

Theme Parks and Holiday Entertainment

Code: 103755
ECTS Credits: 3

Degree	Type	Year	Semester
2502904 Hotel Management	OT	4	1

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

Topic 1. Leisure

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

Topic 2. Tourism entertainment

- Concept and objectives
- The tourist entertainer: professional profile

Topic 3. Theme and Leisure Parks

- Definition and characteristics. Structure and organization
- Social, anthropological and economic factors
- Leisure and gender perspective

Topic 4. Designing and programming

- 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 written work through MOODLE. Submissions will not be accepted after deadline. Students must keep a back-up copy of all work presented.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case study resolution	0.5	0.02	1, 3, 5, 4, 6, 7
Oral presentations	6	0.24	2, 1, 3, 5, 4, 6, 8, 7
Study	8	0.32	2, 1, 3, 5, 4, 6, 7
Theory	20	0.8	2, 5, 4
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

The continuous assessment will be based on:

1) Partial Exam and individual assignments:

- Individual Assignment (25%)
- Writing Exam (30%)
- Active participation (5%)

2) Final Project:

- Group work: Final project (40%)

Individual work and partial exam: students will do an individual job (submitted on MODDLE) and present it orally. This individual work represents 25% of the final note. The partial examination represents 30% of the final note.

Final project (group work): Once the assignment program is complete, all students will do a final project that will consist on designing an animation activity for a theme or Leisure Park, or a similar institution. The guidelines for the elaboration and subsequent oral presentation in class will be established during the course and published on MOODLE. This project serves both as a final evaluation tool and as a teaching tool for real-life integration of everything that has been worked on during the course. The Final Project represents 40% of the final note.

Condition sine qua non to obtain the accreditation of the subject: both group work (Final Project for the Design of a Sociocultural Animation) and part-examination and individual work must have been approved. To average the final note, you need to get at least one 5 out of 10 on each of the two evaluation parts: Writing Exam and Individual Assignment + Final Project

Active participation: students can choose to perform the volunteer exercises that will be proposed during the course. The sum of these voluntary activities represents 5% of the final note.

The assessment of this subject will be:

THREE ASSESSMENT OPTIONS:

A) CONTINUOUS ASSESSMENT: Realization of the Final Project (40%), Individual Assignment (25%), Writing Exam (30%) and Active Participation (5%), as described above.

In the event that learners do not exceed the subject by continuing assessment, they will be graded by the single evaluation system, without taking into account any of the notes obtained above.

B) SINGLE ASSESSMENT: Final examination (all topics from the subject).

Day and time established, according to academic calendar, in the Official Programming of the Centre (EUTDH).

There will be a single type of final exam, with no difference between learners who have not successfully passed the evaluation and those who have not followed it. In order to be able to submit to the final examination, a required prior work must be submitted. Information about content to be developed in the pre-compulsory work, as well as date and delivery form, will be published on the virtual campus platform.

C) RE-EVALUATION:

Day and time established, according to academic calendar, in the Official Programming of the Centre (EUTDH).

Only for students who in the single/final assessment have obtained a note between 3.5 and 4.9. The maximum grade for this re-assessment will not exceed 5 as the final grade. Test type to determine.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Active participation	5%	0	0	1, 3, 4, 6
Final Project	40%	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 (2006): The business of tourism management. Harlow: Financial Times Prentice Hall.
- Clavé, Salvador Anton (2007): [The global theme park industry](#). Wallingford, Oxfordshire, Cambridge: CABI.
- O'Connell, Timothy S. & Cuthberston, Brent (2009): Group dynamics in recreation and leisure. Champaign: Human Kinetics.
- Thyne, Maree & Laws, Eric (2004): Hospitality tourism and lifestyle concepts. Implications for quality management and customer satisfaction, New York: The Harworth Hospitality Press.

Software

There is not a specific software for this subject.