

DEGREE: **DEGREE IN TOURISM**

## 1. GENERAL DETAILS OF THE SUBJECT

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Name: **MARKET RESEARCH FOR TOURISM**  
Level: **THIRD** Term: 1º

Type:  Basic  Compulsory  Elective subject

Credits: (LRU / ECTS): 6 Theoretical credits: 4 Practical credits: 2

Year: 2009

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## 2. DESCRIPTION

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The purpose of this course is to introduce students to the basic processes for searching, recording, processing and analyzing business information and support for marketing decision-making, from the point of view of the tourism Industry.

## 3. SITUATION

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PRIOR KNOWLEDGE AND SKILLS:

It should be advisable that students should have some basic notions about marketing tools and their application to the tourism industry.

## 4. SPECIFIC SKILLS AND COMPETENCES

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- Design and implementation of rigorous commercial research in regional, national and international contexts.
- Ability to manage innovation processes in organizations.
- Knowledge of markets and consumers.
- Critical analysis of current consumer societies and the structure and social meaning of consumption
- Ability to apply knowledge of research principles and tools to problem-solving related to marketing and consumption.
- Ability to work with data sources, methodologies and techniques of scientific research and the software tools used in marketing
- Ability to integrate and apply new trends in marketing and market research profitably and effectively in companies and other organizations.

## 5. OBJETIVES

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Students should be able to:

- Explain the importance of gaining insights about the marketplace and customers.
- Explain the concept of the marketing information system.

- Outline the marketing research process, including defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting and reporting the findings.
- Explain how companies analyze and use marketing information.

## 6. METHODOLOGY AND TEACHING TECHNIQUES

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### METHODOLOGY

The learning methodology will be based on the pedagogical principles of active and collaborative learning. So students will be actors of their own learning process in which the teacher's role will be more dynamic and director of transmitter of knowledge. However, in class sessions will alternate with lectures and practical sessions and exhibition of student work from case studies, text analysis, information research, preparing presentations, paper presentations, etc.

### TEACHING TECHNIQUES

- Presentation and discussion
- Specialized tutorials
- Theory into practice
- Read Control
- Other: Work in groups.

## 7. LIST OF TOPICS

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### **PART ONE - Preparation**

1. Introduction to research: what, why and who?
2. Approaches to leisure, sport and tourism research
3. Starting out - research plans and proposals
4. Research ethics
5. The range of research methods
6. Reviewing the literature

### **PART TWO - Data Collection**

7. Secondary data sources
8. Observation
9. Qualitative data collection
10. Questionnaires - surveys, design and coding
11. Experimental methods
12. The Case Study method
13. Sampling

### **PART THREE - Data Analysis**

14. Analysing secondary data
15. Analysing qualitative data
16. Survey analysis
17. Statistical analysis

### **PART FOUR - Communicating Results**

18. Preparing a research report

## 8. REFERENCES

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- **Research Methods for Leisure and Tourism, 4/E.** A.J. Veal. Pearson Education International



- **Marketing for Hospitality and Tourism. 5e** Kotler, Philip; Bowen, John T.; Makens, James C. Makens. Pearson Education International
- **Market Research in Travel and Tourism.** Brunt, Paul. Butterworth-Heinemann
- **Handbook of Marketing Research Methodologies for Hospitality and Tourism.** Nykiel, Ronald. Routledge
- [http://www.ehow.com/about\\_6595392\\_tourism-research-methodology.html](http://www.ehow.com/about_6595392_tourism-research-methodology.html)
- <http://www2.unwto.org>

## 9. ASSESSMENT CRITERIA

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The evaluation system will be continuous, that is, learning will be controlled during the teaching/learning process and not only at the end of it. We understand the evaluation process as an opportunity to expand the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

<b>Attendance &amp; Participation</b>	Regular attendance (80% minimum) and participation in class discussions is the minimum expectation. Class participation will be assessed on the basis of engagement with readings, involvement in discussion and class facilitation. Students will share responsibility for directing discussion of readings.
<b>Assignments. Individual &amp; Team work.</b> (20%)	In class / out class assignments both individual and in pairs or teams. The class will be divided into teams that will take turns in presenting and explaining the main arguments of the day's readings to the entire class.
<b>Team work.</b> (60%)	Team project.
<b>In-class Tests</b> (20%)	Knowledge and understanding. They might be considered for the final assessment.

For those students who are not able to assist regularly to classes the evaluation criteria will includes:

<b>Assignments</b> (25%)	Team/Individual project.
<b>Final Project</b> (25%)	Individual project.
<b>Final Exam</b> (50%)	Contents of texts and assignments.



## 10. TEACHING ACTIVITIES

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

	Theoretical sessions		Practical sessions		Activity		Exams		Nº	
	Lessons	Students' work	Lessons	Students' work	Nº	Lessons	Students' work	Lessons		Students' work
Week1	2	2	2	2						1
Week2	2	2	2	2						1
Week3	1	2	2	2						1
Week4	2	2	2	2						1
Week5	1	2	2	2		2	8			1
Week6	2	2	2	2						2
Week7	1	2	2	2						2
Week8	2	2	2	2						2
Week9	1	2	2	2		2	6			2
Week10	2	2	2	2						3
Week11	1	2	1	2						3
Week12	2	2	2	2		2	6			3
Week13	1	2	2	2						4
Week14	2	2	1	2		2	2			4
Week15	1	2	1	2		2	8			4
Week16										
Week17										
Week18										
Week19										
Week20										
<b>Total hours</b>	(A) <b>23</b>	(B) <b>30</b>	(C) <b>27</b>	(D) <b>30</b>		(E) <b>10</b>	(F) <b>30</b>	(G)	(H)	<b>TOTAL</b> <b>150</b>

Organization	
Theoretical and practical lessons (A)+(C)	
Activities developed in the class (E)	50,0
Exams and test (G)	10,0
<b>Attendance</b>	<b>60</b>
Study (theory and practice) (B)+(D)	
Preparation of the activities (F)	60,0
Study for exams (H)	30,0
<b>Students' work</b>	<b>90</b>
<b>TOTAL (STUDENTS' WORK)</b>	<b>150</b>