

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

Code	35108
Name	Tourism market research
Cycle	Grade
ECTS Credits	6.0
Academic year	2022 - 2023

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

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

In order to get the most out of the lecture, students are recommended to prepare each topic in advance using the recommended bibliography. Likewise, other didactic resources provided by the professor will be used.

Practical classes. The students will develop by teams (in the classroom and out of class) practical activities proposed by the professor, which will deal with the theoretical contents seen in the topics. The dates of delivery of each one of the practices are detailed in their statements.

The presentation of at least one practical activity during the course **will be compulsory for each work team**. This exposition will be evaluated autonomously as a component of the continuous evaluation of the practices. This exposition will be used as a common sharing of the solution of the practical for all the teams, and for the professor to give a general feedback of its resolution.

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>). The virtual classroom will provide resources for the completion of practical class assignments, as well as basic material related to the theory. Practical assignments will be delivered through the Virtual Classroom section; **they cannot be delivered by e-mail**.

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 17, 2023 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.
- Hair, J.H.; Harrison, D.E.; Ajjan, H,. (2022) Fundamentos de analítica de marketing. McGraw Hill. México 1ª edición.

