

TOURISM ANIMATION AND EVENT MANAGEMENT

Degree in Touristic Activities Management

Degree in Touristic Activities Management

Code: 16404

Main Scientific Area: Hospitality and Tourism

Lecturer: Hugo Teotónio de Pinho Aluai Gonçalves Sampaio

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The main goals of the Curricular Unit of Tourism Animation and Events Management are:

- 1) to understand the importance of promoting events and tourism animation as a differentiating factor for touristsatisfaction and tourism destinations;
- 2) to know the different types ad nature of events;
- 3) to promote and properly execute events in the tourism business context;
- 4) to master the various stages of event organization;
- 4) to understand the importance of strategic marketing and event planning.

Learning Outcomes

At the end of the Curricular Unit of Tourism Animation and Events Management students should be able:

- to differentiate the various types of events;
- to promote tourist entertainment activities based on the realization of events;
- to properly plan the tasks that comprise the conception, planning, and execution of the event and the post-event;
- to implement methodologies for evaluating consumer satisfaction of events;
- to act dynamically with the stakeholders of the event industry, such as sponsors, institutions, suppliers andconsumers;
- to make the strategic analysis inherent to the events.

Course Contents

1. Contextualization of events
2. Event concept and event typologies
 - 2.1. Criteria for defining event types
 - 2.2. Ideation and conceptualization of an event
3. Planning of events within the scope of entertainment and tourism promotion
4. Events Marketing
 - 4.1. Planning stages of an event [Check-list]
5. Human Resources in tourism entertainment and events management
 - 5.1. The recruitment and selection process for the events industry
 - 5.2. Use of volunteers in the events industry
6. Events management strategy
7. Tourism animation
8. Event Evaluation

Recommended Bibliography

Borges, A. P., Cunha, C., Lopes, J. (2021). The main factors that determine the intention to revisit a music festival. *Journal of Policy Research in Tourism, Leisure and Events*, 13(3): 314-335 (<https://doi.org/10.1080/19407963.2020.1817051>).

Kolb, Bonita M. (2021). *Event management for the tourism and hospitality industries*. London: Routledge.

Pedro, F., Caetano, J., Christiani, K., Rasquilha, L. (2012). *Gestão de Eventos*. Lisboa: Escolar Editora.

Learning and Teaching Methods

The outlined objectives define, in essence, the skills to be acquired by the students at the end of the Curricular Unit. The proposed program allows students to obtain the knowledge and skills provided for in the objectives, insofar as:

- syllabus 1 and 2 aim to work with contents to successfully fulfill learning objective 1, since they address the essential contents to understand the relationship established between tourism, leisure and tourist entertainment;
- syllabus 3 will contribute to the achievement of learning objectives 2 and 3, as it addresses the essential contents of developing and planning the organization and management of an event;

- syllabus 4, 5, 6, 7 and 8 meet learning objective 4, allowing for an understanding of the events industry and associated strategic planning needs.

Assessment Methods

2. Continuous evaluation

- presencial written test (50%) | minimum grade of 9 values | mandatory

- Organization and implementation of an event (35%) | mandatory;

- Written report of the event organization (15%) | mandatory

2. Final exam:

- single written exercise (100%)