

Course Unit	Tourist Entertainment Management		Field of study	Tourism	
Bachelor in	Tourism		School	School of Public Management, Communication and Tourism	
Academic Year	2019/2020	Year of study	3	Level	1-3
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9254-532-3101-00-19				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Elsa da Encarnação Gonçalves Tavares Esteves

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Relate the different elements of tourist entertainment as part of the tourism supply;
2. Identify the intervening agents in the provision of tourist entertainment and associated activities;
3. Identify and distinguish the different types of tourist entertainment;
4. Relate tourist entertainment with other concepts, namely, creative tourism and tourist experience;
5. Identify the functions and profiles of the tourist entertainment professionals;
6. Classify the main centers of tourist attraction;
7. Establish the relationship between tourist entertainment and tourist attraction;
8. Plan and develop a project for tourist entertainment.

Prerequisites

Before the course unit the learner is expected to be able to:
Have general knowledge of tourism.

Course contents

1. Tourist Entertainment; 2. Tourist Entertainer; 3. Tourist Attractions; 4. Tourist Entertainment Project.

Course contents (extended version)

1. Tourist Entertainment
 - Concept of tourist entertainment
 - Characteristics of tourist entertainment
 - Purposes of tourist entertainment
 - Motivations of tourist entertainment
 - Impact of tourist entertainment in the communities
 - Tourist entertainment and tourist developments
 - Tourist entertainment agents
 - Tourist entertainment typologies
 - Tourist entertainment and tourist experience
2. Tourist Entertainer
 - Profile and function of the entertainer
 - The entertainer of tourist resorts
 - Relationship entertainer/consumer
3. Tourist Attractions
 - Classification of tourist attractions
 - Tourist entertainment and attractions
4. Tourist Entertainment Project
 - Characteristics of the entertainment project
 - Planning the entertainment project
 - Stages of the entertainment project
 - Implement the entertainment project
 - Evaluate the entertainment project

Recommended reading

1. Almeida, P., & Araújo, S. (2017). Introdução à Gestão de Animação Turística. 2.ª Edição. Lisboa: Lidel. ISBN: 978-989-75226-4-2.
2. Goeldner, C. R., & Ritchie, J. R. B. (2012). Tourism: principles, practices, philosophies. Twelfth Edition. New Jersey, John Wiley & Sons, Inc. ISBN: 978-1-118-07177-9.
3. Kastenholz, E., et al. (2014). Reinventar o turismo rural em Portugal – Cocriação de experiências turísticas sustentáveis. Aveiro, UA Editora. ISBN: 978-972-789-395-9.
4. Luo, J.M., & Lam, C.F. (2018). Entertainment Tourism. New York: Routledge. ISBN: 978-1-315-16265-2.
5. Pereira, O., Gonçalves, P., & Dias, F. (2012). Manual de Animação Turística e Cultural. Lisboa: Editora media XXI. ISBN: 978-989-729-050-3.

Teaching and learning methods

The teaching methodology used involves practical classes where concepts are presented and discussed, with an analysis and discussion of concrete situations, case studies, viewing videos and other registration materials that foster the spirit of participation and consolidation of the learning results.

Assessment methods

1. Distributed evaluation - (Regular, Student Worker) (Final)
 - Practical Work - 50% (Develop a practical work, which includes one or several themes of program content.)
 - Final Written Exam - 50% (To focus on the all content of the subject.)
2. Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%
3. Exchange students - (Regular) (Final, Supplementary)
 - Projects - 100% (Develop a tourist entertainment project with two oral presentation.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Elsa da Encarnação Gonçalves Tavares Esteves	Aida Maria Oliveira Carvalho	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
23-09-2019	30-09-2019	30-09-2019	01-10-2019