

Socio-cultural Entertainment

Code: 104958
ECTS Credits: 3

2025/2026

Degree	Type	Year
Tourism	OT	4

Contact

Name: José Antonio Ortiz García

Email: joseantonio.ortiz@uab.cat

Teachers

Andreea Nicoleta Gaita

Teaching groups languages

You can view this information at the [end](#) of this document.

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 dynamizators: job description.

Theme 3. Design and programming:

- Programming principles.
- Program planning process: planning, implementing and evaluating leisure programs.
- Design and programming.
- Socio-cultural dynamization with a gender and queer approach.

Activities and Methodology

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

Lesson Languages

Tourism Degree: English

English Tourism Degree: English

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.

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Active participation	5%	0.5	0.02	1, 6, 2, 3, 4, 5
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

The continuous assessment will be based on:

- Individual Assignment (25%)
- Writing Exam (30%)
- Active participation (5%)
- Group work: Final project (40%)

Individual work and partial exam: students will do an individual job (submitted on MOODLE). 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 cultural/touristic center, 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.

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.

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.

SINGLE ASSESSMENT: Final examination (70%) and Project (30%).

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.

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.

Re-evaluation of the subject by single assessment will be the same as that of the other students and to be submitted for re-evaluation it will be necessary that it has obtained at least 3.5 in all the evidence of the single evaluation.

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.

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.

Software

There is not a specific software for this subject.

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	second semester	morning-mixed
(TE) Theory	2	English	second semester	morning-mixed