

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

Code	35108
Name	Tourism market research
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	Second term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	3	Second term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	11 - Marketing and market research I	Obligatory
1926 - D.D. in Tourism-Business Management Administration	4 - Asignaturas de tercer curso	Obligatory

Coordination

Name	Department
BERENGUER CONTRI, GLORIA	43 - Marketing and Market Research

SUMMARY

The Tourism Market Research subject, with a load of 6 ECTS credits, is part of the Commercialization and Market Research I subject, is mandatory and is taught in the third year in the Degree in Tourism and the Degree in Tourism and Business Management.

The subject analyzes the concept and development of commercial research framed in the information system of the company or tourist destination, responsible for collecting and analyzing the information necessary for the correct decision making. In this sense and throughout the nine subjects of the course, the importance of information as a starting point of the strategic business approach in the tourism sector is highlighted.



The subject of Tourism Market Research covers the following contents: The process of market research in tourism. The organization of market research and the ethical aspects of the activity. Identification of objectives and information needs. The types of information and the methodologies for obtaining the information. The quantitative techniques. The qualitative techniques. The questionnaire as an instrument for collecting information. Kind of questions. Introduction to sampling and sample selection. The field work. The preparation and analysis of information and the writing of the report.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

The Tourism Market Research subject does not demand previous requirements. The subject gives continuity to the compulsory subject of the second course Tourism Marketing, which has a teaching load of 6 ECTS credits, which is the first approximation of the student to the commercial function in the company.

OUTCOMES

1317 - Degree in Tourism

- Understand the dynamic and evolving nature of tourism and of the new leisure society.
- Turn an empirical problem into an object of study and draw conclusions.
- Evaluate tourist potentials and make the prospective analysis of their exploitation.
- Have communication skills.
- Show creativity.
- Demonstrate motivation for quality.

LEARNING OUTCOMES

At the end of the course, the student must be able to or possess:

1. Knowledge of the importance of market research in tourism, the sources of information available and the quantitative and qualitative methods applied to tourism.
2. Know how to plan and develop market studies to know the relationships between demand and a tourist resource to be exploited.



3. Know the tools and basic applications of market research.

DESCRIPTION OF CONTENTS

1. MARKET RESEARCH AND TOURIST MARKETING

Concept and relationship with marketing management.

Types of market research.

The ethics and practice of market research: companies and market research associations.

2. PROCESS OF INVESTIGATION OF MARKETS AND SOURCES OF SECONDARY INFORMATION

Objectives and information needs.

Research design and secondary information.

Collection of information.

Preparation and analysis of data.

Presentation of the results.

Secondary sources of information: nature and purpose.

3. EXPLORATORY RESEARCH: QUALITATIVE TECHNIQUES

Nature and applications of exploratory research.

Group dynamics.

In-depth interviews.

Projective techniques.

Creativity techniques.

Commercial observation and neuromarketing.

4. DESCRIPTIVE AND CAUSAL RESEARCH: QUANTITATIVE THECNQUES

Nature and applications of descriptive research.

Ad-hoc surveys I: personal, telephone, postal.

The ad-hoc surveys II: Internet.

Periodic surveys I: panel and omnibus.

The periodic surveys II: tracking.

Other quantitative techniques: Experimentation.

5. DESIGN OF THE QUESTIONNAIRE (I): GENERAL APPROACH



Purpose and structure of the questionnaire.
Kind of questions.
Design of computer questionnaires.
Pre-test of the questionnaire.

6. DESIGN OF THE QUESTIONNAIRE (II): MEASUREMENT SCALES

Purpose of the scales: measurement levels or basic scales.
The comparative scales.
The non-comparative scales.

7. SAMPLING AND FIELD WORK

Introduction, basic concepts and sampling process.
Probabilistic and non-probabilistic sampling methods.
Internet sampling.
Sample's size calculation.
Field work.

8. ANALYSIS OF THE INFORMATION

Descriptive analysis of the information.
Cross tabulation.
Hypothesis contrast.
Analysis of variance.

