

Subject Study guide “Leisure, entertainment and theme parks”

1. IDENTIFICATION

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| <ul style="list-style-type: none">✓ Subject name: Leisure, entertainment and theme parks✓ Code: 103755✓ Degree: GDH✓ Academic year: 2018-2019✓ Subject type: elective✓ ECTS credits: 3✓ Teaching period: 1st semester✓ Teaching language: English✓ Teacher: Blanca Par López-Pinto✓ Email: blanca.par@uab.cat |
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2. PRESENTATION

This subject has as learning objective the understanding of the characteristics and general management of leisure and entertainment companies.

This course is divided into two parts:

1. General knowledge related to the basic concepts of Leisure, Entertainment and Theme Parks.
2. Design and programming of activities and/or actions for tourist entertainment.

This course is included in the ECTS credit program, based on student skills development and it implies a key role for the student in the teaching structure and planning process. The development of skills involves 75 hours of work (i.e. 3 European credits). These hours correspond to classroom hours, evaluated tutorials and online tutorials for the different work and assignments, student study and the presentation of a Final Project consisting of the design of an entertainment program / activity for tourists for an existing business or

establishment (theme parks or other recreational sites and planned events, hotels, campsites, resorts, cruisers, etc.).

3. EDUCATIONAL GOALS

KNOWLEDGE OBJECTIVES

1. Define the concepts of leisure, entertainment and theme parks
2. Identify the elements involved in tourism entertainment and evaluate possible actions
3. Analyze the professional profiles (i.e. tourist entertainer, event organizer and theme park manager) and identify the necessary basic knowledge, abilities and attitudes
4. Number and describe each of the phases in the process of planning, designing and programming the activities for leisure and tourism entertainment

4. SKILLS AND LEARNING OUTCOMES

SKILLS OBJECTIVES

1. Detect, analyze and evaluate the potential of entertainment and leisure for the tourism industry
2. Design and plan leisure programs and/or strategies for tourism entertainment adapted to different real business or establishments
3. Present the Final Project demonstrating a sufficient level of communication, and capturing and maintaining the interest of the audience throughout the presentation

TRANSFERABLE SKILLS

1. Develop the ability to carry out research, selection, analysis, interpretation and evaluation of the current potential for entertainment and leisure

2. Develop a critical view on leisure activities and tourism entertainment (recognize that not all actions in the field of leisure and tourism entertainment are equally valid)
3. Develop the angle of interpersonal relations in terms of interviewing professionals in the sector to obtain information about the different organizations or establishments to be analyzed; build team working abilities and people management
4. Organize the content in a clear and orderly fashion, both in terms of oral and written communication
5. Manage the available time and the tasks to be carried out according to a pre-established plan and follow it through
6. Acquire self-evaluation criteria and apply it to optimize personal work
7. Recognize that values regarding ethics and sustainability must always dominate the educational process and the work of future professionals in the field of tourism. Develop awareness for producing sustainable and environment-friendly leisure and entertainment activities. Identify and place broad open values on diversity and the multicultural aspect of tourism, and apply these when designing activity programs
8. Stimulate creativity, encouraging diversity and originality in designing responses to the different aspects of tourism entertainment and leisure proposed and worked in the class
9. Correctly apply the appropriate techniques when designing entertainment programs (Preparation of the Final Project)

5. TOPIC AND CONTENT

Theme 1. **Leisure**: definition and applications

Theme 2. **Tourism entertainment**: concept and objectives

Analysis and evaluation of the agents involved in the process of creating and developing entertainment activities and/or actions. The tourist entertainer: study of professional profile

Theme 3. **Theme parks**: Definition and characteristics

Development and management

Theme 4. **Design and programming** of tourism entertainment activities and /or actions

6. RECOMMENDED BIBLIOGRAPHY

- Beech, John & Chadwick, Simon (Pearson education, 2006): *The business of tourism management* (Themes 1-4)
- Clavé, Salvador Anton (CABI, 2007): *The global theme park industry* (Theme 3)

<http://www.cabi.org/cabebooks/FullTextPDF/2007/20073104166.pdf>

- O'Connell, Timothy S. & Cuthberston, Brent (Human Kinetics, 2009): *Group dynamics in recreation and leisure* (Themes 2 and 4)
- Thyne, Maree & Laws, Eric (eds., 2004): *Hospitality tourism and lifestyle concepts. Implications for quality management and customer satisfaction*, New York: The Harworth Hospitality Press (Themes 1-4)

7. TEACHING METHODOLOGY

The teaching of the subject combines theoretical and practical work. For the classes to be successful, the student must actively participate throughout the course. The teaching methods used stimulate and invite the student to participate in the discovery of the course content and become central to their own learning process.

The course content will mainly be imparted using the interrogative teaching method. Space is also dedicated to debates and group reflections based on the previous reading of texts, news and/or specialist articles, to carry out individual activities and to take part in creative games or small group projects.

Lectures will be accompanied using electronic slides. Students are not required to copy the content of these slides word for word, but they are strongly encouraged to take notes of the details discussed.

Assignments: submissions will not be accepted after deadline. Students must keep a back-up copy of all work presented.

The virtual campus should also be used as a means of communication between student and lecturer and vice-versa (alerts, documents, submissions, presentation calendar for Final Projects, virtual tutorials, etc.)

All students enrolled on this course are obliged and have the responsibility to periodically consult the different alerts, materials, projects and other content on the virtual campus.

