUAGE:</b>	English

**1. General description of the subject (3 lines):**

Strategies and carrying out of the social events and institutional meetings, private or public events, in which the audience takes part directly or indirectly.

**2. Competencies within the subject**

<b>TRANSVERSALCOMPETENCIES</b>	Explained	Practiced	Evaluated
<b><i>PERSONAL COMPETENCIES.</i></b>			
• <b><i>Competencies of motivation and emotion:</i></b>			
o Orientation towards achievement.			
o Initiative and entrepreneurial spirit.			
o Optimism.			
o A commitment to ethics.			
• <b><i>Competencies of self-image and self-management</i></b>			
o Knowledge of yourself.			
o Control over your emotions.			
o Self-confidence.			
o Flexibility / adaptability.		X	
<b><i>SOCIAL AND INTERACTION COMPETENCIES.</i></b>			
• <b><i>Interpersonal Competencies:</i></b>			
o Interpersonal Empathy/Comprehension.			
o Team work and collaboration.			
o Conflict management.	X		
• <b><i>Social and Interaction competencies:</i></b>			
o Comprehension of diversity			
o Orientation towards others/the client.			
o Work in an international setting.			
o Sensitivity and intercultural awareness.			
<b><i>MANAGEMENT COMPETENCIES.</i></b>			
• <b><i>Instrumental Competencies:</i></b>			
o Planning and organisation.	X		
o Research and management of information.			
o Communication in one´s mother tongue and in a foreign language.			
o Capacity for analysis and synthesis.			
o Problem solving and decision making.			
• <b><i>Leadership competencies:</i></b>			
o Comprehension and organisation	X		
o Personal development.			
o Directing people.			
o Leadership.			

<b>SPECIFIC COMPETENCIES (ANECA)</b>	<b>F</b>	<b>P</b>	<b>C</b>
1- To understand the principles of tourism: dimensions of space, culture, legal, political, professional and economical.			
2- To analyse the economical dimension of tourism			
3- To understand the dynamic and changing nature of tourism and of the new leisure society.			
4- To learn about the main political-administrative structures in tourism.	X		
5- To convert empirical problems into subjects for research and a basis for problem solving.			
6- To have a clear definition of customer service.	X		
7- To recognise the main tourist agents.			
8- To evaluate the potential in tourism and analysis of its development.			
9- To critically analyse, synthesis and summarise elements of economical and cultural heritage in tourism organisations.			
10- To manage financial resources			
11- To define objectives, strategies and sales policies.		X	
12- To direct and manage various types of tourism entities.			
13- To manage communication techniques.	X		
14- To understand the legal framework which regulates tourism activity.			
15- To work in English as a foreign language.			
16- Oral and written communication in a second foreign language.			
17- Oral and written communication in a third foreign language.			
18- To identify and manage tourism spaces and destinations.			
19- To manage tourism territories in accordance with principles of sustainability.			
20- To learn the operative processes of the accommodation area			
21- To learn the operative processes of the restaurant area			
22- To acquire knowledge in the area of operative processes of intermediaries			
23- To analyse impacts generated by tourism.			
24 – To analyse and utilise communication and information technologies (tic) in the different areas of the tourism sector.			
25- To understand a public plan and the opportunities derived for the private sector.			
26- To plan and manage human resources of tourism organisations.			
27- To understand the workings of destinations, the touristic structure and the business sectors worldwide.			
28- To learn about the objectives, strategies and instruments used in public planning			
29- To work in different sociocultural settings.			
30- To learn about initiatives to promote cultural heritage.			
31- To understand the characteristics of cultural heritage management			
32- To detect necessities of technical planning of infrastructures and installations in tourism.			

**F:** Fundamental

**P:** Partial

**C:** Complementary

### 3. Objectives for the subject.

The objectives is the preparation and formation of the student to attend the necessity of Turisme industry in the social, public and private events. The appearances. The impresses. The manners. Social and relationship ability. Organizational agility. Creative and executive operativity.

### 4. Contents.

Origin of the protocol. Human values and principles. The attitude and the behaviour rules. The official protocol in Spain (Real Decree 2099/1983). Administration level. Authorities and personalities. Precedences. Precedences and priority. The host and the law of the right. The cessions. The international protocol. Habits and cases. The words. The correct message. Greetings, agreements, presentations, timing. Habits and social customs. Formal Treatments. The receptions. The clothes. Practice case of social event.

### 5. Methodology.

Learning subjects are: reading and commenting over the interactive presentations during class sessions, realize simulations, practice cases and participate in exercises.

This methodology is completed by the realization and presentation of the assignments, which is realized by a group of students. Punctually, it is worked on the individual level.

### 6. Learning activities and distribution of work load (in student work hours).

Classes	24 hours
Group work	8 hours
To work in a groups	10 hours
Presentation of the assignment	2 hours
News research	4 hours
Study	10 hours
Exam	2 hours
TOTAL:	60 hours

### 7. Evaluation activities.

Assignment	40%
Final exam	50%
The group practices, which complement the topics of the subject	10%

If some student does not achieve the minimum mark (50), the student should present to the next examination session with 100% of the value of the subject.

## 8. Bibliography.

- "La etiqueta social en los negocios". Elena Jankowic. Ed. Deusto  
"Cerimonial". Jorge Blanco Villalta. Ed. Yenny  
"Protocolo y ceremonial." María Berisso. Ed. España  
"Ceremonial". Blanco Villalta J.G. Ed. Argentinas.  
"La práctica de la Inteligencia Emocional". D. Goleman. Ed. Kairós.  
"Técnicas para hablar en público". Ed. Deusto.