

Degree programme	Type	Course
Tourism	OP	4

Contact lecturer

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Prerequisites

This course has no prerequisites.

Group languages

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

Objectives

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.

Learning outcomes

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

Contents

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.
- Design and programming.
- Socio-cultural dynamization with a gender and queer approach.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Tutorials	12	0.48	2, 4, 5, 6, 8
Study	8	0.32	1, 4, 6, 7, 8
Case study resolution	0.5	0.02	3, 5, 6, 7, 8
Oral presentations	6	0.24	1, 2, 3, 4, 5, 6, 7, 8
Theory	20	0.8	6, 7, 8
Case study resolution	6	0.24	1, 2, 3, 4, 5, 6, 7, 8
Assignments completion	20	0.8	1, 2, 3, 4, 5, 6, 7, 8

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.

This subject allows the use of AI technologies as an integral part of the submitted work, provided that the final result reflects a significant contribution from the student in terms of analysis and personal reflection. The student must clearly (i) identify which parts have been generated using AI technology; (ii) specify the tools used; and (iii) include a critical reflection on how these have influenced the process and final outcome of the activity.

Lack of transparency regarding the use of AI in the assessed activity will be considered academic dishonesty; the corresponding grade may be lowered, or the work may even be awarded a zero. In cases of greater infringement, more serious action may be taken.

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Final Project	40%	0.5	0.02	1, 2, 3, 4, 5, 6, 7, 8
Active participation	5%	0.5	0.02	1, 4, 5, 6, 7, 8

Individual assignment	25%	0	0	1, 2, 4, 5, 6, 7, 8
Partial exam	30%	1.5	0.06	1, 2, 4, 5, 6, 7, 8

The continuous assessment (CA) 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 assignment which 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. 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 will have the option to give brief in-class presentations that will be proposed during the course. The sum of these 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 final/re-evaluation system, without taking into account any of the notes obtained above.

FINAL EXAM AND RE-EVALUATION:

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

Final exam only for students who do not exceed the subject by CA.

Re-evaluation only for those students who obtained a note between 3.5 and 4.9 in the final exam. The maximum grade for this re-assessment will not exceed 5 as the final grade. Test type to determine.

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities.

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

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 (3rd 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.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	1	English	second semester	morning-mixed
(TE) Theory	2	English	second semester	morning-mixed