



TOURISM MARKET RESEARCH

23530 - TOURISM MARKET RESEARCH (2024-25)

General

Code: 23530

Lecturer responsible:

SANCHO ESPER, FRANCO MANUEL

Credits ECTS:

6,00

Theoretical credits:

1,20

Practical credits:

1,20

Distance-base hours:

3,60

Departments involved

- **Dept:** MARKETING

Area: MARKETING AND MARKET RESEARCH

Theoretical credits: 1,2

Practical credits: 1,2

This Dept. is responsible for the course.

This Dept. is responsible for the final mark record.

Study programmes where this course is taught

- [DEGREE IN TOURISM](#)

Course type: COMPULSORY (Year: 3)

Competencies and objectives

Course context for academic year 2024-25

This module of the Degree in Tourism provides the student the basic tools to an appropriate guidance and management of the market research in Tourism, which means: summarizing, identifying, gathering and analyzing information for marketing strategy and tactics. The proper application of market research allows achieving, more efficiently, corporate and marketing objectives of the firm, as well as keeping the right way for the firm from a legal and ethical point of view.

This subject is included within Business Economy, closely related to other subjects of Tourism Strategic Management, and Accounting, of preceding or posterior years. Moreover, it is related to other Marketing subjects, by deepening in the information collection techniques indicated in the basic subject of Tourism Marketing and that will be used to make decisions exposed in other compulsory and / or optional subjects in the temporal order of the Degree.

Course content (verified by ANECA in official undergraduate and Master's degrees) for academic year {0}

Specific Competences (CE)

- **CE11** : Definir objectius, estratègies i polítiques comercials.
- **CE8** : Avaluar els potencials turístics i l'anàlisi prospectiva de la seua explotació.

Exclusive skill taught in this course

No data

Learning outcomes (Training objectives)

No data

Specific objectives stated by the academic staff for academic year 2024-25

Training objectives / learning:

1. Know the stages of the commercial research process in the tourism sector.
2. Understand and know how to conduct commercial research in the tourism sector.
3. Know the information needs and the secondary data sources along with the qualitative and quantitative techniques of primary information collection to face a research problem in the tourism field.
4. Understand and know how to design a questionnaire applied to the tourism sector.
5. Understand and know how to plan an experiment in the tourist trade.
6. Understand the types of suitable sampling in tourism and its application in tourist field work.
7. Know the analysis of the data to establish and implement commercial action policies focused on promoting tourism.

Specific objectives contributed by the teaching staff:

- Know how to state a research problem in the tourism sector.
- Know how to write a research proposal in the tourism sector.
- Know how to write a research report in the tourism sector.

Content and bibliography

Content for academic year 2024-25

The contents of the subject are distributed in the following blocks (B) and topics (T):

B1 Fundamental aspects of commercial tourism research.

T1. Commercial research and the decision process in the tourism sector.

B2. Obtaining data from the tourism sector.

T2. Where to find tourist information

T3. What do customers in the tourism sector demand? Exploratory research as support.

T4. What happens in the tourism sector? The usefulness of descriptive research.

T5. The questionnaire applied to the tourism sector.

T6. How does the tourism market respond to our business decisions? Causal research to help make the best decision.

B3 Basic aspects of sampling in the field of tourism.

T7. Choice of suitable sampling methods in tourism and its application in tourist field work.

T8. Communication of the results of research in the tourism sector.

Related links

No data

Bibliography

Temas de investigación comercial

Author(s): Mas Ruiz, Francisco José

Issue: San Vicente Alicante : Editorial Club Universitario, 2022;

ISBN: 978-84-125005-3-0

Category: Básico

Fundamentos y técnicas de Investigación Comercial

Author(s): Grande Esteban, Ildelfonso; Abascal Fernández, Elena

Issue: Madrid : Esic , 2011;

ISBN: 978-84-7356-747-3

Category: Complementario

Investigación de mercados : en un ambiente de información de digital

Author(s): Hair, Joseph F.; Ortinau, David J.; Bush, Robert P.

Issue: México : McGraw Hill, 2010;

ISBN: 978-607-15-0290-2

Category: Complementario

Investigación de Mercados : un enfoque aplicado

Author(s): Malhotra, Naresh K.

Issue: México : Pearson Educación, 2004;

ISBN: 970-26-0491-5

Category: Complementario

Assessment procedures and criteria 2024-25

1st call (C2): The evaluation of the subject continues and is evaluated on a maximum of 10 points. A minimum of 5 points is required to pass. The final grade is the result of applying a 30% weighting to the theoretical-practical test, a 30% weighting to active class participation and a 40% weighting to the final exam.

The student's active participation in class will be assessed throughout the academic year and exclusively for students enrolled in their group. The grade obtained by the student in the theoretical-practical test and in the active participation will only be maintained in the two calls of the course in which he/she is enrolled.

The final exam will be the same for all students enrolled in the subject and will consist of test-type questions, with three answer options, that will evaluate both the theoretical and practical content of the course. Each incorrect answer will subtract one half of the correct answer. Blank answers do not score.

2nd call (C4): The student will have three evaluation options to choose from, being able to decide on the same day of the exam and before the exam has been distributed.

In option 1, the student will keep the grade of the theoretical-practical test and the active participation in class, obtained during the course. The student's final grade will be the result of applying a weighting of 60% to these two grades, evaluated during the course, while the remaining 40% corresponds to the final exam that will consist of test-type questions.

