Curricular Unit Form
(Document wating approval from Course Commission)

Updated On	2024/02/23
Curricular Year / Period	2023/24 / S2
Course	Tourism
Curricular Unit	Tourism Recreation
Language(s) of Instruction	Português

ECTS/tempo de trabalho (horas)

ECTS	Total	Horas de contacto semestral								
		T	TP	PL	S	TC	E	O	OT	EC
6	75	0	60	0	0	0	0	0	15	0

T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.

Teacher in charge (GDPR consent)

[complete name, email]

Paula Sofia Dos Reis Amaral / paula.reis@ipportalegre.pt

Prerequisites

[Curricular Units that must precede and specific entry competences]

Not applicable

Learning outcomes

[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]

The overall objective of this course unit is to provide students with solid knowledge and skills in the field of tourist animation, namely: i) Understand the concept, typologies, activities, and functions of tourist animation; ii) Understand the importance of tourist animation in the context of tourist activity and its contribution to the attractiveness and competitiveness of tourist destinations; iii) Understand the importance of accessibility in tourist animation; iv) Know, understand, and apply the regulatory framework of tourist animation activity in Portugal; v) Identify the functions of the tourist animator; vi) Develop programs and activities for tourist animation according to different target audiences, spaces, available resources, time of year, and target segments; vii) Develop the necessary skills for performing functions in the field of tourist animation, including hard skills and soft skills.

Sustainable Developemnt Goals

Syllabus

1. Tourist animation
1.1 Concept, evolution and framework of animation in tourism.
1.2 Main features of tourist animation.
1.3 Activities and types of animation.
1.4 Trends and determining factors in tourist animation.
1.5 Complementary concepts in animation (eg authenticity, storytelling, placemaking, etc.)
1.6 Regulatory framework for tourist animation in Portugal
1.7. Accessibility in tourist animation
2. Planning and management of tourist animation programs.
2.1 Main phases, methods and techniques of the planning process.
2.2 The importance of resources, partnerships, and market segmentation.
2.3 The involvement of local communities.
2.4 The role of the tourist animator: profile, functions and skills.
2.5 Specific tourist animation programs (hotels and restaurants).
3. Evaluation of tourist animation.
3.1 Impacts
3.2 Assessment methodologies.
4. Good practices in tourist destinations.
4.1 Case study analysis
4.2 Development of tourist animation programs

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Teaching methodologies (including assessment) [Specify the types of assessment and the weights and evaluation criteria]	**1 - Teaching methodologies** Theoretical-practical course unit. The contact sessions will combine two moments: an informative component, provided by the teacher, which encourages critical reflection and active participation by students; and the use of case studies, research and analysis of relevant scientific texts by students, which will serve as a reference for carrying out applied work. Students will be asked to design tourist animation projects, supported by tutorial work sessions. Study or work visits will also be essential to the places selected by the students for the design of the projects and the personal contact with tutelary institutions. **2 - Period assessment** The approval of the course unit is obtained with a minimum grade of 9.5 values, resulting from the completion of: - 1 test (60%) - 1 group practical assignment (40%): written assignment (30%) and oral presentation (10%). In all assessment components (midterm exam and practical assignment), the student must obtain a minimum grade of 7.5 values. If the student scores less than 7.5 values in any of the assessment components, they must take the course unit exam. Attendance at 75% of the classes taught is compulsory. **3 - Examination assessement** Approval in the UC is obtained by exam (100%)
Bibliography	**1 - Main Bibliography** - Almeida, P. Araújo, S. (2017). Introdução à Gestão da Animação Turística. Edições Lidel, Portugal. - Baud-Bovy, M. Lawson, E. (1998). Tourism and recreation: handbook of planning and design. Butterworth-Heinemann Ltd., UK. - Cunha, L. Abrantes, A. (2013). Introdução ao Turismo. Edições Lidel, Portugal. - Gonçalves, S. F. Umbelino, J. (2017). Os Eventos e a Animação Turística. in Silva, F. Umbelino, J. (2017). Planeamento e Desenvolvimento Turístico. Edições Lidel, Portugal. - Hughes, H. (2000). Arts, Entertainment and Tourism. Routeledge. - Moreira, C. O. (2012). Lazer, animação turística e desenvolvimento local. CEI - Centro de Estudos Ibéricos e Âncora Editora. - Paulauskaite, D. Powell, R. Coca-Stefaniak, A. Morrison, A. (2017). Living like a local: Authentic experiences and the sharing economy. International Journal of Tourism Research, Volume 19, Issue 6, pp. 619-628. - Prebensen, N. K. Chen, J. S. Uysal, M. (2014). Creating Experience Value in Tourism. CABI, USA. **2 - Complementary Bibliography**
Special Situations [Students with special status]	**1 - Period assessment - Students with special status** Students with Special Status may obtain approval by frequency, applying the same evaluation criteria as the other students, but considering the possibility of taking tests in extraordinary times, in accordance with the regulations in force at ESECS-IPP **2 - Examination assessement - Students with special status** Students with Special Status may obtain approval by exam, applying the same evaluation criteria as the other students, but considering the possibility of taking tests in extraordinary times, in accordance with the regulations in force at ESECS-IPP