ipb
INSTITUTO POLITÉCNICO DE BRAGANÇA

Course Unit	Tourist Entertainment Management			Field of study	Tourism	
Bachelor in	Tourism			School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	3	Level	1-3	ECTS credits 6.0
Type	Semestral	Semester	1	Code	9254-532-3101-00-23	

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 Encarnaçao 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. º Edição. Lisboa: Lidel. ISBN: 978-989-75226-4-2.
2. Goeldner, C. R. , & Ritchie, J. R. B. (2012). Tourism: principles, pratices, 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. Monteiro, E., Monteiro, C.C., & Ribeiro, V. (2022). Gestão de Pessoas no Lazer, Animação Turística & Eventos. Editora D´Ideias. ISBN: 978-989-536-530-2.

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. Final evaluation - (Regular, Student Worker) (Final, Supplementary)
    - Practical Work - 50% (Develop a research paper, in groups (maximum of 3) or individually.)
    - Final Written Exam - 50%
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, based on a case study, with three oral presentation.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Elsa da Encarnaçao Gonçalves Tavares Ésteves	Catarina Antónia Martins	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
05-10-2023	07-10-2023	07-10-2023	15-10-2023