

29127 - Analysis of the Prevailing Tourism Climate

Syllabus Information

Academic year: 2023/24

Subject: 29127 - Analysis of the Prevailing Tourism Climate

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 445 - Degree in Tourism

616 - Degree in Tourism

ECTS: 6.0

Year: 3

Semester: Second semester

Subject type: Compulsory

Module:

1. General information

The purpose of the *Analysis of the Tourism Situation* is that the student acquires the necessary knowledge to make an accurate diagnosis of the current economic environment of the tourism sector. It also provides you with basic tools to be able to make predictions. At the end of the term, the student will be able to prepare and defend a regional tourism report.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), specifically, the learning activities foreseen in this subject contribute to the achievement of goals 5, 8, 10, 12, 16 and 17

2. Learning results

- Solve practical cases involving a projection into the future and diagnose based on these estimates.
- Perform an adequate handling of the basic analytical and graphic techniques in economic analysis.
- Assess economic texts and documents with the clarity, richness and depth of critical analysis, leading the student to the preparation of a report on the current state of tourism.

3. Syllabus

UNIT 1. Introduction to the analysis of the tourism situation.

UNIT 2. The economic situation report. Basic tools.

UNIT 3. Tourism activity indicators: supply and demand.

UNIT 4. Indicators of employment, prices and tourism competitiveness.

UNIT 5. Synthetic indicators and confidence indexes.

UNIT 6. Prediction of the short-term evolution of the environment.

4. Academic activities

Lectures: sessions where the contents of the subject are presented: 35 hours

Practical classes: sessions with the teacher to set up the news blog and progress in the preparation of the report on the regional situation: 25 hours

Tutoring, study of the subject, preparation of practical classes: 86 hours

Assessment tests. 4 hours

5. Assessment system

Continuous Assessment or Global Assessment may be chosen: a) **CONTINUOUS ASSESSMENT**

It consists of the following activities:

- **Student Portfolio** (50% of the grade, minimum 5 out of 10)

It will consist of a **press news dossier** (in a group blog we will discuss weekly 'posting' and commenting on the news of our peers) (5% of the grade).

And the completion of an **individual written test** with all the contents of the subject (45% of the grade).

- **Economic situation report** (50% of the grade, minimum 5 out of 10)

Preparation of a report on the regional tourism situation following the established guidelines. It must be delivered in different phases and obtain a minimum grade of "Satisfactory" in each one of them.

b) OVERALL ASSESSMENT

It consists of:

- **Individual written test** (50% of the mark, minimum 5 out of 10)

It will deal with the theoretical and practical contents covered throughout the term.

- **Economic situation report** (50% of the grade, minimum 5 out of 10)

Elaboration of a report on the regional tourism situation following the teacher's indications.

If the student has only passed one of the two activities, the final grade of the subject will be 4.0 out of 10 and the student must recover it in the next call.