



Universitat de Lleida

DEGREE CURRICULUM
**STRUCTURE OF TOURIST
MARKET**

Coordination: MARTI SIMO, NURIA

Academic year 2023-24

Subject's general information

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|---|--|---------------|------------------|------------------|
| 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/CORE | Attendance-based |
| | Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism | 1 | COMMON/CORE | Attendance-based |
| | Double degree: Bachelor's degree in Geography and Bachelor's degree i Tourism | 1 | COMMON/CORE | 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 | MARTI SIMO, NURIA | | | |
| Department | ECONOMICS AND BUSINESS | | | |
| Important information on data processing | Consult this link for more information. | | | |
| Language | Castellà | | | |

| Teaching staff | E-mail addresses | Credits taught by teacher | Office and hour of attention |
|-------------------|---------------------|---------------------------|------------------------------|
| MARTI SIMO, NURIA | nuria.marti@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

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

General Competences

- GC1 Capacity for analysis and synthesis
- GC2 Ability to organise and plan. GC3 Teamwork and leadership.
- GC4 Being able to work and learn autonomously and simultaneously interact appropriately with others, cooperating and collaborating.

Specific competences

- CE2 Exercising the functions related to the different functional areas of a tourism company and institutions.

Transversal Competences

- CT1 Correct oral and written expression.

- CT3 Mastery of ICT.

- TC4 Respect and development of Human Rights, democratic principles, the principles of equality between women and men, and the values of a culture of peace and other democratic values.

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

Master Classes

Case studies

Classroom practice

Practical work in the computer classroom

Presentations and exhibitions in class

Visits to tourist establishments: hotels, tourist information offices, etc...

| 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 compradues de turisme genèric i de turisme específic | Classe magistral Conferència | 12 | Buscar dades Treball pràctic Preparació de la presentació | 25 |

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| Dates (Setmanes) | Descripció | Activitat Presencial | HTP (2) (Hores) | Activitat treball autònom | HTNP (3) (Hores) |
|---------------------|------------|-------------------------|--------------------|------------------------------|---------------------|
| 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

| Dates (Weeks) | Description | Activity Face-to-face | HTP (2) (Hours) | Activity work autonomous | HTNP (3) (Hours) |
|------------------|---|--|--------------------|--|---------------------|
| 1 | Antecedents, concept and forms of tourism Introduction and characteristics of the tourist market | Masterclass | 3,5 | Study | 10 |
| 2 | Resources and tourist products (introduction, valorisation resources, etc.). | Masterclass Practical cases | 3,5 | Study Practical case | 11 |
| 3 | Tourist demand (factors, national and international) Tourist destinations (typologies of classification, election) | Masterclass Practices in the classroom of computing | 3,5 | Study Look for statistical data on demand and cost. | 15 |
| 4-15 | The tourist offer (accommodation, intermediation, transport and information) | Masterclass It visits hotel and/or agency. | 28,5 | Study Practical case Critical intervention | 25 |
| 16-18 | Structure compradues of generic tourism and of specific tourism | Masterclass Conference | 10,5 | Look for data Practical work Preparation of the presentation | 25 |
| 9 and 19 | Evaluation | | 7 | | |

Evaluation

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| Objectives | Evaluation Activities Criteria | % | Dates | O/V (1) | I/G (2) | Remarks |
|---|--|----|---|------------|---------|--|
| Have an overview of tourism and the market mechanisms that make it work. Analysing tourism products and resources To understand the factors that condition tourist demand. Identify the elements and companies that make up the tourism offer. | Objective content Exam | 25 | Week 9 | O | I | |
| Identify the elements and companies that make up the tourism offer. | Objective content Exam | 25 | Week 17 or 18 | | | The minimum mark to be able to do the weighted average with the rest of the activities is it has to be a 4 |
| Analyse different types of tourism, teamwork, ICT skills, correct written expression. Public speaking, teamwork, ICT proficiency, correct oral expression | Practical work Presentation of work | 15 | Different dates during the month of January | O | G | |
| ICT skills, interpreting statistics, reports and studies on the tourism sector, knowledge of the real tourism market | Internships | 20 | Throughout the semester | O | I/G | |
| Critical analysis, classroom interventions, technical outings, lectures | Targeted interventions | 15 | Throughout the semester | O | I/G | |

(1) Compulsory / Voluntary (2) Individual / Group

Clarifications

Students will be able to carry out the internship, the work and the presentation of the work in Catalan, Spanish or English.

In order to pass the course, a minimum mark of 4 is required in the objective content tests (this test will be made up).

Students who, for any reason, do not carry out any of the activities that give a grade will receive a 0 in this section. When the student has not completed the continuous assessment of the subject, but has carried out assessment activities that represent 50% or less of the overall grade of the subject, he/she will get a final grade of "NOT PRESENTED".

In accordance with art. 3.1 of the UdL assessment regulations, the student may not use, under any circumstances, during the performance of the assessment tests, non-permitted means or fraudulent mechanisms. Students who use any fraudulent means related to the test and/or carry non-permitted electronic devices must abandon the exam or the test, being subject to the consequences provided for in this regulation or in any other internal UdL regulation.

Alternative assessment

In the event that a student is unable to attend the activities scheduled as part of the continuous assessment (due to paid work, second or final registration for the subject, reconciliation of work and family life and mobility stays), he/she may opt for the alternative assessment consisting of two content tests and a project to validate skills and knowledge, which will be carried out on the days and at the times established in the degree assessment calendar for the final exam of the ordinary assessment. The application for this type of assessment must be made before 31 October with documentary evidence and, once it has been made, it cannot be modified.

Mode A

- Exam I 40%
- Exam II 40%
- Work 20% of work

Mode B

- Exam II 80% Test II
- Work 20% of work

On the following Faculty website you can find the document to be filled in and handed in to the lecturer responsible for the course

<http://www.fde.udl.cat/export/sites/Fdet/ca/.galleries/Documents/Secretaria-documents/Sollicitud-davaluacio-alternativa.pdf>

Bibliography

Recommended bibliography

Lickorish, Leonard J. (DL 2000). *Una Introducció al turisme* . 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* . Belcaire: 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.