



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Tourism Events Management and Animation

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Tourism Events Management and Animation (V2129)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MARIA MANUELA MARTINS SARAIVA SARMENTO COELHO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

This curricular unit comprises a vast area of intervention, interacting with other branches of knowledge.

The aim is to: sensitize students to the importance of Event Management and Tourism Animation as a fundamental tool for the dynamics of the tourism sector in destinations; provide fundamental information, ideas and methodologies associated with different work options.

15. Specific Objectives

- Understand and correctly apply the concept of Event Management and Tourist Animation.
- Encourage imagination and initiative in solving proposed problems.
- Potentialize and formulate Animation activities in previously defined objectives.
- Make students aware of the importance of Event Management and Tourist Animation, considering the sustainable development of tourist destinations.
- Correctly apply the appropriate instruments.

16. Skills to be acquired



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- Ability to analyse the tourist and strategic potential of Event Management and Tourist Animation.
- To develop the necessary skills for the development of Event Management and Tourist Animation activities.
- Develop creativity and innovation skills, development and creation of Event Management and Tourist Animation programs.
- Foster teamwork, coordination of ideas and leadership.
- Foster creativity and responsibility.

17. Teaching Methodology

The classes will combine the formal exposition of concepts and theories, but also practical exercises on the contents presented, debates and presentations of works, stimulating the participation of the students through discussion, intervention and critical reflection of the themes addressed. There will also be sessions of a practical nature to guide and support the work to be carried out by the students, as well as sessions for the presentation and debate of the work carried out by the students.

18. Course Unit Program



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Chapter 1: Animation and Tourism

- 1.1 Concept of tourist Animation
- 1.2 Framework for tourist activities
- 1.3 Integrated view of tourist Animation
- 1.4 The importance of animation in the context of tourist activity
- 1.5 Positive and negative impacts of tourism
- 1.6 Evolution of tourist activity
- 1.7 Types of tourism based on tourist Animation.
- 1.8 Example of tourist Animation
- 1.9 Tourist animation activities
- 1.10 Organizations that contribute to the development of Tourist Animation

Chapter 2: SWOT and Porter analysis applied to tourist animation

- 2.1 SWOT Analysis
- 2.2 Porter's Analysis

Chapter 3: Analysis of the tourist animation sector

- 3.1 Characterization of the sector in Portugal
- 3.2 Legal framework: Tourist Animation Companies and Maritime-Tourism Operators
- 3.3 Legal framework: maritime-tourism activities
- 3.4 Legal framework: nature tourism activities
- 3.5 Legal framework: summer camps
- 3.6 Legal framework: cultural events

Chapter 4: Planning of tourist animation activities

- 4.1 Importance of planning
- 4.2 Intervening variables of the planning project
- 4.3 Planning levels
- 4.4 Strategic Planning
- 4.5 Tactical Planning
- 4.6 Operational Planning
- 4.7 Importance of carrying out alternative programs
- 4.8 Project risk and uncertainty management
- 4.9 Monitoring and evaluation

Chapter 5: Conception of tourist animation products and services

- 5.1 Animation in different leisure territories
- 5.2 Typologies of animation in tourist destinations
- 5.3 Characteristics of the tourist animator
- 5.4 Skills of the tourist animator
- 5.5 Necessary conditions of the tourist animator to accompany an event
- 5.6 Leadership
- 5.7 Incorporation of environmental education



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- 5.8 Group dynamics
- 5.9 Organization of events
- 5.10 Installations and equipment for tourist attraction and animation

Chapter 6: New dynamics in tourist animation

- 6.1. Sustainable tourism and local development
- 6.2 Dimensions of sustainable tourism and local development
- 6.3 Impacts of tourism and the sustainability of the environment
- 6.4 Phases of implementing sustainable tourism in a TA
- 6.5 Factors for a tourist activity to be sustainable.
- 6.6 Professionalism in AT
- 6.7 Innovation in safety in Tourist Animation
- 6.8 New Technologies in Tourist Animation

Chapter 7: Planning and carrying out Bons Sons music festival

- 7.1 Event: Bons Sons Festival.
- 7.2 What is Bons Sons?
- 7.3 Where it is.
- 7.4 Innovation and creativity of Bons Sons Festival
- 7.5 Interview with the organization.
- 7.6 What the visitor can expect.
- 7.7 Evolution of income and amount of festival goers.
- 7.8 Ticket Prices.
- 7.9 Planning of ticketing locations.
- 7.10 Support, partners, and partnerships.
- 7.11 Assembly and reception.
- 7.12 Complementary programs.
- 7.13 Services provided to festival goers.
- 7.14 Come Live the Village.
- 7.15 Tixa: the festival mascot.
- 7.16 Evaluation of the artists present at the festival.
- 7.17 Audience evaluation: festival goers, service providers and villagers.
- 7.18 Sustainability of the event: Environmental, Social and Economic Dimensions
- 7.19 Welcoming and reception.
- 7.20 Conclusions.

Chapter 8: Event management

- 8.1 Introduction to Events
- 8.2 Types of Events
- 8.3 Phases of event planning
- 8.4 General planning of an event

Chapter 9: Practical cases (9)



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19. Assessment Methods

Respecting what is indicated in the General Assessment Regulation, the following stand out: participation in classes and two written tests. The assessment is also complemented by carrying out a group work with a presentation and debate. In this way, the continuous evaluation will result from the weighting of the following factors:

- 2 written tests.
- 1 Group work with report, oral presentation, and debate.

20. Didactic Resources

Slide projection.

Internet.

Main and complementary bibliography.

Scientific articles and texts related to the issues of the UC.

Visit to an Event Management and Tourist Animation company.

21. Sustainability Objectives

The decision making must be based on the sustainability axes: economic, social and environmental.

Economic: adopt measures aimed at increasing their efficiency to generate jobs and remunerate the invested capital.

Social: respect human rights, promote equal opportunities, acting fairly with their employees and stakeholders.

Environmental: focus their efforts on conserving and managing natural resources, as well as protecting the landscape and the surrounding environment.

22. Keywords

Event management

Tourist animation

Event planning

Animation planning



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23. Main Bibliography

Author(s): Almeida, P., Araújo, S.
Title: Introdução à Gestão de Animação Turística
Edition: 2^a Year: 2017
Local: Lisboa
Publisher: Lidel Edições Técnicas

Author(s): Manuela Sarmento
Title: Fundamentos da Gestão de Eventos e Animação Turística
Edition: Year: 2022
Local: Lisboa
Publisher: Não publicado

Author(s): Puertas, X. M.
Title: Animación en el Ámbito Turístico.
Edition: 1^a Year: 2004
Local: Madrid
Publisher: Editorial Síntesis, SA

24. Complementary Bibliography

Author(s): Allen, J., O'Toole, W., McDonnell, I., Harris, R.
Title: Organização e gestão de eventos
Edition: 3^a Year: 2008
Local: Rio de Janeiro
Publisher: Elsevier Editora, Ltda

Author(s): Soifer, J.
Title: Empreender Turismo de Natureza.
Edition: 1^a Year: 2008
Local: Lisboa
Publisher: Edição de autor



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Autor / Author	Prof. Doutora MARIA MANUELA MARTINS SARAIVA SARMENTO COELHO
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