

## COURSE DESCRIPTION

### COURSE DETAILS

Title (of the course): **ESTRUCTURA DE LOS MERCADOS TURÍSTICOS**

Code: 101700

Degree/Master: **GRADO DE TURISMO**

Year: 2

Name of the module to which it belongs: ECONOMÍA DEL TURISMO

Field: ECONOMÍA DEL TURISMO

Character: OBLIGATORIA

Duration: SECOND TERM

ECTS Credits: 6.0

Classroom hours: 60

Face-to-face classroom percentage: 40.0%

Study hours: 90

Online platform: Moodle

### LECTURER INFORMATION

Name: MUÑOZ BENITO, ROCÍO (Coordinator)

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### PREREQUISITES AND RECOMMENDATIONS

#### Prerequisites established in the study plan

None

#### Recommendations

None specified

### INTENDED LEARNING OUTCOMES

CB1

CB2

CB3

CB4

CB5

CB6

CB7

CB8

CE15



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## COURSE DESCRIPTION

### OBJECTIVES

The student must know the basic concepts learned in the subjects of the economics area of the first year. The transversal competence of this subject is: Capacity for critical analysis and synthesis. The specific competences of the degree in Tourism that are addressed in this subject are: Ability to recognize the principles of tourism and identify its spatial, social, cultural, legal, political, labor and economic. Strategic planning in tourism. Ability to recognize the functioning of tourism structures and business sectors

### CONTENT

#### 1. Theory contents

##### **Module 1: Tourism actors.**

- 1.1- Introduction.
- 1.2- Business groups.
- 1.3 - Institutional groups

##### **Module 2: Development tourism projects.**

- 2.1- The life-cycle theory.
- 2.2- Sustainable Development Goals in tourism. Sustainable and accessible tourism.
- 2.3- Planning types.
- 2.4- Strategy plans.
- 2.5- On line communication plan in strategy tourism plans.

##### **Module 3: Tourism: an international outlook.**

- 3.1- Tourism information sources.
- 3.2- Tourism data sources.
- 3.3- Recent development.
- 3.4- Terms that changed the tourism history.

##### **Module 4: The innovation in tourism sector.**

- 4.1- R+D+i.
- 4.2- The tourism product.
- 4.3- The tourism quality.
- 4.4- R+D+i in tourism.

##### **Module 5: The tourism markets organization**

- 5.1- Air transport.
- 5.2- Railway transport.
- 5.3- Road transport.
- 5.4- Sea and river transport.
- 5.5- Hotels organization

#### 2. Practical contents

The case study method.

Search for resources and regulations of international institutions and organizations. Strategic planning.

### SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Decent work and economic growth  
Sustainable cities and communities  
Responsible consumption and production  
Partnerships for the goals

## COURSE DESCRIPTION

### METHODOLOGY

#### General clarifications on the methodology (optional)

Students who attend at least 80% of the sessions will not have to complete one of the exam modules for the course.

#### Methodological adaptations for part-time students and students with disabilities and special educational needs

For individuals who justify their inability to attend class with a work contract or family circumstance, the option of completing practical cases individually through the Moodle platform will be proposed. They may complete the work individually, present it, and take the exam.

For individuals with disabilities, each case will be analyzed individually, and relevant adaptations will be made.

#### Face-to-face activities

Activity	Large group	Medium group	Total
<i>Assessment activities</i>	2	-	2
<i>Case study</i>	-	2	2
<i>Group presentation</i>	6	-	6
<i>Group work (cooperative )</i>	-	8	8
<i>Lectures</i>	24	-	24
<i>Speaking Activities</i>	10	-	10
<i>Text analysis</i>	-	4	4
<i>Tutorials</i>	-	2	2
<i>Writing Activities</i>	2	-	2
<b>Total hours:</b>	<b>44</b>	<b>16</b>	<b>60</b>

