TOURIST ENTERTAINMENT AND GROUP DYNAMICS

Code: 344005

Main Scientific Area: Tourism and Marketing

Lecturer: André Rafael Rodrigues Ferreira

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

Tourist Animation is currently a strategic component of companies and tourist destinations, allowing to increase the average length of stay, tourism revenues and tourist loyalty. The animation and events in the field of Tourism presents clear and relevant impacts on the positioning and image of destinations, economy, culture and local communities. It is therefore fundamental to have human resources with a solid training in this area, adding theoretical knowledge and practical tools that allow them to idealize, develop, implement and organize activities and programs of tourist animation and events, with the aim of increasing the competitiveness of companies and destinations in the national and international market.

Learning Outcomes

Within the scope of this curricular unit, it is intended to equip students with knowledge and technical skills that contribute to the practice of professional activities related to tourism animation and organization and group dynamics. As a result of the topics taught and the methodologies applied during the classes, it is intended to develop the following technical, academic and professional skills:

· To make students aware of the importance of tourist animation and group dynamics, taking into account the economic, social and environmental sustainability of tourist destinations, providing them with a theoretical knowledge base and methodological tools that allow them to apply theory to practice;

· Develop analytical and evaluation skills, research and research;

· Develop creativity and innovation skills development and creation of tourism animation programs; Encourage teamwork, coordination of ideas and leadership;

· Encourage creativity and responsibility in problem solving and management of obstacles.

Course Contents

Chapter I – The Tourist Animation

Concept of animation
Research Methods
Evolution of tourist animation

Tourist motivations and the importance of animation
The economy of experiences
Activities and types of animation Determining factors of tourism animation
Legal framework in Portugal

Chapter II – Planning and Management of Tourist Animation Programs

Definition of programs
Methodological process
Development of a tourism animation project: definition, phases and stages

Chapter III – The tourist animator

Attitudes and competences
Professional profile
Functions of the animator

Chapter IV – Group Dynamics

Definition and objectives
Features

Chapter V – Tourist Attractions and Group Dynamics in a context of Nature and Adventure Tourism

Animation and tourist attractions in Nature and Adventure Tourism: Relationship with the local community: Economic, social, environmental and tourist impacts
Different types of attractions
Nature and Adventure Tourism attractions
The importance and objectives of the events
Typologies and classification of events
Organization and planning of events

Recommended Bibliography

Almeida, Paulo; Araújo, Sérgio, (2012). Gestão de Animação Turística, Lidel.

Almeida, P. (2003). A contribuição da Animação Turística para o Aumento das Taxas de Ocupação de uma Região, Universidade de Aveiro;

Cesca, Cleuza G. Gimenes (1997). Organização de Eventos. Manual para planejamento e execução, 7ª ed., Summus Editorial.

Ferreira, M. A. (1998). Subsídios para uma teoria de animação turística. Economia Prospectiva, 1 (4), 101-112.

Giacglia, Maria Cecília. (2003). Organização de Eventos. Teoria e Prática, Thomson.

Getz, D. (2008). Event tourism: Definition, evolution, and research. Tourism Management, 29, 403- 428.

Puertas, X. (2004). Animación en el ámbito turístico , Editorial Sínteses. Rodrigues, H. (1997). Animação, Metodologia e Implementação, Universidade do Algarve. Torres, Z. B. (2004). Animação Turística, Editora Roca.

Learning and Teaching Methods

Classes will combine formal presentation of concepts and theories to stimulate the participation of students, from their knowledge and experience under the guidance of teachers through critical reflection of texts and case studies, and research and data analysis. These activities will enable students to better understand the program content, and to analyze concrete cases related to the themes addressed in the course.

The theoretical basis will thus have a key role in structuring a coherent relationship between the concepts and theories exposed and case studies presented by both the analysis of texts as by research and data analysis. This is to ensure, in a sustained way, through the above methods, the combination of theory and practice in order to provide students with structuring tools which will allow them to master fundamental techniques as such as the ability to analyze the development of hypotheses for problem solving, critical sense, research capacity and ability to define spatial patterns and behavior towards tourism phenomena.

It is intended that all exposed theoretical basis has proper matching the achievement of practical work.

Based on the methodology defined, we demonstrate a clear consistency between the methods of teaching with the learning objectives of the course, either in their theoretical model, and in its practical form, with special emphasis on teaching by discovery, combining scientific exploratory analysis techniques with practical components, in order to provide an educational environment suited to a scientific learning, where the critical thinking and analytical skills vectors play a key role.

Assessment Methods

Students' assessment should be continuous and operationalized as following:

50% - Final Test;

35% - Developing a work in groups of 3 to 4 students;

15% - Attendance to classes.

Students' participation in class is recommended. Final grade is the average among the test (50%), classes' attendance (35%) and group work (15%). Note: the student must obtain a minimum of 8 points in the test component.