

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

Code	35114
Name	Structure of tourism markets
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	2	Second term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	2	Second term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	15 - Tourism economics and policy I	Obligatory
1926 - D.D. in Tourism-Business Management Administration	3 - Asignaturas de segundo curso	Obligatory

Coordination

Name	Department
SOLER GUILLEN, ANGEL	110 - Applied Economics

SUMMARY

This is a compulsory subject of the second year that is attached to the Department of Applied Economics and forms part of the subject "Economy and Tourism Policy I" of the Degree in Tourism. The ultimate goal of this is to introduce students to the study of the structure of current tourism markets from an economic perspective, while facilitating the acquisition of the necessary skills to expand and keep updated that knowledge, skills and values, both through subsequent subjects more directly related to it and once they have obtained the degree. As these are aspects related to the tourism business environment, these competences are useful for those who aspire to perform their professional work in the tourism sector, whether they participate in the management of these businesses or in the management tasks of the tourism sector in front of public entities related to the sector.



In the design of this guide, special consideration has been given to the fact that students will only have previously taken a general economics subject ("Introduction to economics", 1 year). For having a content of applied economics, the present subject already provides in theory classes not only general explanations but also concrete examples and brief reports on one or other specific realities existing in relation to the structure of national and international tourism markets, the demand for tourism services, tourism supply and its main branches, labour markets and tourism employment, production, costs and competitiveness in the tourism industry, among other related aspects. The specificities of the Spanish and Valencian tourism model will also be addressed.

To achieve these objectives it will be necessary to pay attention to all those concepts, classifications and sources of information necessary for the proper follow-up of the course, with special reference, and in a clear introductory manner, to the structural and sectoral information provided in the National Accounts course, since the most up-to-date information will be the subject of study and specific treatment in a subsequent mandatory subject ("Analysis of the tourist situation" - 3 years).

In the same way, it is necessary to emphasize that these training objectives represent a first step that students can complement and expand in those later subjects more directly related to these topics. And in particular in the one of "Tourist sectors: transport, accommodation and restoration" (Optional, 4 years) and the one of "Tourism of events, businesses and congresses" (Optional, 4 years), among others.

Although the public actions of the various governments influence the structure, characteristics and evolution of these markets, branches and destinations, the study of these interventions exceeds the thematic field of the subject, this field having been assigned to later ones such as "Policy Tourist I" (Compulsory, 3 years) and "Tourist Policy II" (Optional, 4 years). And the same can be said in relation to other aspects of great importance such as the environmental impact of tourism, its socio-cultural impacts, etc., thematic fields that will be addressed in "Tourism and sustainable development" (Optional, 3 years), among others.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No additional requirements because it is a compulsory subject of the second year. However, the programmed learning of the general and specific competences mentioned above will be achieved more easily if the student has made good use of the other subjects studied previously, especially those with more strictly economic content such as Introduction to Economics, among other.



OUTCOMES

1317 - Degree in Tourism

- Analyse the economic dimension of tourism.
- Understand the dynamic and evolving nature of tourism and of the new leisure society.
- Recognise the main tourist agents.
- Evaluate tourist potentials and make the prospective analysis of their exploitation.
- Understand the legal framework regulating tourism activities.
- Identify and manage tourist areas and destinations.
- Manage the tourist territory according to the principles of sustainability.
- Understand a public plan and the opportunities that it affords for the private sector.
- Understand the functioning of destinations, tourism structures and their business sectors on a global scale.
- Know the objectives, strategy and public instruments of planning

LEARNING OUTCOMES

The efforts made in order to improve the aforementioned skills will allow students to obtain concrete results in terms of knowledge, analytical skills and values in relation to the contents of the subject. From among those results that the approved Study Plan attributes to the global subject "Economy and tourism policy I" indicated below, the presented subject contributes in a special way to the subset represented by the numbers 1, 2, 4, 5, 7, 8, 9 and 10.

Complete list of results for the subject "Economy and tourism policy I":

1. Analyse the economic dimension of tourism.
2. Knowledge of the main markets, sectors and agents of current tourism.
3. Analyse the social and political dimension of tourism.
4. Knowledge of the main contemporary tourism policies.
5. Evaluate the tourism potential of a territory. 6 Elaborate tourism policy strategies.
6. Knowledge of sectoral and market characteristics in tourism in the immediate surroundings:
Valencian Community.
7. Attitude in favour of sustainable development or environmentally sustainable human development.
8. Relationship, communication and negotiation skills.
9. Attitude in favour of cultural diversity and the protection of the natural, cultural and artistic heritage of the territories.



DESCRIPTION OF CONTENTS

1. TOURISM MARKETS: CONCEPTS, CLASSIFICATIONS AND INFORMATION SOURCES.

- 1.1. Concepts and basic definitions about the structure and transactions of tourism markets.
- 1.2. The quantitative structural information in front of the conjunctural one: methods and problems of measurement.
- 1.3. Introduction to the structural information provided in the National Accounts.
- 1.4. Typology of tourist markets and degrees of competition.
- 1.5. The role of international tourism organizations.

