

**COURSE DATA****Data Subject**

Code	35104
Name	Tourism short term analysis
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	3	First term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	10 - Analysis of the economic situation	Obligatory
1926 - D.D. in Tourism-Business Management Administration	5 - Asignaturas de cuarto curso	Obligatory

Coordination

Name	Department
DE CASTRO PARDO, CELESTINO JAVIER	10 - Economic Analysis

SUMMARY

Analysis of the Tourism Situation (ACT) is an advanced training subject that belongs to the Economic Analysis of Tourism module. It is attached to the Economic Analysis area. It is taught in the first semester of the third year of the Degree in Tourism with a charge for the student of 6 ECTS credits.

This subject is supported and requires the knowledge acquired in other subjects of the degree such as Statistics, Introduction to Economics (both first) and ICT in tourism (second). In addition, it is complemented with Tourism Market Research (third party). In Statistics and ICTs, instruments that will help in the development of ACT have been seen.



The main objective of the subject of ACT in the Degree of Tourism is to provide future graduates with the ability to interpret the statistical information generated in the tourism sector, as well as to train them in the basic skills for the preparation of short term reports that may be useful for the management and planning of a territory or for a tourism company environment analysis.

In this subject, the data collection in tourism is briefly addressed through surveys (subject that will be expanded in the Tourism Market Research subject) and the analysis of time-series data will be deepened (beyond what is seen in Statistics). During the course, special attention will be paid to the two main tourist information systems in Spain, the Institute of Tourism Studies and the National Institute of Statistics, and effective tools for measuring and analysing the impact of tourism on the Spanish economy will be studied.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

It is essential to have basic knowledge of statistics (acquired in the subject of the degree in Statistics) and highly recommended some knowledge of office automation (word processor and spreadsheet acquired in the ICT subject).

OUTCOMES

1317 - Degree in Tourism

- Analyse the economic dimension of tourism.
- Turn an empirical problem into an object of study and draw conclusions.
- Recognise the main tourist agents.

LEARNING OUTCOMES

- Search, collect, manage and extract conclusions from economic information.
- Assess the economic dimension of tourism at different scales and analyse the interrelation between them.
- Know the importance of tourism research.
- Know the sources of information for tourism research.
- Access to different sources of information.
- Identify situations and realities in which the sector is immersed.
- Use the tools of quantitative and qualitative methods.
- Analyse, interpret and infer data and results: prepare and submit reports, apply the research to the proposed purposes.
- Know the main agents of current tourism.



DESCRIPTION OF CONTENTS

1. Basic statistical concepts applied to the analysis of the tourist conjuncture

1. Introduction.
2. Process of investigation of tourism.
3. Obtaining and collecting information.

2. Tourist Information Systems

1. Introduction: demand versus offer.
2. Main sources of national tourist information.
3. Main sources of international tourist information.

3. Time-series

1. Main time series in tourism.
2. Modeling of time series.
3. Criteria of choice of models.
4. Prediction.

4. Tourism in the Spanish economy

1. Introduction.
2. Tourism Satellite Account (CST).
3. Input-Output Table (TIO).
4. Exchange rates.
5. The Balance of Payments.

5. Statistical treatment of information

1. Information processing: independence between samples.
2. Hypothesis tests.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of group work	20,00	0
Study and independent work	20,00	0
Preparation of evaluation activities	20,00	0
Preparing lectures	15,00	0
Preparation of practical classes and problem	15,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

- Teaching in the theoretical sessions:
- Expository classes with problem solving to illustrate the concepts explained in which students can participate in solving problems and exercises.
- Teaching in practical sessions:
- lectures in computer rooms to solve the proposed practices.
- Group work classes.
- Support for the resolution of practices and the preparation of reports.
- Tutorials:
- Individualized and voluntary by the student to solve aspects related to the theoretical teaching and the resolution of problems and exercises proposed in the classes.
- Group and volunteers to resolve aspects related to the work that must be delivered during the course.

EVALUATION

The subject uses the following competency assessment procedure:

- Synthesis test: Written test, consisting of a test type test that will consist of theoretical and / or theoretical-practical questions and / or problems on all the content of the subject that appears in the Academic Guide. This test will assume 70% of the grade of the subject.
- Continuous assessment of each student: based on participation, attendance and degree of student involvement in the teaching-learning process. The continuous assessment and practical activities will make up 30% of the grade of the subject.



The final grade will be the weighted sum of the synthesis test and the continuous evaluation and practical activities. To achieve at least one pass it is essential to pass the synthesis test. Otherwise the final grade may not exceed a maximum of 4.5. The student who does not participate in the continuous evaluation or the practices may be evaluated in the synthesis test and may obtain a final grade of 7. In order to pass the course, he / she must have obtained a minimum of 7 out of 10 points in said test. The evaluation system will be applied equally to the students who take the course for the first time and to the people who repeat the course.

The grading system will be the same in both calls, but continuous evaluation grades cannot be recovered so the student will keep the grades obtained in the first call.

REFERENCES

Basic

- SANCHO A.; GARCÍA G., PÉREZ J. M. & CABRER B. (2001): Apuntes de Metodología de la Investigación en Turismo. Madrid: OMT
- SANCHO, A.; BUHALIS, D.; CABRER, B [et al.]: Introducción al Turismo.
- HERNANDEZ, R. i URIEL, E. (2004): Análisis y tendencias del turismo. Ediciones Pirámide.

Additional

- ESCUDER, R. i MURGUI, J. S. (2011): Estadística Aplicada. Economía y Ciencias Sociales. València: Tirant lo Blanch (2a edició).
- PARRA, E. i CALERO, F. J. (2007): Estadística para Turismo. Madrid: Ed. McGraw-Hill.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

For the 2020-2021 academic year, depending on the group, it is planned that the teaching of this subject will be face-to-face or online, according to the guidelines of the University. In any case, the evaluation guidelines of the teaching guide will be followed. Following the current recommendations from the University, the tutorials will be only on-line. However, if there are changes in the health situation, the teaching and evaluation methods will be adapted to the new situation. The specific adaptation measures will depend on the severity of the new sanitary conditions and the percentage of classes already taught, informing students as quickly as possible. Practical seasons require the use of the computer. Given the capacity restrictions imposed by the COVID-19, practical season will be in theory classrooms. Therefore no computer will be available. Students will have to come with their own computer or made use of the computers the University offers to the students.