DEGREE: **IN TOURISM**

1. BASIC DATA OF THE SUBJECT

Name: **MARKET RESEARCH FOR TOURISM**

Course: THIRD Semester: FIRST

Type (Basic/Compulsory/Optional Training): Compulsory
Weekly class hours: 4 Total credits (ECTS): 6
Year of the Study Plan: 2009

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2. DESCRIPTORS

Market research consists of the planning, collection and analysis of data relevant to marketing decision-making and the communication of research results to management. The purpose of this theme is to develop an appreciation of the role of market research in the formulation and solution of marketing problems in the tourism sector, and the development of the basic competences of the students in the realization and evaluation of marketing research projects.

Special emphasis is placed on problem formulation, research design, alternative methods of data collection (including qualitative and quantitative) and data analysis techniques. Numerous applications of market research to a variety of marketing issues are discussed.

3. SITUATION

PREVIOUS KNOWLEDGE AND SKILLS:

It is desirable that students have a general knowledge of the different companies and organizations operating in the sector, as well as the operations in the companies in the sector.

RECOMMENDATIONS:

For a better use of the subject, it is recommended to attend class regularly and have a computer with an Internet connection to carry out exercises and work. It is also highly recommended to have basic knowledge of statistics.

ADAPTATIONS FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME FUNCTIONAL DIVERSITY, ...)

At the beginning of the course, the special needs will be analyzed, on which subsequent adaptations will be made to each case. For foreign students, a complementary reading plan on the subject is advisable, based on specialized journals and bibliography.

4. OBJECTIVES AND COMPETENCES

OBJECTIVES

1. Understand the importance of commercial information for decision-making in the field of management of companies and tourist destinations.
2. Identify the main studies and sources of information and research in the field of tourism.
3. Learn and choose properly between different methods of capturing information for a tourism market study.

4. Be capable of conducting commercial research to aid business decision making.

GENERIC COMPETENCIES

INSTRUMENTAL

- Ability to analyze and synthesize Organizational and planning skills
- Oral and written communication
- Elementary computer skills
- Information management skills
- Problem solving

PERSONAL

- Decision making
- Teamwork Critical reasoning
- Ethical commitment

SYSTEMIC

- Autonomous learning
- Adaptation to new situations Creativity
- Initiative and entrepreneurial spirit.
- Motivation for quality

Specific competences:

1. Turn an empirical problem into a research object and draw conclusions. This can be detailed in the following aspects:

   1.1. Understand the importance of research in tourism; understand quantitative and qualitative methods applied to tourism.

   1.2. Know the sources of information for tourism research, access different information sources.
   1.3. Design and structure market research in the tourism sector.

   1.4. Analyze, interpret, and infer data and results: report preparation and presentation, application of research to proposed objectives.

2. Evaluate tourism potentials and prospective analysis of their exploitation. This can be detailed in the following aspects:

   2.1. Conduct market studies to understand the relationship between demand and the tourism resource to be exploited; design and develop projects.

5. COURSE CONTENTS OR THEMATICS SECTIONS

CHAPTER 1.- Introduction to tourism market research.
CHAPTER 2.- Systems and sources of information in tourism.
CHAPTER 3.- The tourism market research process.
CHAPTER 4 - Tourism market research techniques.
CHAPTER 5.- Questionnaire design in tourism market studies.
CHAPTER 6.- Measurement scales in tourism research.
CHAPTER 7.- Experiment design in tourism research.

6. METHODOLOGY AND TEACHING TECHNIQUES

There will be three main methodologies to be used in the theoretical part: master classes, case studies and practical analysis. They will be supported using the debates, lectures and digital presentations, and also through the basic and specific bibliographies recommended by the teacher. These digital materials will be at the students' disposal for their use as guides during the lectures. These materials will be available to the students via the virtual learning platform, as well as any other ways, which may be considered safe and efficient to this goal. Students must be aware that these digital presentations, by themselves, do not replace the following of the lectures with interest and spirit of participation. Instead, this visual material attempts to offer the results of synthesis and ordering of theories, models, and analysis methodologies in an agile and efficient way.
TEACHING TECHNIQUES: Master Class and discussion, tutorial session, practical lessons and reading test

7. ASSESSMENT CRITERIA

The evaluation system will be continuous, that is, learning will be controlled during the teaching/learning process and not only at the end of it. We understand the evaluation process as an opportunity to expand the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

Attendance & Participation	Regular attendance (80% minimum) and participation in class discussions is the minimum expectation. Class participation will be assessed on the basis of engagement with readings, involvement in discussion and class facilitation. Students will share responsibility for directing discussion of readings.
Assignments and Individual work. (40%)	In class / out class assignments both individual and in pairs or teams. The class will be divided into teams that will take turns in presenting and explaining the main arguments of the day´s readings to the entire class.
Final project. (60%)	Team project.

