

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: 2009

Lecturer: Jorge Molina Farinas

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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 an 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 THEMATIC 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) Written exams (70%): There will be 2 written exams (chapters 1-3 and then chapters 4-5). The average of these exams will represent 70% of the global grade.

B) Practice (20%): Several practical activities to do during class or at home individually or with other students. All activities must be given in time.

D) Attendance (10%): a proportional grade will be given to students depending on the attendance.

The final grade will represent the average of all parts, always if the written exams have been past.

The students will have to attend at least 75% 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 75% of the time.

Written exam (100%): Final exam.

Students in 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. ESTRUCTURA Y ECONOMIA DEL MERCADO TURISTICO. Ed. Septem Ediciones
- Hernandez/Vogeler. ESTRUCTURA Y ORGANIZACIÓN DEL MERCADO TURISTICO. Ed. Fundación Ramón Areces.

General

- Alvarez Sousa, Antonio. EL OCIO TURISTICO EN LAS SOCIEDADES INDUSTRIALES AVANZADAS. Ed. Bosch. Madrid 1.994
- Varios autores. INTRODUCCION AL TURISMO. Publicación de la Organización Mundial del Turismo (OMT) en Educación Turística.
- Fernandez Fuster, Luis. INTRODUCCION A LA TEORIA Y TECNICA DEL TURISMO. Ed. Alianza Universidad. Madrid 1.988.
- L.J. Lickorish/C.L. Jenkins. UNA INTRODUCCION AL TURISMO. Ed. Síntesis. Madrid 2.000.
- Montaner Montijano, Jordi. ESTRUCTURA DEL MERCADO TURISTICO. Ed. Sintesis. Madrid 1.996.
- Valls, Joseph. LAS CLAVES DEL MERCADO TURISTICO. Ed. Deusto Turismo.

Others (web addresses, etc)