DEGREE IN: **TOURISM**

1. GENERAL DETAILS OF THE SUBJECT

Name: **MARKET STRUCTURE**
Level: **SECOND** Semester: **SECOND**

Type (Basic/Compulsory/Elective subject): **COMPULSORY**
Weekly class hours: 4 Credits (ECTS): 6
Year of Study Programme: **2024**

Lecturer: Jorge Molina Farinas
E-mail: jmolina@eusa.es

2. DESCRIPTION

The students will learn the main agents who participate in the touristic market. They will also analyze the different touristic products and the structure of the touristic sector. They will also analyze the touristic demand using different parameters: origin, organization, expenses…

3. SITUATION

PREVIOUS KNOWLEDGE AND SKILLS:

General knowledge of the touristic sector and economy. Capacity to make analysis and establish conclusions. Capacity to search for information related to the touristic demand and supply.

RECOMMENDATIONS:

It is recommended to bring and open mind, be eager to learn and apply common sense. A computer with internet connection is also recommended.

ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

Tutorships may be provided.

4. OBJECTIVES AND COMPETENCIES

OBJECTIVES:

1.- Analyze the touristic market supply, evaluating all elements

2.- Get to know, analyze and learn the different existing touristic products

3.- Identify the factors that affect the touristic demand

COMPETENCIES:

Specific Competencies:

- Capacity to criticize and self-criticize
- Research abilities
- Ability to recover and analyze information from different sources
- Capacity to apply the theory to the practice.
- General basic knowledge
- Analysis and synthesis

Generic Competencies:

- Acknowledge the compounds that form the touristic market structure.
- Analyze the roles of certain entities in the touristic sector
- Identify the basic and complementary touristic supply compounds
- Evaluate the elements affecting the demand
- Analyze the behavior of the national and international touristic demand.

5. COURSE CONTENTS OR THEMATICS SECTIONS

I. TOURISTIC SUPPLY.
II. TOURISTIC DEMAND.

6. LIST OF TOPICS

Chapter 1: The touristic supply I.

Definitions.- The Touristic Supply Law.- Compounds.- Attraction factors.- Touristic housing: classification criteria.- Touristic restoration.

Chapter 2: The touristic supply II.

Touristic transport companies: types.- Low cost airlines.- Touristic intermediaries. Distribution channels.- Tour operators and travel agencies.- Complementary supply.

Chapter 3: Touristic products.

Generic tourism: types.- Specific tourism: types.- Other touristic forms.- Future tendencies.

Chapter 4: The touristic demand I.

Analysis.- A general approach to touristic demand.- Compounds and touristic flows.- Factors influencing the demand.- The touristic demand function and curve.- The elasticity of the demand.

Chapter 5: The touristic demand II.

The consumer's behavior.- Touristic seasoning.- Current tendencies.

7. METHODOLOGY AND TEACHING TECHNIQUES

Master classes including the basic concepts and general guidelines of the subject. Activities done in class.

8. ASSESSMENT CRITERIA

EUSA's standard evaluation criteria.

OPTION A

A) Practice (80%): Several practical activities to do during class or at home individually or with other students. All activities must be turned in on time.

B) Attendance (20%): a proportional grade will be given to students depending on the attendance and participation.

The final grade will consist of the average of all parts, under the condition of the student passing the written exams.

The students will have to attend at least 80% of the classes.

OPTION B
Students will take this option if:

- they have not come to class
- they have come to class but less than 80% of the time.

Written exam (100%): Final exam.

Students in the second and third examination session will automatically follow option B.

9. REFERENCES

Specific

- M. Thea Sinclair, Mike Stabler, The economics of Tourism, Routledge
- Rivas García, Jesús. STRUCTURE AND TURISTIC MARKET ECONOMY. Ed. Septem Ediciones
- Hernandez/Vogeler. STRUCTURE AND TOURISTIC MARKET ORGANIZATION. Ed. Fundación Ramón Areces.

General

- Alvarez Sousa, Antonio. TOURIST LEISURE IN THE ADVANCED INDUSTRIALIZED SOCIETIES. Ed. Bosch. Madrid 1.994
- Varios autores. INTRODUCTION TO TOURISM . Publicación de la Organización Mundial del Turismo (OMT) en Educación Turística.
- Fernandez Fuster, Luis. INTRODUCTION TO TOURISM THEORY AND TECNIQUE. Ed. Alianza Universidad. Madrid 1.988.
- L.J. Lickorish/C.L. Jenkins. AN INTRODUCTION TO TOURISM. Ed. Síntesis. Madrid 2.000.
- Montaner Montijano, Jordi. TOURISTIC MARKET STRUCTURE. Ed. Sintesis. Madrid 1.996.
- Valls, Joseph. THE KEYS OF THE TOURISTIC MARKET. Ed. Deusto Turismo.

Others (web addresses, etc)