

**Theme Parks and Holiday Entertainment**

Code: 103755  
ECTS Credits: 3

Degree	Type	Year	Semester
2502904 Hotel Management	OT	4	0

## Contact

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## Use of Languages

Principal working language: english (eng)  
Some groups entirely in English: Yes  
Some groups entirely in Catalan: No  
Some groups entirely in Spanish: No

## Prerequisites

This course has no prerequisites.

## Objectives and Contextualisation

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

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 will guide the students in:

1. Understanding the concepts of leisure, entertainment and theme parks.
2. Detecting, analyzing and evaluating the potential of entertainment and leisure for the tourism and the theme parks' industries.
3. Numbering and describing each of the phases in the process of planning, designing and programming leisure activities.
4. Designing and planning innovative leisure programs for tourism entertainment business.
5. Presenting the Final Project demonstrating a sufficient level of communication, and capturing and maintaining the interest of the audience throughout the presentation.

## Competences

- Demonstrate an understanding and apply the principles of scientific method in research in the hotel and catering sector.
- Demonstrate ethical behaviour in social relations and the ability to adapt to different intercultural situations.
- Demonstrate knowledge of the dynamic and evolutionary nature of the hotel and catering industry and the new leisure industry.
- Develop a capacity for independent learning.

- Develop and apply policies of internationalisation and sustainable growth in the companies in the sector.
- Manage communication techniques at all levels.
- Plan and manage activities based on quality and sustainability.
- Work in teams.

## Learning Outcomes

1. Demonstrate ethical behaviour in social relations and the ability to adapt to different intercultural situations.
2. Demonstrate knowledge of the dynamic and evolutionary character of the hotel and catering industry and the new leisure society.
3. Develop a capacity for independent learning.
4. Identify and apply basic strategic elements in the internationalisation process of activities in the hotel sector.
5. Manage communication techniques at all levels.
6. Plan and manage activities based on quality and sustainability.
7. Use research methods and techniques in the study of tourism and hotel management.
8. Work in teams.

## Content

Theme 1. Leisure:

- Evolution of the concept of leisure throughout history
- Leisure and the tourist market

Theme 2. Tourism entertainment:

- concept and objectives
- The tourist entertainer: professional profile

Theme 3. Theme parks:

- Definition and characteristics
- Structure and organization

Theme 4. Design and programming:

- Planning, implementing, and evaluating leisure programs.

## 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 virtual campus -MOODLE- 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 -MOODLE.

Students must attend all the class-mates' oral presentations (individual assignments): they will be tested on these contents on the partial exam.

Assignments and Final Project: students must submit written work in paper format to the teacher as well as online submission on MOODLE. Submissions will not be accepted after deadline. Students must keep a back-up copy of all work presented.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case study resolution	0.5	0.02	1, 3, 5, 4, 6, 7
Lectures	20	0.8	2, 5, 4
Oral presentations	6	0.24	2, 1, 3, 5, 4, 6, 8, 7
Study	8	0.32	2, 1, 3, 5, 4, 6, 7
Type: Supervised			
Tutorials	12	0.48	2, 3, 5, 4
Type: Autonomous			
Assignments completion	20	0.8	2, 1, 3, 5, 4, 6, 8, 7
Case study resolution	6	0.24	2, 1, 3, 5, 4, 6, 8, 7

## Assessment

### Evaluation

#### 1) Individual assignment and partial exam:

- Individual work (25%)
- Partial exam (30%)

#### 2) Final Project:

- Group work: Final Project (45%)

Individual assignment and partial exam: students will carry out one individual assignment which must be handed in to the lecturer and presented in class (if required). The individual assignment accounts for 25% of the final grade. The partial exam accounts for 30% of the final grade.

Final Project (group work): all students will plan and design an innovative entertainment program 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 45% 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  $\geq 5$  (out of 10) on both parts, the individual assignment and partial exam, 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 (45%), the partial exam (30%) and individual assignment (25%) 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**

Title	Weighting	Hours	ECTS	Learning Outcomes
Final Project	45%	0.5	0.02	2, 1, 3, 5, 4, 6, 8, 7
Individual assignment	25%	0	0	2, 1, 3, 5, 4, 6, 7
Partial exam	30%	2	0.08	2, 1, 3, 5, 4, 6, 7

### **Bibliography**

- Beech, John & Chadwick, Simon (Pearson education, 2006): The business of tourism management (Temas 1-4)
- Clavé, Salvador Anton (CABI, 2007): The global theme park industry (Tema 4)  
<http://www.cabi.org/cabebooks/FullTextPDF/2007/20073104166.pdf>
- O'Connell, Timothy S. & Cuthberston, Brent (Human Kinetics, 2009): Group dynamics in recreation and leisure (Temas 2 y 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 (Temas 1-4)