



Universitat de Lleida

DEGREE CURRICULUM
**STRUCTURE OF TOURIST
MARKET**

Coordination: DARIÉS RAMON, NATÀLIA

Academic year 2018-19

Subject's general information

Subject name	STRUCTURE OF TOURIST MARKET			
Code	102603			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism (ADETUR)	1	COMMON	Attendance-based
	Bachelor's Degree in Tourism	1	COMMON	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	1.8		4.2
	Number of groups	1		1
Coordination	DARIES RAMON, NATÀLIA			
Department	BUSINESS ADMINISTRATION			
Important information on data processing	Consult this link for more information.			
Language	Castellà			
Office and hour of attention	Miércoles y Jueves de 12:00 a 14:00 horas			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
DARIES RAMON, NATÀLIA	ndaries@aegern.udl.cat	6	

Subject's extra information

The course as part of the academic plan

This subject's objective is acquired the knowledge of the distinctive demand characteristics and the touristic offer, the flows and changes in the provision of services and in the patterns of the touristic consumption, the resources that do possible the activity, and the futures trends. In first place, begin with a synthetic image of the origins and determinants of the tourism to continue with the description of the system of touristic activities and its main elements: information, intermediation, accommodation that needs the tourist. In second place, study of the markets of the tourism designated generic, where the tourist displace without a concrete reason to rest and enjoy. This generic market correspond generally with the tourism of sun and beach, prototype of the tourism of masses, like this as with the rural tourism and the urban tourism. Furthermore ,Analyse the different types of specific tourism, is to say, that that requires a more concrete reason for his realization and that manifest thanks to determined values, beliefs, tastes or interests of the tourist. Inside this typology present the tourism of thematic parks, the religious tourism, the nautical tourism, the tourism of congresses, the tourism of health and the tourism gastronomic. Relation with other subjects of the plan of studies: It is the introduction basic subject of the plan of studies of the degree of Tourism and the knowledge obtained serve of base to can realize other subjects of the degree, especially FUNDAMENTOS DE GESTIÓN DE EMPRESAS TURISTICAS.

Learning objectives

Amb l'assignatura Estructura del Mercat Turístic es pretén que l'estudiantat aconseguixi els objectius següents:

- Conèixer els orígens del turisme
- Tenir una visió general del turisme i dels mecanismes del mercat que ho fan funcionar
- Analitzar els productes i recursos turístics
- Conèixer els factors que condicionen la demanda turística
- Identificar els elements i les empreses que formen l'oferta turística
- Estudiar i analitzar els diferents tipus de turisme
- Conèixer els canvis i l'evolució en les noves formes turístiques
- Interpretar estadístiques, informes i estudis del sector turístic

Competences

University of Lleida strategic competences

- Correctness in oral and written language.
- Master Information and Communication Technologies.
- Respect of the essential rights of equality between men and women, the promotion of Human Rights and of the values of a peace culture and democracy.

- Master a foreign language.

Degree-specific competences

- Create and direct a tourist service business which attends and responds to the surroundings in which it operates.

Goals

- Know the changes and the evolution of the new tourist forms.
- Study and analyse the different types of tourism
- Design tourist products and define commercial objectives, strategies and policies. Identify touristic resources and evaluate their potential.

Goals

- Know the factors that condition the tourist demand
- Understand the principles of tourism, its spatial, social, cultural, legal, political, work and economical dimension.

Goals

- Have a general vision of the tourism and of the mechanisms of the market that do it work
- Know the origins of the tourism
- Undertake the functions tied to the different functional areas of a touristic business and institutions.

Goals

- Interpret statistical, reports and studies of the tourist sector
- Know the factors that condition the tourist demand
- Analyse the products and tourist resources

Degree-transversal competences

- Perform in accordance with rigor, personal commitment and quality orientation.
- Ability to organise and plan.
- Ability to analyse and synthesize.
- Team work and leadership.
- Be able to work and learn in an autonomous way and at the same time adequately interact with others through cooperation and collaboration.

