

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

<b>Code</b>	35136
<b>Name</b>	Tourist sectors: accommodation, food, distribution and transport
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1317 - Degree in Tourism	Faculty of Economics	4	First term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	5	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1317 - Degree in Tourism	39 - Tourism economics and policy II (AP Tour.comp.manag.)	Optional
1926 - D.D. in Tourism-Business Management Administration	7 - Asignaturas de quinto curso	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
JAIME PASTOR, VICENTE	110 - Applied Economics
NACHER ESCRICHE, JOSE MARIA	110 - Applied Economics

**SUMMARY**

The Tourist Sectors subject is an introduction to the basic characteristics and situation of the main productive sectors of tourism in the world, the EU and Spain. It allows knowing the sectoral economy of tourism and learning to evaluate it in its basic features.



## 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 student must know the fundamentals of Economics and Applied Economics provided by the subjects already studied in the Degree.

## 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
- Know the main initiatives to enhance cultural heritage.
- Understand the characteristics of cultural heritage management.

## LEARNING OUTCOMES

- Analysis of the economic dimension of tourism.
- Knowledge of the main markets, sectors and agents of current tourism.
- Analysis of social and political dimension of tourism.
- Knowledge of the main contemporary tourism policies.
- Evaluation of the tourism potential of a territory.
- Elaboration of tourism policy strategies.
- Knowledge of tourism market and sectorial characteristics in the surroundings: Valencian Community.
- Understanding the Sustainable Development.
- Relational skills of communication and negotiation.
- Knowledge of the cultural diversity and protection of the natural, cultural and artistic heritage of the territories.



## DESCRIPTION OF CONTENTS

### 1. Tourism and Sectors. Concepts, Evaluation Problems.

Presentation of Sectoral Evaluation Concepts and Methodologies. Initiation Practices to the Management of Sources and Basic Operations. Familiarization Practices with the Evaluation Problem.

### 2. Attractiveness, Sector Imprecision.

Introduction to the Economy of Travel. Importance of attractiveness and sectorial imprecision.

### 3. Accommodation, Hospitality and Restoration.

Introduction to characteristics, situation and sectoral trends in the global scope, EU and Spain.

### 4. Intermediation / Distribution and Transportation.

Introduction to the basic characteristics, situation and sectoral trends in the global sphere, EU and Spain.

## WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	5,00	0
Development of group work	15,00	0
Development of individual work	15,00	0
Study and independent work	30,00	0
Preparation of evaluation activities	15,00	0
Preparation of practical classes and problem	10,00	0
<b>TOTAL</b>	<b>150,00</b>	

## TEACHING METHODOLOGY

Through the master class and the bibliographic materials, the student will know the sectoral characteristics and the methods of economic evaluation. In practical classes, competences related to economic analysis will be acquired through the resolution of individual and collective exercises in writing and orally.



## EVALUATION

The evaluation of the individual and collective face-to-face activities will mean 50% of the grade. A final written exercise on the Professional Perspectives of the student in the sectoral context of Tourism resolved in accordance with the official examination call will represent 50% of the remaining grade.

## REFERENCES

### Basic

- AA.VV. (2011): El turismo en España. Papeles de Economía Española, nº 128.
- Nácher, José (2012): Materiales de Curso. Aula Virtual