

DEGREE: **DEGREE IN TOURISM**

## 1. GENERAL DETAILS OF THE SUBJECT

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Name: **MARKET STRUCTURE**

Level: Second

Term: Second

Type:  Basic

Compulsory  
Theoretical credits: 4

Elective subject  
Practical credits: 2

Credits (LRU / ECTS): 6

Year: 2009

Lecturer: Charo García Ostos

E-mail: charo.garcia@eusa.es

## 2. DESCRIPTION

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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

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### 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 an 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

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### 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. .

## 5. OBJECTIVES

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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

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### METHODOLOGY

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

### TEACHING TECHNIQUES

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|--|---|--|
| <input type="checkbox"/> Master class and discussion | <input type="checkbox"/> Tutorial session | <input type="checkbox"/> Practical lessons |
| <input type="checkbox"/> Visits and trips            | <input type="checkbox"/> Reading test     | <input type="checkbox"/> Others: _____     |

## 7. LIST OF TOPICS

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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.

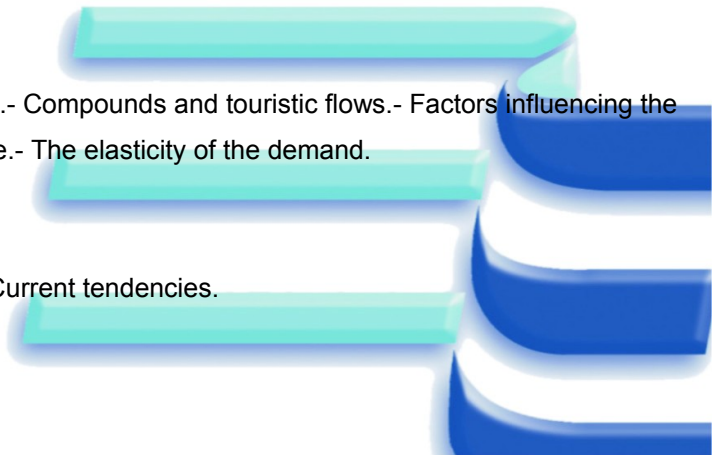
Generic tourism: types.- Specific tourism: types.- Other touristic forms.- Future tendencies.

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

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### 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

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Week 18 <sup>a</sup>										
Week 19 <sup>a</sup>										
Week 20 <sup>a</sup>										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	<b>TOTAL</b>
<b>Horas Totales</b>	<b>33</b>	<b>44</b>	<b>14</b>	<b>26</b>		<b>9</b>	<b>8</b>	<b>4</b>	<b>12</b>	<b>150</b>

<b>Activities</b>	
<b>Nº</b>	<b>Description</b>
1	
2	
3	
4	
5	
6	
7	
8	

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