2. THE ECONOMIC IMPORTANCE OF MARKETS AND TOURIST TRANSACTIONS.

- 2.1 The expansion of world tourism and its contribution to GDP.
- 2.2 Direct economic effects of tourism and multiplier effects.
- 2.3 The importance of spending on international tourism and the balance of payments.
- 2.4 Some negative impacts of the expansion of tourism markets.
- 2.5 Structure and composition of tourist GDP in Spain and the Valencian Community.

3. JOB MARKETS AND GENERATION OF TOURIST EMPLOYMENT.

- 3.1 The factors of production in the tourism sector and their relative intensity.
- 3.2 Seasonality, temporary hiring and salaries.
- 3.3 The importance of training and qualification.
- 3.4 Tourist markets, private placement agencies and temporary employment agencies.
- 3.5 Tourist employment in Spain and the Valencian Community: structure, characteristics and interdependencies

4. STRUCTURE AND COMPOSITION OF TOURIST DEMAND.

- 4.1. Tourism consumption and tourism exports: the role of prices and rents in the demand for tourist services.
- 4.2 Tourist demand and the role of gross tourist capital formation.
- 4.3 Other influential economic and non-economic factors on the total demand for tourism services offered at a destination.
- 4.4 The complexities derived from the purchase of tour packages and the Lancaster approach: differentiation, loyalty and complementary services.

**5. THE PRODUCTION AND OFFER OF THE MAIN TOURIST SERVICES.**

- 5.1 Common characteristics of the main tourist services.
- 5.2 Objectives pursued and cost structure in the main companies that produce tourism services.
- 5.3 The methods and techniques of production of tourist services.
- 5.4 The offer function of tourism producers in competitive markets and their meaning.
- 5.5 Singularities, structure and interrelations between the different offers of tourist services in Spain and the Valencian Community.

6. BALANCES AND IMBALANCES IN THE TOURISM MARKETS: DISTRIBUTION, PRICES AND COMPETITIVENESS.

- 6.1 The meaning of balances and imbalances in the existing tourism markets.
- 6.2 The role of tourist intermediaries: structure and relationships between wholesalers and retailers in the sale of tourist services.
- 6.3 The differentiation of services and price discrimination.
- 6.4 Other factors of tourism competitiveness and available international indicators.
- 6.5 The dynamic nature and permanent restructuring of markets, sectors and tourist destinations.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of group work	14,00	0
Study and independent work	6,00	0
Readings supplementary material	12,00	0
Preparation of evaluation activities	32,00	0
Preparing lectures	6,00	0
Resolution of case studies	20,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The general approach of the theoretical classes rests on the introductory explanations of the teacher in the classroom but requires the active participation of the student, being recommended a first reading of the recommended basic material. This is of great help so that the teaching explanations of this part can become a support instrument aimed at improving the indicated competences and reasoned learning in relation to the different topics addressed, as well as helping to clarify any possible doubts.



But the subject also consists of practical sessions in which the student will have to solve simulated problems, interpret the available qualitative or quantitative general information or analyse real practical cases in relation to the structure of a specific tourism market, its main characteristic, organization, etc. The development of practical sessions will be structured around the materials that each teacher indicates, which will be distributed to the students in advance and which, preferably, will require differentiated tasks in each practical subgroup, depending on the specific questions to be solved in each case. In general, these materials will consist of problems and practical questions prepared by the teachers, brief reports, press clippings, tables and graphs, videos, web pages with resources, etc.

The working mechanics of these practical sessions will consist, in general, in a sequence of work in three phases. In the first place, an individual and team effort will be necessary to solve the questions raised in relation to these materials, and it is recommended that the students make an effort to put them in common in each previously formed subgroup in order to take full advantage of the advantages of cooperative work and already make a first effort of presentation and oral reasoning. Efforts that must be completed with charge to non-contact work hours.

Second, each practice will usually involve a general oral debate in the classroom in order to share the results of the effort made and that the teacher can reorient and complete, where appropriate, such efforts, as well as take note of those who already demonstrate proficiency in the face of the continuous assessment note, if applicable.

Finally, every certain number of practical classes (or at the end of them) it may be programmed a session for the completion of a practical control on these practices that may also be resolved collectively in the classroom once completed and form part, in case, of the final grade.

The objective of this third phase is to check the competencies improvements finally acquired by each student in these practical classes.

EVALUATION

As indicated in the approved curriculum, the evaluation of learning in the case of this subject may consist of:

- 1.1. Oral and / or written tests, consisting of one or several exams that will consist of theoretical and / or theoretical-practical issues and / or problems.
- 1.2. The evaluation of practical activities based on the preparation of papers / reports and / or oral presentations, and / or scheduled controls
- 1.3. The continuous evaluation of each student, based on the regular attendance at classes and face-to-face activities, participation and degree of involvement of the student in the teaching-learning process.



Under these guidelines, the evaluation of the present subject will contemplate the double theoretical and practical character of the programmed classes. Said evaluation will consist of a final written synthesis test, plus a score obtained by the continuous assessment method. No score obtained in one call for the next will be "saved".

