

TOURISM ANIMATION AND EVENT MANAGEMENT

Degree in Touristic Activities Management

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Code: 16404

Main Scientific Area: Marketing and strategy

Lecturer: Sérgio Dominique Ferreira Lopes

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The main objectives of this Curricular Unit are understanding the importance of promotion and tourism activities in the satisfaction of tourists, such as differentiating factors. And for the same purpose, understanding the relevance of the management of events such as tourism products.

Learning Outcomes

The key knowledge and skills to be acquired are:

Understanding the different types of events in tourism, and the steps that underlie their development.

Understanding the need to monitor trends in consumer behavior.

Know the basics of event management and identify opportunities for boosting of tourism events.

Identify, develop and apply techniques of tourist activities in different contexts.

Design projects of tourist activities.

Course Contents

Contextualization.

Event concept.

Planning of events within the entertainment and tourism promotion.

Human Resources for tourist entertainment and event management.

Strategic Marketing in event management.

Recommended Bibliography

Allen, J., O'Toole, W., McDonnell, I. Harris, R. (2008). Organização e Gestão de Eventos. Rio de Janeiro: Campus Andrade, R.B. (1999). Manual de Eventos. Caxias do Sul: EDUCS.

Biosca, D. (1994). 200 Ideas para Atraer Clientes a un Hotel. Madrid: CDN-Ciencias de la dirección.

Matias, M. (2001). Organização de Eventos: procedimentos e técnicas. São Paulo: Manole.

Learning and Teaching Methods

The organization and management of events have become in recent years one of the most relevant niches in the tourism market, both nationally and internationally. In this sense, we present data that support and justify the economic and social importance of events.

Given the multiplicity of event types, we identify and describe different types of events. Simultaneously, we analyze the phases of event planning, as well as the elements to be included in a SWOT analysis specific to events.

We also give special attention to Human Resources required for the organization of events, as well as some concepts and practices of Strategic Marketing Event.

Assessment Methods

Test: 50%;

Empirical work: 50%. For students with "special status" who are unable to meet all group work elements, the percentage will be transferred to the "test". Urkund