9. ELABORATION OF THE REPORT

Importance of the report.
Types of report.
Organization and presentation of the report

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of group work	30,00	0
Study and independent work	27,00	0
Readings supplementary material	3,00	0
Preparation of evaluation activities	30,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

From a teaching point of view, the subject has two differentiated blocks:

Theoretical classes. The theory classes will be based on the explanations of the teacher (participatory master class), on the study of the basic and / or complementary bibliography recommended, and on the participation and competence of the students to debate on the research of tourism markets.

To get the most out of the master class, students are recommended to prepare each topic, for which they are encouraged to make use of the bibliography provided. Other didactic resources provided by the teacher will also be used. In each of the topics, the teaching resources are structured as follows:

- Basic bibliography, which indicates a series of manuals that allow to adequately covering the subject in question in terms of points to address and level of depth.
- Support readings. Its reading will allow the student to have a much wider and richer vision of the contents of the subject exposed in class or addressed in the basic bibliography.
- Internet addresses, which aim to bring the student closer to institutions, associations or journals to get current and real information and contact on issues directly related to the subject under study.

Practical classes. The student will perform a series of complementary theoretical-practical activities and data analysis exercises, to be carried out in the classroom and / or as an autonomous work.

Use of the virtual classroom:

The virtual classroom will be used for any information / news that facilitates the performance of the subject (<http://www.aulavirtual.uv.es>). In the virtual classroom, resources will be provided for carrying out the tasks of the practical classes, as well as the material related to the theory.



EVALUATION

The evaluation of the subject is in accordance with article 6.4 of the evaluation and qualification regulation of the University of Valencia for the Bachelor's and Master's degrees that it states verbatim: *"The global evaluation of the students can be obtained as a result of a combination of the obtained evaluation in a final test together with the one obtained in the different continuous assessment activities carried out, according to which in this sense the teaching guide is collected"*.

The subject is evaluated as follows:

1.- A written exam, on an official date proposed by the Faculty of Economics. The exam will consist of questions of theoretical and / or theoretical-practical development. The grade of this exam will be 60% of the final grade; the maximum score that can be achieved is 6 (the minimum score to pass this part is 3). Only the note for the second call (July) of the 2019-20 academic year will be saved. This activity is **RECOVERABLE**.

2.- The continuous evaluation of the practical activities developed by the student during the course, from the elaboration of reports / works. The notes of these reports / papers will be the 40% of the final grade; the maximum score that can be achieved is 4 (the minimum score to pass this part is 2). Only the continuous assessment grade will be saved for the second call (July) of the 2019-20 academic year. These activities are **NOT RECOVERABLE** given that *"by its nature, it is not possible to design a test that assesses the acquisition of learning results in the second call (article 6.5 of the aforementioned regulation)"*.

The student, who, for documentary justified reasons (**e.g. work contract with a schedule incompatible with attendance at practical sessions**) cannot come to class, must justify it before February 14, 2020 to the professor of the subject. This student must present the activities individually through a virtual classroom within the deadlines established in the subject. No other student will be eligible for this individualized system.

The subject is approved with a 5. The minimum score for the exam grade to add to the grade obtained in the continuous assessment is 3 points. In no case can be approved with a lower theoretical rating.

It is necessary to pass each of the two parts (written exam and continuous evaluation) to pass the subject.

REFERENCES

Basic

- López Bonilla, J.M.; López Bonilla, L.M. (2015) Manual de investigación de mercados turísticos. Editorial Pirámide. Madrid.
- Luque, T. (2017) Investigación de marketing 3.0. Ediciones Pirámide. Madrid
- Rosendo Rios, V. (2018) Investigación de mercados. Aplicación al marketing estratégico empresarial. ESIC EDITORIAL. Madrid.



- Zikmund, W.G. (2003): Fundamentos de investigación de mercados. Thomson, Madrid.

Additional

- Hair, J., Bush, J. y Ortinau, D. (2010). Investigación de mercados. McGraw Hill, México D.F.
- Ballestín, B.; Fàbregues, S. (2018) La práctica de la investigación cualitativa en ciencias sociales y de la educación. Editorial UOC. Barcelona
- Barbour, J. (2013) Los grupos de discusión en investigación cualitativa. Ediciones Morata. Madrid.

