

## 29127 - Analysis of the Prevailing Tourism Climate

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 29127 - Analysis of the Prevailing Tourism Climate

**Faculty / School:** 177 - Escuela Universitaria de Turismo

**Degree:** 445 - Degree in Tourism

**ECTS:** 6.0

**Year:** 3

**Semester:** 445 - Second semester

616 - Second semester

**Subject Type:** Compulsory

**Module:** ---

## 1.General information

### 1.1.Aims of the course

### 1.2.Context and importance of this course in the degree

### 1.3.Recommendations to take this course

## 2.Learning goals

### 2.1.Competences

### 2.2.Learning goals

### 2.3.Importance of learning goals

## 3.Assessment (1st and 2nd call)

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

## 4.Methodology, learning tasks, syllabus and resources

### 4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. It is based on active participation. A wide range of teaching and learning task are implemented, such as lectures, practice sessions, autonomous work, tutorials and assessment tasks. By the end of this course, students will be able to write a short-term report on tourism.

Classroom materials will be available via Moodle. These include the course syllabus, reports, problem sets, etc.

### 4.2.Learning tasks

This is a 6 ECTS course organized as follows:

- **Lectures** (1.4 ECTS: 35 hours).
- **Practice sessions** (1.0 ECTS: 25 hours). They can include computer lab sessions, practical exercises and a blog creation.
- **Autonomous work** (3.1 ECTS: 78 hours). Students do tasks such as study and write the economic report.
- **Tutorials** (0.3 ECTS: 8 hours). Office hours can be used to solved doubts and for follow-up of students' learning progress.
- **Assessment tasks** (0.2 ECTS: 4 hours). A final written examination.

### **4.3.Syllabus**

The course will address the following topics:

Topic 1. Introduction to short-term tourism analysis

Topic 2. Short-term report. Basic tools

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

Topic 4. Employment, prices and tourism competitiveness

Topic 5. Leading indicators and confidence indices

Topic 6. Short-term forecasting methods

### **4.4.Course planning and calendar**

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "ETUZ" website <https://etuz.es/>.

### **4.5.Bibliography and recommended resources**