

UNIVERSITY CENTRE EUSA ATTACHED TO THE UNIVERSITY OF SEVILLE 2017-2018



DEGREE: DEGREE IN TOURISM

1. GENERAL DETAILS OF THE SUBJECT	•
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Name: MARKET STRUCTURE
Level: Second Term: Second

Type: Basic Compulsory Elective subject
Credits (LRU / ECTS): 6 Theoretical credits: 4 Practical credits: 2
Year: 2009

Lecturer: Charo García Ostos E-mail: charo.garcia@eusa.es

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 and 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 will be provided.

4. SKILLS

SPECIFIC SKILLS

- 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

TRANSVERSAL GENERIC SKILLS

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. .

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- 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

6. METHODOLOGY AND TEACHING TECHNIQUES

METHODOLOGY

Master classes including the basic concepts and general guidelines of the subject. Activities done in class.

TEACHING TECHNIQUES

Master class and discus	sion Tutorial session	Practical lessons
☐ Visits and trips	Reading test	Others:

7. 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.



8. REFERENCES

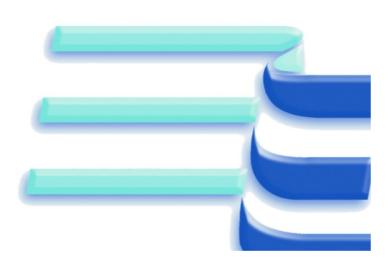
SPECIFIC

- 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.

9. 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 4-7). The average of these exams will represent 70% of the global grade.
- B) Practice (30%): Several practical activities to do during class or at home individually or with other students. All activities must be given in time.

The final grade will represent the average of both 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.

10. TEACHING ACTIVITIES

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		Activity			Exams			
	Lesso	Students' work	Lesso ns	Students' work	N °	Length	Students 'work	Exams	Students ´work	Units	
Week 1 ^a	3	4	1	2						Introd./ Ch. 1	
Week 2 ^a	2	3	1	2		1	1			Ch. 1	
Week 3 ^a	3	4	1	2						Ch. 2	
Week 4 ^a	2	3	1	2		1	1			Ch. 2	
Week 5 ^a	3	4	1	2						Ch.3	
Week 6 ^a	2	3	1	2		1				Ch.3	
Week 7 ^a	1		1					2	6	Ch.4	
Week 8 ^a	2	3	1			1				Ch.4	
Week 9 ^a	2	3	1	2		1	1			Ch.4	
Week 10 ^a	3	4		2						Ch.4	
Week 11 ^a	2	3	1	2		1	1			Ch.4	
Week 12 ^a	2	3	1	2		1	1			Ch.5	
Week 13 ^a	3	4	1	2						Ch.5	
Week 14 ^a	2	3	1				1			Ch.5	
Week 15 ^a	1					1		2		Ch.5	
Week 16 ^a											
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Week 18 ^a									
Week 19 ^a									
Week 20 ^a									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	TOTAL
Horas Totales	33	44	14	26	9	8	4	12	150

	Activities
Nº	Description
1	
2	
3	
4	
5	
6	
7	
8	

Organization	
Theoretical and practical lessons (A)+(C)	47
Activities developed in the class (E)	9
Exams and test (G)	4
Attendance	60
Study (theory and practice) (B)+(D)	70
Preparation of the activities (F)	8
Study for exams (H)	12
Students' work	90
TOTAL (STUDENTS' WORK)	150