

Socio-cultural Entertainment

Code: 104958
ECTS Credits: 3

| Degree | Type | Year | Semester |
|-----------------|------|------|----------|
| 2500894 Tourism | OT | 4 | 0 |

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

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

The growth of the utility of leisure as an important form of socio-cultural dynamization, civic responsibility, social service, commercial enterprise and therapeutic treatment, among other areas, has become fundamental for the social development of the 21st century.

Leisure is a fundamental tool for enhancing the well-being of individuals and communities. Socio-cultural and leisure services can make a major contribution to social and economic outcomes on individuals and communities.

Leisure programs are a powerful contributor to the emotional, physical, and social well-being of people and are important resources for accomplishing strong and successful communities.

During this course, students will learn how to plan, design, implement, and evaluate leisure programs for socio-cultural dynamization in different fields (cultural, tourism, recreation and sports, among others).

This course is divided in two parts:

1. Theoretical: general knowledge related to the basic concepts of leisure, socio-cultural dynamization and entertainment.
2. Practical: plan, design, implement, and evaluation of leisure programs for socio-cultural dynamization.

This course will prepare socio-cultural dynamization students for 21st century leisure programming.

The course will guide the students in:

1. Understanding the conceptual foundations, the importance and the benefits of leisure and of socio-cultural dynamization.
2. Integrating the concepts developed.
3. Learning the essentials of successful leisure programming theory.

4. Identifying and describing the principles and procedures related to program planning for individual, group and community quality of life.
5. Implementing the principles and procedures related to program planning.
6. Presenting the Final Project demonstrating good level of communication, and capturing and maintaining the interest of the audience throughout the presentation.

Competences

- Apply the concepts related to tourism products and businesses (economy and finance, human resources, commercial policy, markets, operations and strategy) in the different parts of the sector.
- Behave ethically and adapt to different intercultural contexts.
- Develop a capacity for independent learning.
- Plan and manage activities on the basis of quality and sustainability.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Show initiative and an entrepreneurial approach to business creation and management in the tourism sector.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Apply the business concepts company related to tourism products and organisations in the different parts and activities of the sector.
2. Behave ethically and adapt to different intercultural contexts.
3. Develop a capacity for independent learning.
4. Plan and manage activities on the basis of quality and sustainability.
5. Propose creative alternative solutions to planning and management problems in departments, activities or services in new areas of the tourism sector and in special tourism entities and products.
6. Show initiative and an entrepreneurial approach in the case of departments, activities, functions and entities of other types, to improve tourism management.
7. Use communication techniques at all levels.
8. Work in a team.

Content

Theme 1. Leisure:

- Definition and applications.
- Importance and benefits.
- Evolution of the concept of leisure throughout history.

Theme 2. Socio-cultural dynamization:

- Conceptual foundations.
- Social role of the leisure services.
- Socio-cultural dynamizers: job description.

Theme 3. Design and programming:

- Programming principles.
- Program planning process: planning, implementing and evaluating leisure programs.

Methodology

The teaching of the subject combines theoretical and practical work. To ensure a successful learning, 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- is a channel 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.

Assignments and Final Project: students must submit their work through 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, 6, 2, 5, 8 |
| Oral presentations | 6 | 0.24 | 1, 6, 2, 3, 7, 4, 5, 8 |
| Theory | 20 | 0.8 | 1, 6, 5 |
| Type: Supervised | | | |
| Tutorials | 12 | 0.48 | 1, 2, 7, 4, 5 |
| Type: Autonomous | | | |
| Assignments completion | 20 | 0.8 | 1, 6, 2, 3, 7, 4, 5, 8 |
| Case study resolution | 6 | 0.24 | 1, 6, 2, 3, 7, 4, 5, 8 |
| Study | 8 | 0.32 | 1, 6, 3, 4, 5 |

Assessment

Evaluation

1) Individual assignment and partial exam:

- Individual work (25%)
- Partial exam (30%)
- voluntary assignments (5%)

2) Final Project:

- Group work: Final Project (40%)

Individual assignment and partial exam: students will carry out one individual assignment which must be submitted on moodle and presented (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 (leisure services or other recreational sites). 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 during the course. 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 parts,

1) the individual assignment and partial exam, and

2) the Final Project.

The final grade, when passing both parts, is then the weighted average of the group (FP) and individual grades (I.A.+ P.E.).

Voluntary assignments: students can conduct voluntary assignments in order to improve their mark. Voluntary assignments will be announced in due course. These assignments account for a total of 5%.

The evaluation of this course consists of the following system:

THREE OPTIONS OF ASSESSMENT

A) CONTINUOUS ASSESSMENT: Final Project (40%), partial exam (30%) individual assignment (25%) and voluntary assignment (5%) 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 3.5 and 4.9 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 | 40% | 0.5 | 0.02 | 1, 6, 2, 3, 7, 4, 5, 8 |
| Individual assignment | 25% | 0 | 0 | 1, 6, 2, 3, 7, 4, 5 |
| Partial exam | 30% | 1.5 | 0.06 | 1, 6, 2, 3, 7, 4, 5 |
| Voluntary assignments | 5% | 0.5 | 0.02 | 1, 6, 2, 3, 4, 5 |

Bibliography

- Cordes, K.A., & Ibrahim, H.M. (2003): Applications in recreation & leisure for today and the future. Boston: McGraw-Hill.
- Csikszentmihalyi, M. Flow. The Psychology of Optimal Experience. Penguin Random House
- Leitner, M.J., & Leitner, S.F. (2004). Leisure enhancement (last edition). New York: Haworth Press.
- O'Connell, Timothy S. & Cuthberston, Brent (Human Kinetics, 2009): Group dynamics in recreation and leisure.

- Russell, R.V. (2005). Leadership in recreation (3erd ed.). New York: McGraw-Hill.
- Thyne, Maree & Laws, Eric (eds., 2004): Hospitality tourism and lifestyle concepts. Implications for quality management and customer satisfaction, New York: The Harworth Hospitality Press.