For those students who are not able to assist regularly to classes the evaluation criteria will includes:

Assignments (25%)	Team/Individual project.
Final Project (25%)	Individual project.
Final Exam (50%)	Contents of texts and assignments.

In either of the two systems, it is essential to overcome in 5 out of 10 any of the planned evaluation tools.

On the day of the final exam of the subject, all the suspended tools (except the class activities) that have been proposed in the evaluation can be recovered.

In the SECOND and THIRD calls, the grades of the programmed tools that have been approved in previous calls will be saved, but in no case the approved partial ones.

Likewise, in **SECOND AND THIRD CALL** it will be necessary to present those works and activity that is not delivered and / or suspended during the course.

The moment a student who is being evaluated by modality A exceeds 25% of absences, he will be evaluated by modality B, and all qualifications obtained in evaluation tools that are programmed for modality A and that are not in modality B will cease to be valid.

In the **activities and works**, the following shall be evaluated in particular:

- Rigor in the analytical process.
- The coherence, creativity, innovation and originality of the projects elaborated.
- Clarity, precision, synthesis, terminological precision and communicative capacity in oral presentation.
- The final quality of the exercises and projects.

Class activities must necessarily be carried out throughout the teaching period of the subject, and in the form and deadlines established by the teacher.

IMPORTANT: The works and cases presented must be original; that is, the student must omit the copy of other authors and if he did so, he would have to reference the source correctly. Plagiarism will be penalized with a zero in the corresponding call whether the document in question is individual or group.

SECOND AND THIRD CALL:

In both cases, the procedure to evaluate the subject will be governed by the following indications:

- Students will have to pass (grade from 5) the exam to which they will have to submit and that will deal with the complete subject. Neither for September nor for December will the notes of the partials be saved. The grade of this exam will represent 50% of the final grade of the subject.

- The student will have to deliver a MARKET RESEARCH, following the same indications as the rest of his classmates. This media plan will represent 50% of the final grade of the subject.

9. BIBLIOGRAPHY AND OTHER SOURCES OF INFORMATION

GENERAL

Ten Lessons in Descriptive Statistics. Tomeo & Nail. Editorial AC.

Social Research Techniques. Sierra Bravo, R. Paraninfo.

- MARKETING RESEARCH. John R. Webb Ed: THOMSON
- SOCIAL RESEARCH OF TOURISM. Jesús Gutiérrez Brito Ed: PARANINFO
- RESEARCH OF TOURIST MARKETS Jesús and Miguel López Bonilla Ed: PYRAMID
- STRUCTURE OF THE TOURIST MARKET. AUDITORIUM
- PRINCIPLES OF RESEARCH OF THE TOURISM MARKET. Raúl Álvarez Cuervo Ed: Corditur

SPECIFIC

Consumer conduct. Rivera, Arellano & rosemary. ED. ESIC
The tourist market. Vogeler & Hernandez. Ed. CE Ramón Areces.
Polling as a marketing tool. Jaques Antonie. Ed. DEUSTO. Fundamentals of Tourism Market. Manuel Rey, Ed. Synthesis.
Tourism Marketing. Antoni Serra. ED. Pyramid. Tourism Marketing. Robert Lanquar. Ed. Ariel Tourism. Marketing

and tourism. Carmen Alés. Ed. Synthesis.
Commercial Research (Subject Manual). Lobato Gómez, F. & López Luengo, Mª. To. Ed. Thomson/Paraninfo.
Contemporary Market Research. McDaniel & Gates. Thomson
Research principles of the tourism market. Raúl Álvarez Cuervo. Ed. Corditur.Editors. Methodological notebooks. Jacinto Rodriguez CIS

Other sources of interest (web addresses, etc.)

- AEDEMO. WWW.AEDEMO.ES
- AENOR. WWW.AENOR.ES
- ANALYSIS AND STATISTICS OF TURISMO IN ANDALUSIA. WWW.TURISMOANDALUZ.COM/ESTADISTICAS/
- ANEIMO. WWW.ANEIMO.COM
- ESOMAR. WWW.ESOMAR.ORG
- INSTITUTE OF TOURIST STUDIES. WWW.IET.TOURSPAIN.ES
- NATIONAL INSTITUTE OF STATISTICS. WWW.INE.ES
- WORLD TOURISM ORGANIZATION. www2.unwto.org/es