Option 2 is recommended for students who have obtained a low grade or have not been evaluated with the theoretical-practical test and/or active participation and have failed the final exam. The student's final grade will be the one obtained in a recovery test of the continuous evaluation (60% weighting), which will consist of a test-type exam, and in a final recovery exam (40% weighting) that it will consist of test-type questions, in both cases the questions will be of both theoretical and practical content.

In option 3, the student will keep the grade of the final exam of the January call. The student's final grade will be the one obtained in a recovery test of the continuous evaluation (weighting of 60%), which will consist of a test-type exam and the grade of the final exam of the January call (weighting of 40 %).

A minimum score of 4 points out of 10 is required in the final exam and in the theoretical-practical test + active participation, in order to be able to pass the subject, as well as in the recuperations, if applicable.

Description	Criteria	Type	Weighting system
Active participation	The active and regular participation in the classes, the predisposition to participate, the quality of the contributions and the delivery of proposed exercises will be assessed.	ACTIVITIES OF EVALUATION DURING THE SEMESTER	30
Theoretical-practical test	Objective test with short-answer or test-type theoretical questions, development questions, questions based on readings or cases, practice problems, or a combination of the above modalities.	ACTIVITIES OF EVALUATION DURING THE SEMESTER	30
Final test	Objective test of multiple choice questions, both theoretical and practical contents of the whole course. In both the ordinary and extraordinary evaluation periods, the "Not-presented (NP)" score will only be applied to students who have not done any evaluation activity during the semester and would not have taken the final test. In the evaluation tests, the use of "tablets", mobile phones and any other electronic device (for example, electronic watches) is not allowed.	FINAL TEST	40

Official exam dates for academic year 2024-25

Exam session	Date	Time	Group - Classroom(s) allocated	Comments
(C1) Pruebas extraordinarias de finalización de estudios	27/09/2024			
(C2) Periodo ordinario para asignaturas de primer semestre	13/01/2025		GROUP 1 (THEORY CLASS)	
			GROUP 2 (THEORY CLASS)	
	13/01/2025		GROUP 99 (THEORY CLASS)	

(C4) Pruebas
extraordinarias para
asignaturas de grado y
máster

26/06/2025

GROUP 1
(THEORY
CLASS)

GROUP 2
(THEORY
CLASS)

26/06/2025

GROUP 99
(THEORY
CLASS)

Academic staff



SANCHO ESPER, FRANCO MANUEL
Lecturer responsible

THEORY CLASS: Groups: 99
PROBLEM PRACTICALS / WORKSHOP: Groups: 1.2PROB



ENGUIX VAÑO, MARIA LOURDES

THEORY CLASS: Groups: 1
PROBLEM PRACTICALS / WORKSHOP: Groups: 1.1PROB , 2.2PROB



RODRIGUEZ SANCHEZ, CARLA

THEORY CLASS: Groups: 2
PROBLEM PRACTICALS / WORKSHOP: Groups: 2.1PROB , 99PROB

Groups

THEORY CLASS




Group	Semester	Morning or afternoon session	Language	No. of enrolled students	
Gr. 1 (THEORY CLASS) : 1	1S	Morning	Valencian	39	
Gr. 2 (THEORY CLASS) : 2	1S	Afternoon	Spanish	55	
Gr. 99 (THEORY CLASS) : 99 (ARA)	1S	Morning	English	27	<ul style="list-style-type: none">▪ Not allowed VISITING STUDENT EEES▪ Not allowed VISITING STUDENT NO EEES▪ Not allowed INTERNATIONAL MOBILITY PROGRAMME

PROBLEM PRACTICALS / WORKSHOP





Group	Semester	Morning or afternoon session	Language	No. of enrolled students
Gr. 1.1PROB (PROBLEM PRACTICALS / WORKSHOP) : 1.1	1S	Morning	Valencian	14
Gr. 1.2PROB (PROBLEM PRACTICALS / WORKSHOP) : 1.2	1S	Morning	Spanish	25
Gr. 2.1PROB (PROBLEM PRACTICALS / WORKSHOP) : 2.1	1S	Afternoon	Spanish	28
Gr. 2.2PROB (PROBLEM PRACTICALS / WORKSHOP) : 2.2	1S	Afternoon	Spanish	27
Gr. 99PROB (PROBLEM PRACTICALS / WORKSHOP) : 99 (ARA)	1S	Morning	English	27

Timetables

THEORY CLASS

Group	Start date	End date	Day	Start time	End time	Lecture room
1	09/09/2024	20/12/2024	LUN	11:00	13:00	A2/C11 
2	09/09/2024	20/12/2024	LUN	17:00	19:00	A2/C11 
99	09/09/2024	20/12/2024	LUN	11:00	13:00	P3/0-05 

PROBLEM PRACTICALS / WORKSHOP

Group	Start date	End date	Day	Start time	End time	Lecture room
1.1PROB	09/09/2024	20/12/2024	MIE	11:00	13:00	A2/C11 
1.2PROB	09/09/2024	20/12/2024	MIE	11:00	13:00	P3/0-08 
2.1PROB	09/09/2024	20/12/2024	MIE	15:00	17:00	FI/1-03S 
2.2PROB	09/09/2024	20/12/2024	MIE	15:00	17:00	A2/C11 
99PROB	09/09/2024	20/12/2024	MIE	11:00	13:00	P3/0-05 