ADDENDUM COVID-19

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

This addendum applies to the degree in Tourism and the double degree in TADE.

1.-CONTENTS

All the contents referred to in the teaching guide are maintained.

2. WORKLOAD AND TIMETABLE FOR TEACHING

The workload is as follows:

Activity	Hours	% presence	% No presence
Theory classes	30	50	50
Practice classes	30	50	50

When socio-sanitary conditions require it, the course will be switched to a 100% non face-to-face mode.

3.- TEACHING METHODOLOGY

The type of classes for students will depend on the socio-sanitary conditions and the restrictions established by the competent authorities.

In the case of non-classroom teaching, classes will be given by videoconference, preferably synchronous via Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimise the student's teaching-learning process in the timetable established for the subject and group.



In the case of semi-attendance teaching, this will consist of rotating attendance by weeks of students with presence in the classroom in shifts according to their surname. Students from A to L will attend the classroom one week, while the rest, from M to Z, will be taught from home using different teaching methodologies. The following week will be the other way round.

METHODOLOGICAL RESOURCES

TEACHING

- Blackboard Collaborate, Skype, Microsoft Teams and/or Zoom in a synchronous and/or asynchronous way (video recording) by means of videoconferences (resolution of doubts, theoretical contents, tutorials and practical sessions).
- Virtual Classroom Questionnaires
- Virtual Classroom tasks
- Materials uploaded to the Virtual Classroom (transparencies, videos, papers, links, etc.).

TUTORIALS

In electronic format via Blackboard Collaborate, Skype, Microsoft Teams and/or Zoom.

TEACHING COORDINATION

- Through a community of teachers in the Virtual Classroom.
- Whatsapp between teachers.

4.- EVALUATION

The evaluation of the subject is in accordance with article 6.4 of the evaluation and qualification regulations of the Universitat de València for Bachelor's and Master's degrees.

The evaluation system of this subject is the CONTINUOUS EVALUATION which is carried out in the following way:

1. CONTINUOUS EVALUATION OF THE PRACTICES (40% of the final qualification) carried out by the student during the course, based on the preparation of group reports/works.

The average score of the practices + the presentation of one of the practices represents 40% of the student's final qualification, therefore, the maximum mark that can be obtained in the continuous assessment of the practices is 4 points, with a minimum mark of 2 points to pass this part of the assessment.

No student can pass the course without having completed ALL the practical activities.

The grade obtained by the student in the continuous assessment of the practical activities is saved for the second sitting.



This evaluation is NOT RECOVERABLE.

2. CONTINUOUS EVALUATION OF THEORETICAL CONTENT (60% of the final grade)

The theoretical contents will be evaluated by means of 3 questionnaires through the Virtual Classroom, using a system of CONTINUOUS EVALUATION. These questionnaires will consist of different types of questions (theoretical, theoretical-practical, reflective and/or practical). The average mark obtained in these questionnaires will have a weighting factor of 0.6; once the weighting factor has been applied, the maximum mark that can be obtained in this part of the continuous assessment of theoretical content is 6 points.

The minimum mark that the student must obtain to pass the continuous assessment of the theoretical contents is 3 points.

This evaluation is RECOVERABLE: in the event that a student does not reach the minimum score in the continuous evaluation of the theoretical contents, he/she must take a FINAL EXAM on the official date of the first call proposed by the Faculty of Economics and it will have a PRESENT character, unless circumstances make it advisable to take it in a NON-PERSENTIAL way by means of a questionnaire in the Virtual Classroom.

ONLY those students who have not passed the CONTINUOUS EVALUATION OF THEORETICAL CONTENT must sit this exam. This exam will have a weighting factor of 0.6. Once the weighting factor has been applied, the maximum mark that can be obtained in the exam is 6 points; the minimum mark to be added to the continuous assessment of the practicals is 3 points. This assessment is RECOVERABLE in the second sitting of the course.

Under no circumstances can the course be passed without having taken ALL the practical exercises.

The course is passed with a 5.

It is necessary to obtain the minimum grade in each of the two parts (practical content and theoretical content) to pass the course.

5.-BIBLIOGRAPHY

There are no changes in the recommended bibliography