



DEGREE CURRICULUM

STRUCTURE OF TOURIST MARKET

Coordination: DARIES RAMON, NATÀLIA

Academic year 2019-20

STRUCTURE OF TOURIST MARKET 2019-20

Subject's general information

Subject name	STRUCTURE OF TOURIST MARKET			
Code	102603			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Tourism	1	COMMON	Attendance-based
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism (ADETUR)	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			

STRUCTURE OF TOURIST MARKET 2019-20

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
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MARTÍ SIMÓ, NÚRIA	nuria.marti@udl.cat	3	

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

With the subject Structures of the Tourist Market pretends that the student reach the following aims:

- Know the origins of the tourism
- Have an overview of the tourism and of the mechanisms of the market that do it work
- Analyse the products and tourist resources
- Know the factors that condition the tourist demand
- Identify the elements and the companies that form the tourist offer
- Study and analyse the different types of tourism
- Know the changes and the evolution in the new tourist forms
- Interpret statistics, reports and studies of the tourist sector

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

SUBJECT 1 Introduction to the system of tourist activities

1. The antecedents and determinants of the tourism
2. The system of tourist activities
3. The resources and tourist products

SUBJECT 2 basic Units of tourism, tourist typologies, destinations

1. Basic units of tourism
2. The tourist typologies
3. The tourist and the diverse forms of tourism according to the documents of the OMT
4. Sustainable tourism: principles, criteria of sustainability in companies and tourist destinations

2. THE OFFER IN THE MARKETS OF TOURIST PRODUCTION

SUBJECT 3. Companies of accommodation

1. Accommodation hotelero
2. Accommodations extrahoteleros
3. Another type of accommodations: Time Sharing, multipropiedad, or time shared

SUBJECT 4. The tourist transport

1. Terrestrial transport
2. Aquatic transport
3. Aerial transport

SUBJECT 5. Companies of intermediation

1. Companies of intermediation .AAVV
2. Other types of companies of tourist intermediation: The head offices of reservations, the Opc, the brokers aerial, the Wholesalers

SUBJECT 6 Companies of information

1. The information like activity of tourist nature
2. The contents of the offices and information centres to the tourist

SUBJECT 7. Complementary companies

1. Establishments of restoration.
2. Companies for hire of cars.
3. Establishments of leisure.
4. Thematic parks and of attractions
5. The importance and the value added of the complementary companies.

3 THE STRUCTURE OF THE MARKETS OF THE GENERIC TOURISMS And ESPECIFICOS

SUBJECT 8 The structure of the markets of the generic tourisms

1. The coastal tourism or of sun and beach
2. The rural tourism
3. The urban tourism

SUBJECT 9. The structure of the markets of the specific tourisms

1. Analysis of the specific tourisms
2. The tourism of thematic parks
3. The religious tourism
4. The nautical tourism
5. The tourism of congresses, conventions and incentives
6. Tourism of health and physical welfare
7. Gastronomic tourism

Methodology

Dates (Weeks)	Description	Activity Face-to-face	HTP (2) (Hours)	Activity work autonomous	HTNP (3) (Hours)
1-2	Antecedents, concept and forms of tourism Introduction and characteristics of the tourist market	Masterclass	7	Study	10
3-4	Resources and tourist products (introduction, valorisation resources, etc.).	Masterclass Practical cases	7	Study Practical case	11
5-7	Tourist demand (factors, national and international) Tourist destinations (typologies of classification , election)	Masterclass Practices in the classroom of computing	10,5	Study Look for statistical data on demand and cost.	15
8-14	The tourist offer (accommodation, intermediation, transport and information)	Masterclass It visits hotel and/or agency.	18,5	Study Practical case Critical intervention	25
15-18	Structure compradues of generic tourism and of specific tourism	Masterclass Conference	12	Look for data Practical work Preparation of the presentation	25
9 and 19	Evaluation		5		

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

Development plan

Explanations

The estudiantado will be able to make the practices, the work and the presentation of the work in Catalan, Spanish or English.

(1)Obligatòria / Voluntària (2)Individual / Grupal

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9 and 19	Evaluation		5		

Evaluation

Aims	Activities of Evaluation Criteria	%	Dates	Or/V (1)	I/G (2)	Observations
Have an overview of the tourism and of the mechanisms of the market that do it work. Analyse the products and tourist resources Know the factors that condition the tourist demand Identify the elements and the companies that form the tourist offer	Objective proof of contents	29	Week 9	Or	I	
Identify the elements and the companies that form the tourist offer		29	Week 17 or 18			The minimum note stops Can do the average ponderada With the rest Of activities has been 4
Analyse the different types of tourism, work in team, command TIC, correct expression written Speak in public, work in team, command TIC, correct oral expression	Practical work Presentation work	15	Different dates during the month of January	Or	G	
Command TIC, interpret statistics, reports and studies of the tourist sector, know reality tourist market	Practices	15	During all the semester	Or	I/G	
Critical analysis, interventions in class, technical exits, conferences	Interventions directed	12	During all the semester	Or	I/G	

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.