

29135 - Tourism Sectors and Economy

Información del Plan Docente

Academic Year	2017/18
Faculty / School	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	5.0
Year	4
Semester	First semester
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The learning process that is designed for this subject is based on the following:

The learning process proposed in this subject student is based on the presentation and assimilation of concepts throughout the semester through lectures and participatory sessions and the autonomous student work through individual

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and group activities.

5.2.Learning tasks

The program that the student is offered to help you achieve the expected results includes the following activities ...

Learning activities:

- class attendance
- Practical work
- study of cases
- Analysis of documents
- Computer practical sessions
- Theoretical and practical study
- Presentation group work
- Knowledge test
- tutorial

5.3.Syllabus

PART I. ECONOMICS OF TOURISM

1. TOURISM AND ECONOMY

1.1. INTRODUCTION

1.2. PRODUCTION: GDP TOURISM AND TOURISM SATELLITE ACCOUNT IN SPAIN

1.3. THE TOURIST EMPLOYMENT

1.4. IN SPAIN TOURISM SECTOR. DATA 2012

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1.5. COMPETITIVENESS INDEX TOURIST (TTCI)

1.6. ECONOMIC EFFECTS OF TOURIS

2. TOURISM DEMAND.

2.1. INTRODUCTION

2.2. FACTORS AFFECTING TOURISM DEMAND

2.3. EVOLUTION OF TOURISM DEMAND

2.4. CURRENT TRENDS AND FUTURE

3. TOURIST OFFER

3.1. INTRODUCTION

3.2. TYPES OF TOURIST OFFER

3.3. EVOLUTION OF THE TOURIST OFFER

3.4. CURRENT TRENDS AND FUTURE

PART II. THE BUSINESS

4. THE SECTOR OF HOSPITALITY

4.1. INTRODUCTION

4.2. MAIN TOURIST SERVICES PROVIDERS

4.3. THE HOTEL BUSINESS

4.3.1. INTRODUCTION

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4.3.2. A LITTLE HISTORY

4.3.3. DEMAND BEHAVIOR OF HOSPITALITY

4.3.4. HOTEL SUPPLY

4.3.5. CURRENT TRENDS AND FUTURE

5. THE FIELD OF BROKERAGE

5.1. TRAVEL AGENCIES AND TOUR OPERATORS

5.2. SECTOR DEVELOPMENTS. PARTNERSHIPS AND LARGE GROUPS

ITEM 6. THE TRANSPORT SECTOR

6.1. IMPORTANCE OF TRANSPORT IN TOURISM

6.2. EVOLUTION OF TRANSPORTATION, ESPECIALLY THE AIR TRANSPORT

6.3 AIRLINE ALLIANCES

6.4. CURRENT TRENDS AND FUTURE

7. SECTOR RESTORATION

5.4.Course planning and calendar

Schedule sessions and presentation of works

The economy and tourism sectors subject is taught during the first semester of the fourth year.

The dates for submission of papers and practices shall at all times through the Moodle platform.

5.5.Bibliography and recommended resources

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[BB: Bibliografía básica / BC: Bibliografía complementaria]

- BB** Bayón Marín, F.. 50 años del turismo español: un análisis histórico y estructural. - 1999 Madrid: Centro de estudio Ramón Aceres
- BB** Mochón, F. Economía y turismo. - 2008 Madrid: McGraw Hill
- BB** Pulido, J.I. Estructura general del mercado turístico / Pulido, J.I y Sáez, A (coord.). 2011 Madrid: Síntesis