The final written test will consist of the written development of an eliminatory test-type exercise and, optionally, for those who pass it, the development of a development question may be considered. The analytical skills and knowledge to be assessed by said test will be those related to the competences worked in the theory sessions. This part will allow you to obtain a score of 0 to 5 points in the final grade.

The score of the continuous evaluation will allow to contribute between 0 and 5 additional points to said final grade and will be mainly based on the evaluation of the competencies achieved individually by each student in the individual and / or team activities programmed in practical classes. This will include the score obtained through the practical exercises and oral presentations made (until 1,5 points), plus the score obtained, in case, in a final report that will require oral presentation and defence if programmed, plus the score obtained in the two practical controls (until 3,5 points), in case.

The practical controls will usually consist of multiple-choice questions or short questions that refer to practical materials, reports, press clippings, charts, graphs, etc. used in practical classes or similar from which specific parts may be extracted. Those who do not obtain the minimum grade required in this part, or wish to improve it, may opt for a final practical examination of the same type than the controls. The teacher can decide which activities are non-recoverable by indicating it at the beginning of the course.

The final written test must be passed to be able to average with the mark obtained from the continuous evaluation. 5 points can be achieved through continuous evaluation, 3,5 points of them come from practical controls, while the remaining 1,5 points will correspond to the mark obtained from the delivery of work to the teacher and presentation in the classroom.

REFERENCES

Basic

- Los libros indicados debajo constituyen textos globales útiles para apoyar las explicaciones y debates que se realizarán en el aula de cara a consolidar las capacidades y conocimientos que la materia pretende aportar. El profesor detallará en clase qué capítulos de cada uno de ellos son los más adecuados como bibliografía básica para cada unidad concreta, pues en dichos libros se abordan también asuntos que no están incluidos en la presente guía. Es recomendable utilizar, en todo caso, las últimas ediciones disponibles.

PULIDO, J.I. et al., Estructura económica de los mercados turísticos. Síntesis, Madrid.

TORRES BERNIER, E. et al., Estructura de mercados turísticos. UOC, Barcelona.

SAEZ, A. et al., Estructura económica del turismo. Síntesis, Madrid.

IRANZO, J. E. et al., La estructura económica de los mercados turísticos. IEE, Madrid.

TRIBE, J., Economía del ocio y del turismo. Síntesis, Madrid.

BULL, A., La economía del sector turístico. Alianza, Madrid.



Additional

- A lo largo del curso se aportarán algunos otros materiales complementarios útiles para un estudio en mayor profundidad de algunos de los temas tratados, o de más reciente publicación, o que contengan análisis diferenciados, etc. Por otra parte, las sesiones prácticas requerirán de textos, breves informes, videos, cuadros, gráficas y otros materiales específicos que en cada caso se pondrán a disposición de los alumnos.

Además de algún artículo sencillo de revista especializada en temas turísticos, cabe citar como ejemplos de esos otros textos complementarios los que a continuación se indican.

RIVAS, J., Estructura y economía del mercado turístico. Septem, Madrid.

RIVAS, J., Problemas de estructura y economía del mercado turístico. Septem, Madrid.

VOGELER, C. , Mercados turísticos: estructura, operaciones y procesos de producción. CERA, Madrid.

... Ver otras referencias en ampliaciones guía docente de aulas virtuales.

<www.iet.tourspain.es> <www.ine.es> <www.exceltur.org> <www.unwto.org>

<www.world-tourism.org> .ñ..

ADDENDUM COVID-19

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

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1. Content

Content initially indicated in the teaching guide is maintained

2. Amount of work and temporary planning of teaching

The relative weight required by the ETCS credits that is assigned in the guide to this subject is maintained. Nevertheless, the teacher may re-order, if he/she deems it appropriate, the weight between the continuous evaluation activities previously scheduled, as well as the structure of the final exam and the weighting of its parts for the final grade, strengthening part II (written long questions) already considered in the guide if the final assessment had to be taken online.

Additionally, although the volume of work is maintained, the teacher may alter its structure and the practical activities and / or exercises proposed to adapt them to the new situation to facilitate the learning of the skills indicated in the academic guide.

3. Teaching methodology



The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of **online teaching**, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, **which remain the same days and times**.

In the case of **blended teaching**, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

4. Evaluation

The relative weight assigned in the academic guide to the continuous assessment (50%) and the final exam (50%) is maintained no matter whether assessments be made physically or on-line. However, the teacher may re-order the weight between the activities of continuous evaluation previously scheduled and the new ones, as well as the structure of the final exam and the weight attributed to each of its parts in the final grade assessments had to be on-line.

Therefore, the teacher will make use of one or more of the following evaluation techniques:

Written exam in person in the classroom respecting health security measures.

Adding continuous assessment activities.

Assessment tests through academic work (theoretical or practical).

Objective tests (test type) in virtual classroom.

Open written test (traditional exam) but distributed in virtual classroom.

5. Bibliography

The recommended bibliography is kept as it is accessible.