Subject contents

Subject contents

- Antecedents and determinants of tourism
- Concept and forms of tourism, according to the WTO
- Introduction and features of the tourism market
- Tourism resources and products (introduction, definition criteria, evaluation of resources, etc.)
- Local, national and international tourism demand (key concepts, factors that influence demand)
- Tourism expenditure
- Tourism destinations (introduction, types of destination classifications, choice)

STRUCTURE OF TOURIST MARKET 2018-19

- The tourism offer (hosting, restaurant, intermediation, and transport companies and information points and offices).
- Generic structure of tourism markets (urban, coastal and rural)
- Structure of specific tourism markets (theme parks, religious, nautical, business, health, culinary and wine)

Methodology

Dates (Setmanes)	Descripció	Activitat Presencial	HTP (2) (Hores)	Activitat treball autònom	HTNP (3) (Hores)
1-2	Antecedents, concepte i formes de turisme Introducció i característiques del mercat turístic	Classe magistral	7	Estudi	10
3-4	Recursos i productes turístics (introducció, valorització recursos, etc.).	Classe magistral Casos pràctics	7	Estudi Cas pràctic	11
5-7	Demanda turística (factors, nacional i internacional) Destinacions turístiques (tipologies de classificació, elecció)	Classe magistral Pràctics a l'aula d'informàtica	10,5	Estudi Buscar dades estadístiques sobre demanda i despesa	15
8-14	La oferta turística (allotjament, intermediació, transport i informació)	Classe magistral Visita hotel i/o agència	18,5	Estudi Cas pràctic Intervenció crítica	25
15-18	Estructura comprades de turisme genèric i de turisme específic	Classe magistral Conferència	12	Buscar dades Treball pràctic Preparació de la presentació	25
9 i 19	Avaluació		5		

(2) HTP = Horas de Treball Presencial

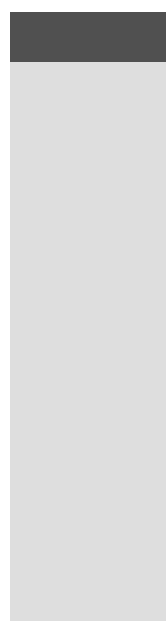
(3) HTNP = Hores de Treball No Presencial

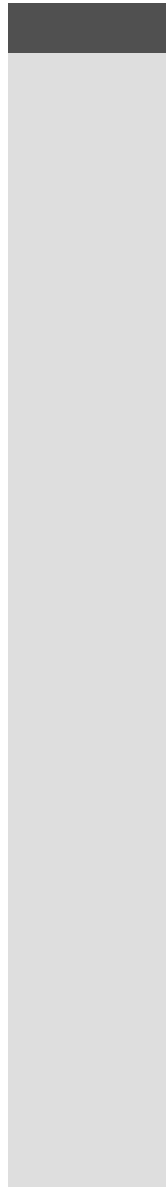
Dates (Setmanes)	Descripció	Activitat Presencial	HTP (2) (Hores)	Activitat treball autònom	HTNP (3) (Hores)
1-2	Antecedents, concepte i formes de turisme Introducció i característiques del mercat turístic	Classe magistral	7	Estudi	10
3-4	Recursos i productes turístics (introducció, valorització recursos, etc.).	Clasi magistral Casos pràctics	7	Estudi Cas pràctic	11
5-7	Demanda turística (factors, nacional i internacional) Destinacions turístiques (tipologies de classificació, elecció)	Classe magistral Pràcticas a l'aula d'informàtica	10,5	Estudi Buscar dades estadístiques sobre demanda i despesa	15
8-14	La oferta turística (allotjament, intermediació, transport i informació)	Classe magistral Visita hotel i/o agència	18,5	Estudi Cas pràctic Intervenció crítica	25
15-18	Estructura comprades de turisme genèric i de turisme específic	Classe magistral Conferència	12	Buscar dades Treball pràctic Preparació de la presentació	25
9 i 19	Ivaluación		5		

(2) HTP = Horas de Treball Presencial

(3) HTNP = Hores de Treball No Presencial

Evaluation





Bibliography

Recommended bibliography

Lickorish, Leonard J. (DL 2000). *Una Introducción al turismo* . Madrid: Síntesis.

Vogeler Ruiz, C.; Hernández Armand, E. (2000) *Estructura y organización del mercado turístico*. Madrid: Centro de Estudios Ramón Areces

Donaire, José Antonio (2008). *Turisme cultural entre l'experiència i el ritual* . Bellcaire: Vitel·la.

Anton Clavé, Salvador (2005). *Parquestemáticos : más allá del ocio* .Barcelona: Ariel.

Calle Vaquero, Manuel de la (2002). *La Ciudad histórica como destino turístico*. Barcelona: Ariel.

Selby, Martin (2004). *Understanding urban tourism : image, culture and experience*.New York: I.B. Tauris

Richards G. And J. Wilson (2006) *Developing creativity in tourist experiences: A solution to the serial reproduction of culture?* Tourism Management 27 (6) 1209 -1223.

