

COURSE DESCRIPTION

COURSE DETAILS

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

Code: 101721

Degree/Master: **GRADO DE TURISMO**

Year: 3

Name of the module to which it belongs: MERCADOS Y EMPRESAS TURÍSTICAS

Field: MERCADOS Y EMPRESAS TURÍSTICAS

Character: OBLIGATORIA

Duration: SECOND TERM

ECTS Credits: 6.0

Classroom hours: 60

Face-to-face classroom percentage: 40.0%

Study hours: 90

Online platform: <https://moodle.uco.es/m2324/>

LECTURER INFORMATION

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PREREQUISITES AND RECOMMENDATIONS

Prerequisites established in the study plan

None.

Recommendations

There are no legal prerequisites for this subject. However, it is recommended that the student has previous knowledge of basic statistical techniques and has passed the subjects of Management of Tourism Companies, Statistics, and Sociology of Tourism.

COURSE DESCRIPTION

INTENDED LEARNING OUTCOMES

CB1
CB2
CB3
CB4
CB5
CB6
CB7
CB8
CB9
CU2
CE1
CE2
CE3
CE4
CE11
CE18

OBJECTIVES

To understand the importance of commercial information for decision-making in the field of the management of tourism companies and destinations.

To identify the main studies and sources of information and research in the field of tourism.

To know and choose appropriately between different methods of information gathering for a tourism market study.

To be able to carry out commercial research to help in business decision-making.

From a sociological perspective, the aim is to understand the logic of social research applied to the study of tourism markets.

To know the epistemological foundations of qualitative research in social research applied to the study of tourism markets.

To apply in practice the construction of a social research project in the study of tourism markets.

To learn about qualitative research techniques and their application to the study of tourism markets.

The introductory practice of some of the qualitative social research techniques applied to the study of tourism markets will be studied.

CONTENT

1. Theory contents

Unit 1: The determinants of the tourism market and tourism indicators.

1. Introduction to tourism market research.
2. The tourism market research process.
3. Analysis of the systems and sources of information in tourism.

Unit 2: Quantitative Methods Applied to Tourism.

1. Research design: exploratory and conclusive.



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COURSE DESCRIPTION

2. Sampling: design and procedures.
3. Measurement and scaling.
4. Questionnaire design.
4. ANOVA.
5. Planning a survey. Fieldwork. Business reports.

Unit 3: Social Research Methods and Techniques Applied to Tourism.

1. Epistemological approach to qualitative methodology in social research.
2. Qualitative techniques in market research.
3. The interview.
4. Focus groups.
5. Participant Observation.
6. Other qualitative research techniques.

2. Practical contents

Analysis of experiences.

SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Quality education
Gender equality
Decent work and economic growth
Responsible consumption and production

METHODOLOGY

General clarifications on the methodology (optional)

The assessment is global, taking into account the knowledge acquired and its mastery, and penalising errors of concepts and non-completion of practices.

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

Students with special educational needs must contact the Inclusion Unit so that this service can establish the necessary methodological and assessment adaptations. This communication must be made in the first fortnight of the start of the subject or when or immediately after the event causing the need for adaptation occurs. Students enrolled part-time must communicate their condition to the subject coordinator in the first week of class to establish the assessment system for the subject.

Face-to-face activities

Activity	Large group	Medium group	Total
<i>Assessment activities</i>	3	-	3
<i>Group work (cooperative)</i>	-	6	6
<i>Lectures</i>	41	-	41
<i>Text analysis</i>	-	3	3
<i>Tutorials</i>	1	6	7

COURSE DESCRIPTION

Activity	Large group	Medium group	Total
<i>Total hours:</i>	<i>45</i>	<i>15</i>	<i>60</i>

Off-site activities

Activity	Total
<i>Group work</i>	<i>20</i>
<i>Information search</i>	<i>10</i>
<i>Reference search</i>	<i>10</i>
<i>Self-study</i>	<i>50</i>
<i>Total hours</i>	<i>90</i>

WORK MATERIALS FOR STUDENTS

Dossier
Oral presentations
References

EVALUATION

Intended learning	Case study/clinical case discussion/scientific work discussion	Exams	Problem solving
<i>CB1</i>	X		
<i>CB2</i>	X		
<i>CB3</i>	X		
<i>CB4</i>	X		
<i>CB5</i>	X		
<i>CB6</i>	X		X
<i>CB7</i>		X	
<i>CB8</i>	X		
<i>CB9</i>	X	X	
<i>CE1</i>		X	
<i>CE11</i>		X	
<i>CE18</i>		X	
<i>CE2</i>	X		

COURSE DESCRIPTION

Intended learning	Case study/clinical case discussion/scientific work discussion	Exams	Problem solving
CE3		X	
CE4		X	
CU2		X	
Total (100%)	25%	60%	15%
Minimum grade	4	5	4

(*)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.

