



Module Structure

Module Title : Entertainment and Animation

Module Code : HTPM262

Programme of Study/Year of Study: Hospitality and Tourism Management/Year 2

Group : HTMI

Semester : Fall

Number of Hours Taught : 2

ECTS : 3

Instructor: Eugenios Savva

Office Hours: Tuesdays 13:30 – 14:30

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Pre-requisite(s) :

Module Rationale

This module provides the students with the knowledge for understanding the importance and function of Animation & Entertainment in a Hospitality Establishment and the skills to manage the function/department effectively.

Aims

This module assists students to acknowledge the importance of Entertainment and Animation in the hospitality and tourism industry. Students are enabled to identify animation and entertainment needs and the trends shaping them. They gain an understanding of the requirements for effective organisation and management of animation and entertainment and its relationship with other departments in hotels and other contexts. The module exposes students to the entertainment and animation facilities of various resorts, spas, casinos, cruise ships and other hospitality and tourism venues and enables them to understand their different operational requirements.

Intended Learning Outcomes

- Understanding the importance of Animation & Entertainment in the hospitality industry
- Understanding the functionality and structure of the department

- Acquiring the knowledge, skills and competences to understand and be able to manage the department
- Understanding the basic principles for the operation of various entertainment and animation centres/activities e.g. kids club, themed activities etc.

Delivery Methods:

- Lecture
- Group Discussion
- Assignments
- Role Playing
- Projects
- Professional visits
- Guest Speakers
- Learning through playing

Assessment:

- Final Exam 50%
- Main Project 30%
- Presentation of the Main Project 5%
- Case Studies & other Assignments 15%

Module Requirements

Refer to the students' manual for the module requirements (handouts)

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	02/10-06/10	3/10 Definitions and the importance of Animation & Entertainment. The presence of Animation & Entertainment	Lecture notes
2.	09/10-13/10	10/10 The guests' expectations and the benefits from having the department. The department's Organisational Structure	Lecture notes
3.	16/10-20/10	17/10 The department's roles and job descriptions. Communication with guests and the importance of body language	Lecture notes
4.	23/10-27/10	24/10 Handling Complaints. Description of the department's Management Functions. Planning, Action Plans, Recruitment & Selection	Lecture notes
5.	30/10-03/11	27/10 Study visit at the Olympic Lagoon Ayia Napa and tour of the Animation & Entertainment venues. Description of the department's planning and operation by the hotel's management	Lecture notes

Week	Dates	Topics to be Covered	Reference Chapter / Material
6.	06/11-10/11	31/10 The interview process, Training & Development, Orientation of new team members in the department	Lecture notes
7.	13/11-17/11	7/11 Guest Lecturer	Lecture notes
8.	20/11-24/11	21/11 Training and Monitoring the department's activities. The Animation & Entertainment Program – Creation and Promotion	Lecture notes
9.	27/11-01/12	28/11 Guest Lecturer and Educational Game Activity	Lecture notes
10.	04/12-08/12	5/12 The Animation & Entertainment activities – Innovation - Assignment	Lecture notes
11.	11/12-15/12	12/12 The operation of the children playground – Assignment (Children menu) – Case Study	Lecture notes
12.	18/12-22/12	19/12 Presentation of the Main Project	Lecture notes
13.	08/01-10/01	9/1/2018 Revision and preparation for the final exams	Lecture notes

Essential Reading

Set of notes prepared by the instructor

Additional Reading

Any material that will be added on Moodle