#### Off-site activities

Activity	Total
<i>Exercises</i>	10
<i>Group work</i>	20
<i>Information search</i>	20
<i>Reference search</i>	10
<i>Self-study</i>	30
<b>Total hours</b>	<b>90</b>

## COURSE DESCRIPTION

### WORK MATERIALS FOR STUDENTS

Case studies  
Exercises and activities  
References

### EVALUATION

Intended learning	Case Studies	Exams	Oral Presentation	Project
CB1	X	X	X	X
CB2	X	X	X	X
CB3	X	X	X	X
CB4	X	X	X	X
CB5	X	X	X	X
CB6	X	X	X	X
CB7	X	X	X	X
CB8	X	X	X	X
CE15	X	X	X	X
<b>Total (100%)</b>	<b>20%</b>	<b>60%</b>	<b>10%</b>	<b>10%</b>
<b>Minimum grade</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>4</b>

(\*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

## COURSE DESCRIPTION

### Method of assessment of attendance:

Students who attend at least 80% of the sessions will not have to complete one of the question blocks in the exam.

### General clarifications on instruments for evaluation:

Individuals who do not achieve the minimum required score in each evaluation instrument will not be able to pass the course.

### Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

For individuals who justify their inability to attend class with a work contract or family circumstances, the option of completing the practical cases individually through the Moodle platform will be proposed. They can complete the work individually and present it, and will take the exam.

For individuals with any type of disability, each case will be individually analyzed and relevant adaptations will be made.

### Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

The exam will be the same as in the ordinary call.

### Qualifying criteria for obtaining honors:

*An average grade equal to or greater than 9 and a complementary test.*

## BIBLIOGRAPHY

### 1. Basic Bibliography

Applied Data Science in Tourism: Interdisciplinary Approaches, Methodologies, and Applications (Tourism on the Verge). Roman Egger, edit. 2022.

Collaborative Economy and Tourism Perspectives, Politics, Policies and Prospects. (Tourism on the Verge). Dianne Dredge, Szilvia Gyimóthy, edit. 2017.

World Tourism Organization ( 2019 ), UNWTO Tourism Definitions, UNWTO, Madrid (<https://www.eunwto.org/doi/epdf/10.18111/9789284420858>)

Degrowth and Tourism. New Perspectives on Tourism Entrepreneurship, Destinations and Policy Edited By C. Michael Hall, Linda Lundmark, Jundan Jasmine Zhang. ISBN 9780367335656

### 2. Further reading

None

## COORDINATION CRITERIA

Joint activities: lectures, seminars, visits ...

## COURSE DESCRIPTION

## SCHEDULE

Period	Assessment activities	Case study	Group presentation	Group work (cooperative )	Lectures	Speaking Activities	Text analysis	Tutorials	Writing Activities
1# Fortnight	0,0	0,0	0,0	1,0	4,0	1,0	0,0	0,0	0,0
2# Fortnight	0,0	0,0	0,0	1,0	4,0	2,0	0,0	0,0	0,0
3# Fortnight	0,0	0,0	0,0	1,0	4,0	1,0	1,0	0,0	1,0
4# Fortnight	0,0	1,0	0,0	1,0	4,0	2,0	1,0	0,0	0,0
5# Fortnight	0,0	0,0	0,0	1,0	4,0	1,0	1,0	1,0	0,0
6# Fortnight	0,0	0,0	0,0	1,0	2,0	1,0	1,0	0,0	1,0
7# Fortnight	0,0	1,0	0,0	1,0	2,0	1,0	0,0	0,0	0,0
8# Fortnight	2,0	0,0	6,0	1,0	0,0	1,0	0,0	1,0	0,0
<b>Total hours:</b>	<b>2,0</b>	<b>2,0</b>	<b>6,0</b>	<b>8,0</b>	<b>24,0</b>	<b>10,0</b>	<b>4,0</b>	<b>2,0</b>	<b>2,0</b>

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.