UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Tourism Events Management and Animation

Academic Year 2025/2026

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 TATIANA BALTAZAR FAZENDA

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

1. Understand the strategic role of events and tourist entertainment;
2. Identify and characterize different types of events and entertainment activities;
3. Apply principles and techniques for planning, organizing, and evaluating tourist events;
4. Develop operational plans and budgets;
5. Develop team management and logistical coordination skills, ensuring the quality and safety of activities.

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

1 - Tourist Entertainment and Tourism;
2 - SWOT and Porter's Analysis Applied to Tourist Entertainment;
3 - Analysis of the Tourist Entertainment Sector;
4 - Planning Tourist Entertainment Activities;
5 - Designing Tourist Entertainment Products and Services;
6 - New Dynamics in Tourist Entertainment;
7 - Practical Case Study on Tourist Entertainment;
8 - Tourism Event Management;
9 - Planning and Organization of Tourist Events;
10 - Event Marketing and Communication;
11 - Sustainability and Social Responsibility in Events;
12 - Practical Case Studies;

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

Multimedia resources (projectors, digital presentations, videos), supporting materials (scientific articles, case studies, market reports), digital analysis tools, and social media will be used, as well as active methodologies using practical studies. Additionally, testimonials from invited professionals will be used whenever possible.

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21. Sustainability Objectives

1 - SDGs 4 and 8 - Raise awareness of the importance of sustainability in tourism.
2- SDGs 12 and 13 - Promote sustainable practices in event organization by encouraging waste reduction, the use of recyclable materials, and the efficient management of resources (water, energy, waste).
3- SDG 17 - Develop partnerships to improve sustainable development goals.

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: 2ª Year: 2017
Local: Lisboa
Publisher: Lidel Edições Técnicas
ISBN Code:

Author(s): Sarmento, M.
Title: Fundamentos da Gestáo de Eventos e Animação Turística
Edition: Year: 2022
Local: Lisboa
Publisher: Não publicado
ISBN Code:

Author(s): Campos, M.
Title: Gestão de eventos e entretenimento em meios de hospedagem
Edition: 1ª Year: 2025
Local: São Paulo
Publisher: Editora Senac
ISBN Code: 978-85-396-5454-3

24. Complementary Bibliography

Author(s): Monteiro, A., Cachola Monteiro, C., Ribeiro, V.
Title: Gestão de Pessoas no Lazer, Animação Turística & Eventos
Edition: 1ª Year: 2022
Local: Coimbra
Publisher: Editora D'Ideias
ISBN Code: 9789895365302

Author(s): Vieira, J. M.
Title: Eventos e Turismo: Planeamento e Organização
Edition: 1ª Year: 2015
Local: Lisboa
Publisher: Edições Silabo
ISBN Code: 9789726187967

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Autor / Author	Prof. Doutora TATIANA BALTAZAR FAZENDA
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Colaborador(es) / Colaborator(s)	-
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