

<p>POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA</p>	<h2>SUBJECT DESCRIPTION</h2>	<p>MODELO PED.014.03</p>
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<i>course</i>	HOTEL MANAGEMENT/TOURISM AND LEISURE/CATERING AND FOOD SERVICE					
<i>Subject</i>	TOURISM ANIMATION					
<i>Academic year</i>	2023/2024	<i>Curricular year</i>	3rd	<i>Study period</i>	1st semester	
<i>Type of subject</i>	Elective	<i>Student workload (H)</i>	Total: 108	Contact: 45	<i>ECTS</i>	4
<i>Professor(s)</i>	Ricardo Jorge da Costa Guerra					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	<i>(select)</i> Gonçalo Poeta Fernandes					

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

With this Curricular Unit, the aim is to:

- Contextualize tourist entertainment as a subsector of tourism.
- Know the role and profile of the tourist entertainer.
- Identify different animation activities and products.
- Define tourist entertainment activities and their contexts.
- Know the legislation applicable to tourist entertainment agents.
- Plan and develop tourist entertainment projects.
- Enhance tourism, heritage, cultural and natural resources.

2. PROGRAMME

1. Animation and leisure

- 1.1 Concepts, characteristics and purposes of animation
- 1.2 Animation-driving factors
- 1.3 Cultural and social context of leisure
- 1.4 Animation, sociocultural and territorial contexts

2. Tourist animation

- 2.1 Concept and characteristics of tourist animation
- 2.2 Tourist animation and tourist experience
- 2.3 Legal framework for tourist animation agents
- 2.4 Cultural animation
- 2.5 Environmental animation
- 2.6 Sports animation
- 2.7 Hotel animation

3. Tourist animation agent

- 3.1 Importance of the tourist in society and tourism
- 3.2 Tourist animator profile and role
- 3.3 Communication strategies and action methodologies of the tourist animator

4. Tourist animation projects

- 4.1 Animation planning

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- 4.2 Available resources
- 4.3 Characteristics of animation projects
- 4.4 Action steps and methodologies
- 4.5 Marketing in animation and sponsorships
- 4.6 Evaluation of animation projects

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

Tourist animation and sociocultural animation are made up of a set of activities that allow the public to enjoy, more fully, experiences particularly in tourist contexts. Animation is an activity that simultaneously leads to the interpretation of the surrounding space and the development of strategies capable of promoting increased satisfaction among different audiences.

This curricular unit aims to provide students with a generic view of the possibilities of animation, framing, whenever possible, concepts already covered in other curricular units, focusing on the most used animation activities or with the greatest potential in the development of territories and their communities.

4. MAIN BIBLIOGRAPHY

Mandatory

- Almeida, Paulo & Araújo, Sérgio (2017). Introdução à Gestão de Animação Turística. 2ª Edição, Lidel, Lisboa, Portugal.
- Pereira, Orlindo; Gonçalves, Pedro & Dias, Francisco (2014). Manuel de Animação Turística e Cultural. Editor XXI, Lisboa.
- Trilla, Jaume (2005). Animação Sociocultural – Teorias, Programas e Âmbitos. Coleção: Horizontes Pedagógicos, edições Instituto Piaget, Portugal.

Recommended

- Cebolo, G; Pereira, J. & Lopes, M. (2013). Animação Sociocultural – Intervenção e Educação Comunitária: Democracia, Cidadania e Participação. Edições Intervenção – Associação para a promoção e divulgação cultural.
- Cunha, L. & Abrantes, A. (2019). Introdução ao Turismo. 6ª edição, Lidel, Lisboa.

Tourist Legislation

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The teaching methodology is based on the expository component complemented with active techniques. The following are used: debate, individual work, group work, case studies and solving practical exercises. Individual and collective research on the proposed content will be encouraged.

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Participation in a tourist entertainment activity in partnership with an external entity will be promoted, as well as the organization, management and implementation of a group tourist entertainment activity.

Continuous evaluation

At the end of the course there will be a theoretical assessment test and two practical assignments.

Weighting

Theoretical Test – 50% with a minimum grade of 7 points.

Practical Work I – 15% Practical Work II – 35%

Note: Passing the UC through continuous assessment implies that the student has a minimum grade in the theoretical test of 7 points.

Final Assessment and Appeal

If the student progresses to the Final Assessment (Normal Exam and Appeal Exam), none of the Continuous Assessment instruments indicated will be considered in the final grade.

Exam – 100%

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The central methodology to be applied involves introducing the theoretical-practical dimensions of the issues to be addressed, instilling a global and coherent vision of the themes under analysis. Individual intervention and initiative are encouraged, as well as collective reflection. Assessment is an essential and integral element of the teaching-learning process, considered an integral, systematic, gradual and continuous process, in order to provide feedback that regulates the process. Assessment is understood as a dynamic process with a formative dimension, through the active participation of students through, for example, questions, comments, suggestions, revealing their interest and ability in relation to the content covered.

Through the exposure of UC content, the results of research and analysis in various sources and individual and collective reflection, students acquire and develop the skills of integration, critical analysis and mobilization of a set of information and knowledge available for understanding and solving everyday problems. They also improve their communication and argumentative skills.

7. ATTENDANCE

In the continuous assessment of each student, a minimum of 2/3 of the classes taught and the tutorial orientation sessions were required for attendance. Such a condition does not apply only to students with worker-student status.

8. CONTACTS AND ATTENDANCE

The teacher will be available at ESTH's personal office B23, according to the schedule established and approved by the ESTH Board for student assistance and via email (ricardoguerra@ipg.pt).

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DATE

17 de fevereiro de 2024

SIGNATURE

Professor

(signature)