All work submitted or tutorial consultations should be carried out from and in the course space of the virtual campus.

TRAINING ACTIVITIES

Nature	Activity	Hours	ECTS	Learning outcomes
Directed In-class activities	Lectures	20	0.80	CE11.1. CE11.2. CE14.1. CT8, CT11
	Case study resolution	2	0.08	CE9.4. CE10.4. CE11.1. CE11.2. CT1
	Oral presentations	6	0.24	CE9.4. CE10.4. CE11.1. CE11.2. CE14.1. CT4
Supervised activities	Tutorials	11	0.44	CE9.4. CE11.1. CE11.2. CE14.1. CT4
Autonomous activities	Case study resolution	6	0.24	CE9.4. CE10.4. CE11.1. CE11.2. CE14.1. CT1 CT10
	Assignments completion	22	0.88	CE9.4. CE10.4. CE11.1. CE11.2. CE14.1. CT1 CT10
	Study	8	0.30	CE10.4. CE11.1. CE11.2. CE14.1.
TOTAL		75	3	

8. ASSESSMENT SYSTEM

Since this course is taught using teaching methods that require the active participation of the student, class attendance is very important. Although class attendance is not mandatory, active and constructive participation by the student will have a positive contribution on both the continuous assessment and the final assessment. However, attendance it is not sufficient and the student who attends regularly but adopts a passive attitude in class will be negatively rewarded.

Individual assignments and partial exam: students will carry out two short individual assignments which must be handed in to the lecturer and/or presented in class. The two assignments account for 30% of the final grade. The partial exam account for 30% of the final grade.

Final Project (group work): all students will create and design an innovative entertainment project for an existing establishment or organization (theme parks or other recreational sites and planned events, hotels, campsites, resorts, cruisers, etc.). The stages for preparing and presenting it will be posted throughout the course on the Virtual Campus of the Autònoma Interactiva. This Final Project will serve both for the final assessment and as a real integrated practice of all the contents worked in class. The Final Project accounts for 40% of the final grade.

***SINE QUA NON* CONDITION FOR OBTAINING CREDIT FOR THIS COURSE**

To pass the course, students must obtain a final grade of ≥ 5 (out of 10) on both the individual assignments and the Final Project. The final grade, when passing both parts, is then the weighted average of the group and individual grades.

The evaluation of this course consists of the following system:

THREE OPTIONS OF ASSESSMENT

A) CONTINUOUS ASSESSMENT: Final Project (40%), the partial exam (30%) and individual assignments (30%) described above.
If the student does not pass the course through the continuous assessment system, he/she will be evaluated by the single assessment system, not considering any of the grades previously obtained.

B) SINGLE ASSESSMENT: Final exam (all content covered in the course).
Date and time established by the Official Programming of EUTDH according

to the academic calendar. There will be only one type of final exam, having no difference between students who have not successfully completed the Continuous Assessment system and those who have not followed it. To be eligible to perform the final exam, it is required to submit and pass a prior compulsory work.

- C) **RE-EVALUATION:** Date and time established by the Official Programming of EUTDH according to the academic calendar. Only addressed to students obtaining a grade between 4 and 5 in Single Assessment. The maximum possible grade to be obtained will not exceed 5. Nature of the evaluation to be defined.

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
Individual homework	30 %	4.5	0.18	CE9.4. CE10.4. CE11.1. CE11.2. CE14.1., CT1, CT15
Partial exam	30 %	4.5	0.18	
Final group project	40 %	30	1.20	CE9.4. CE10.4. CE11.1. CE11.2. CE14.1., CT4, CT8, CT10, CT11, CT15

STUDY TIME DEDICATION

Nature	Activity	Hours	ECTS	Skill objectives
In-class activities	Lectures	20	0.80	CE11.1. CE11.2. CE14.1. CT8, CT11
	Case study resolution	2	0.08	CE9.4. CE10.4. CE11.1. CE11.2. CT1
	Oral presentations	6	0.24	CE9.4. CE10.4. CE11.1. CE11.2. CE14.1. CT4
Supervised activities	Tutorials	11	0.44	CE9.4. CE11.1. CE11.2. CE14.1. CT4
Autonomous activities	Case study resolution	6	0.24	CE9.4. CE10.4. CE11.1. CE11.2. CE14.1. CT1 CT10

	Assignments completion	22	0.88	CE9.4. CE10.4. CE11.1. CE11.2. CE14.1. CT1 CT10
	Study	8	0.30	CE10.4. CE11.1. CE11.2. CE14.1.
TOTAL		75	3	

9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	1	In-class	2
2	1-2	In-class	2
3	2	Supervised activities	2
4	2	In-class	2
5	3	Supervised activities	2
6	3	In-class	2
7	3	Supervised activities	2
8	4	In-class	2
9	4	In-class	2
10	4	Tutorial	2
11	3-4	Autonomous work	2
12	3-4	Autonomous work	2
13	3-4	Final Project presentation	2
14	3-4	Final Project presentation	2
15	1-4	In-class	2

10. ENTREPRENEURSHIP AND INNOVATION

Note that the methodology seeks to develop students' skills on both entrepreneurship and innovation by sensitizing them to develop innovative, sustainable and environmentally friendly entertainment activities.

To encourage the innovative and entrepreneurial spirit of students, after the completion of the program, students will submit a Final Project based on the design of an activity of animation for an existing establishment or organization.