

DEGREE: **IN TOURISM**

### 1. BASIC DATA OF THE SUBJECT

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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

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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

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#### 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

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Specific teaching 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. Know and choose properly between different methods of capturing information for a tourism market study.

4. Be able to conduct business research to aid business decision making. Generic transversal competences

#### 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:**

COMPETENCE 1: TURNING AN EMPIRICAL PROBLEM INTO AN OBJECT OF INVESTIGATION AND DRAW CONCLUSIONS. The following can be specified, among other aspects:

- Know the importance of research in tourism; know the quantitative and qualitative methods applied to tourism
- Know the sources of information for tourism research; access the different sources of information.
- Design and structure an investigation
- Analyze, interpret and infer data and results: preparation and presentation of the report, application of the research to the proposed purposes

COMPETENCE 2: EVALUATE TOURISM POTENTIALS AND THE PROSPECTIVE ANALYSIS OF THEIR EXPLOITATION. The following can be specified, among other aspects :

- prepare market studies to know the relationships between demand and the tourist resource to be exploited; design and elaborate projects

#### **5. THEMATIC CONTENTS OR BLOCKS**

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CHAPTER 1.- Introduction to tourism market research.  
CHAPTER 2.- Systems and sources of information in tourism.  
CHAPTER 3.- Study of consumer behavior.  
CHAPTER 4 - Process of research of technical markets.  
CHAPTER 5.- Research techniques of tourism markets.  
CHAPTER 6.- Design of questionnaires in the studies of tourism markets.  
CHAPTER 7.- Preparation of research projects and presentation of reports.

## 6. DEVELOPED AGENDA

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CHAPTER 1.- Introduction to tourism market research .

Market concept. Market Levels and Types. Supply and demand. Market Structure (Structure of consumption. Commercial institutions. Competition) Sources of tourist information. The Macro environment. The demand. Structure of demand. Tourist Supply and Demand.

CHAPTER 2.- Systems and sources of information in tourism.

Tourist information and its sources. Primary sources of information. Secondary sources. Documentary analysis. Information techniques.

CHAPTER 3.- Study of consumer behavior. Study of consumer behavior . Purpose of the study. Concept and features. Approaches to consumer behavior . The purchase decision process. Recognition of the problem. Search for information. Evaluation of alternatives. Purchase decision and post-purchase actions. Internal conditioning factors of consumer behavior.

CHAPTER 4.- Research techniques of tourism markets.

Information techniques. Quantitative techniques. Qualitative techniques.

CHAPTER 5.- Design of questionnaires in the studies of tourist markets.

Font selection . The survey. Sample selection . Concepts and elements of sampling. Sampling methods Sample size. The questionnaire. Concept and structure of the questionnaire. Type of questions.

CHAPTER 6.- Scales of measurement in tourism research .

Study of consumer behavior. Purpose of the study. Concept and features. Approaches to consumer behavior. The purchase decision process. Recognition of the problem. Search for information. Evaluation of alternatives. Purchase decision and post-purchase actions. Internal conditioning factors of consumer behavior.

CHAPTER 7.-Preparation of research projects and presentation of reports.

Object and utilities. Structure of the research project. Objectives. Observation units. Variables. Timing. Budget. Concept and types of report. Structure of the report. Writing reports. Audiovisual presentations of reports

## 7. METHODOLOGY AND TEACHING TECHNIQUES.

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The classes will alternate the presentation of theoretical contents with the elaboration of practical activities in the classroom. The participation of students will be encouraged with the contribution of practical examples and the collaborative construction of knowledge. It will also be important to generate debate among students given the theme of the subject and the different approaches that an analysis can have, all enriching for the whole class. All the material that is posted on the virtual platform, both the one provided by the teacher and the one provided by the students will be taken into account in class and in the final evaluation.

TEACHING TECHNIQUES Exhibition and debate, Specialized tutorials , Practical academic sessions Visits and excursions, Reading controls, Others.

## 8. SCENARIO EVALUATION

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Continuous **evaluation system for students who reach 80% of class attendance (modality A):**

1. Class activities and individual work . Its percentage will be 40%.
2. Final subject project: Your total weighting percentage will be 40%
3. Partial eliminatory tests: your total weighting percentage will be 20 %

**Alternative evaluation system (modality B):** Those students who do not meet the requirements of the continuous evaluation system (students who do not exceed 80% of class attendance), will be evaluated as follows:

1. Individual works. Two works enunciated by the teacher in class and published on the platform will be

delivered: Their percentage will be 40%.  
2. Final test: Your total weighting percentage will be 60%

**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  
TourismMarket. 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, M<sup>a</sup>. 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](http://WWW.AEDEMO.ES)
- AENOR. [WWW.AENOR.ES](http://WWW.AENOR.ES)
- ANALYSIS AND STATISTICS OF TURISMO IN ANDALUSIA.  
[WWW.TURISMOANDALUZ.COM/ESTADISTICAS/](http://WWW.TURISMOANDALUZ.COM/ESTADISTICAS/)
- ANEIMO. [WWW.ANEIMO.COM](http://WWW.ANEIMO.COM)
- ESOMAR. [WWW.ESOMAR.ORG](http://WWW.ESOMAR.ORG)
- INSTITUTE OF TOURIST STUDIES. [WWW.IET.TOURSPAIN.ES](http://WWW.IET.TOURSPAIN.ES)
- NATIONAL INSTITUTE OF STATISTICS. [WWW.INE.ES](http://WWW.INE.ES)
- WORLD TOURISM ORGANIZATION. [www2.unwto.org/es](http://www2.unwto.org/es)