Attendance will be assessed?:

No

General clarifications on instruments for evaluation:

The completion of the following tasks will determine the final grade:

- 1) A **specific test of the theoretical and applied knowledge level developed in the class sessions** (this will account for 60% of the final grade). The test will consist of an exam with three parts (one for each thematic block of the syllabus), which must be passed independently. If students do not achieve the minimum mark in any of the exam blocks, they will have to retake the whole subject at the next exam session. The exam format will be maintained in the January, February and September exams.
- 2) The preparation of **real group field work**, with a value of 25% of the final grade.
- 3) The completion of **practical cases (individual)**, with a value of 15% of the final grade.

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

Students with special educational needs must contact the Inclusion Unit so that this service can establish the necessary methodological and assessment adaptations. This communication must be made in the first fortnight of the start of the subject or when or immediately after the event causing the need for adaptation occurs. Students enrolled part-time must communicate their condition to the subject coordinator in the first week of class to establish the assessment system for the subject.

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

It will consist of an exam to check that the knowledge and competencies of the subject have been acquired. 100% of the grade obtained in the exam will correspond to the grade obtained in the exam in the case of the extraordinary end-of-studies examination.

COURSE DESCRIPTION

Qualifying criteria for obtaining honors:

If the award of Grade with Honors is considered appropriate, the criteria to be applied will depend on the number of candidates for MH (students with a final mark of not less than 9): highest final mark, course work, tie-breaker exam, etc.

BIBLIOGRAPHY

1. Basic Bibliography

SPANISH:

- Álvarez Cuervo, R. (2005): Principios de investigación del mercado turístico. Ed. Cordinur, Gijón.
- Caridad y Ocerin, J. M. (2010): Estadística Aplicada, Ed. Don Folio.
- Esteban Talaya, A., Molina Collado, A. (2014): Investigación de Mercados, Esic Editorial
- Hernández Ascanio, J. (2020): Introducción a la Investigación Social. Manual Básico para Alumnados de Grado. Ed. Don Folio.
- López, J.M., y López, L. M. (2015): Investigación de mercados turísticos. Ed. Pirámide.
- Malhotra, Naresh K. (2008): Investigación de mercados. Quinta edición. Pearson Educación, México.
- Merino Sanz, M. J. (2015). Introducción a la investigación de mercados, 2a ed., Esic Editorial.
- Sanmartín, R. (2005): La observación participante. En García Ferrando, M. Ibáñez y Alvira, F. (comp.) Análisis de la realidad social. Alianza Editorial, pp. 145-165.

ENGLISH:

- Bickman, & Rog, D. J. (2009). *The SAGE handbook of applied social research methods* (2nd ed.). SAGE.
- Brinkmann. (2013). Qualitative interviewing. Oxford University Press.
- Goodson, & Phillimore, J. (2004). Qualitative research in tourism: ontologies, epistemologies and methodologies. Routledge. <https://doi.org/10.4324/9780203642986>
- Hamersveld, & Bont, C. de. (2007). Market research handbook (5th ed. / edited by Mario van Hamersveld, Cees de Bont.). John Wiley & Sons.
- Housden. (2008). Market information and research (2nd ed.). Elsevier/BH.
- McDaniel Jr., C. & Gates, R. (2015): Marketing Research: Using Analytics to Develop Market Insights, 12th. Ed. Wiley
- Rubin, H. J., & Rubin, I. S. (2011). *Qualitative interviewing: The art of hearing data*. sage.
- Sharma, & Altinay, L. (2012). Qualitative research in hospitality and tourism. Emerald.
- Silverman. (2020). Interpreting qualitative data (6th ed.). SAGE.

2. Further reading

None.

COORDINATION CRITERIA

Common evaluation criteria



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COURSE DESCRIPTION**SCHEDULE**

Period	Assessment activities	Group work (cooperative)	Lectures	Text analysis	Tutorials
15# Week	3,0	6,0	41,0	3,0	7,0
Total hours:	3,0	6,0	41,0	3,0	7,0

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.