



Year : 2018/19

## **29127 - Analysis of the Prevailing Tourism Climate**

### **Syllabus Information**

<b>Academic Year:</b>	2018/19
<b>Subject:</b>	29127 - Analysis of the Prevailing Tourism Climate
<b>Faculty / School:</b>	177 -
<b>Degree:</b>	445 - Degree in Tourism
<b>ECTS:</b>	6.0
<b>Year:</b>	3
<b>Semester:</b>	Half-yearly
<b>Subject Type:</b>	Compulsory
<b>Module:</b>	---

### **General information**

#### **Aims of the course**

#### **Context and importance of this course in the degree**

#### **Recommendations to take this course**

#### **Learning goals**

#### **Competences**

#### **Learning goals**

#### **Importance of learning goals**

#### **Assessment (1st and 2nd call)**

#### **Assessment tasks (description of tasks, marking system and assessment criteria)**

#### **Methodology, learning tasks, syllabus and resources**

#### **Methodological overview**

Several teaching methods will be implemented in class. 'Short-term Tourism Analysis' combines theoretical sessions and practical sessions (press clippings and computer tools will be used). By the end of this course, students will be able to write a short-term report on tourism.

## Learning tasks

Teaching Methodology:

- Lectures.
- Practical exercises.
- Reports and clippings from the economic press.
- Computer lab sessions.
- Student presentations (individual or group).
- Tutorial discussion.
- Final exam.
- Self-study.

## Syllabus

Unit 1. Introduction to short-term tourism analysis.

Unit 2. Short-term report. Basic tools.

Unit 3. Short-term tourism indicators: supply and demand indicators.

Unit 4. Employment, prices and tourism competitiveness.

Unit 5. Leading indicators and confidence indices.

Unit 6. Short-term forecasting methods.

## Course planning and calendar

The course is spread over 15 weeks with 4 weekly classes of 1 hour.

The final schedule will be published on the learning platform Moodle.

*Classroom hours:*

- Lectures: 35h.
- Practical classes: 22h.
- Tutorial discussion: 8h.
- Exams: 4 hours.

Homework hours:

- Self-study: 78h.

## Bibliography and recommended resources