

## TEACHING GUIDE

ACADEMIC YEAR 2016-17

### **Market Research in Tourism**

6 credits

Third year-first semester

Department of Business Administration and Marketing

Degree in Tourism

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### **Course objectives**

The main objectives are:

- Teach the student with basic knowledge of market research and its application to the tourism sector, with regard to terminology and definition of key concepts.
- Convey and educate students about the importance of market information for decision-making in the field of business management and tourist destinations.
- Show the importance of investing in strategies related to market research within tourism organizations, given its influence on the quality of the decisions made by the managers of tourism businesses and destinations.
- Explain students the suitable methodology for the accurate design of a market research in tourism.
- Show the student the main schoolwork and sources of information, and research in the tourism sector.
- Help the student to select the right method for gathering data for the execution of a study in the tourism market.
- Encourage the students to develop their ability to reason about certain business solutions in the field of tourism.

## **Table of contents**

### UNIT 1: Nature and characteristics of Marketing Research

- 1.1. The need for information
- 1.2. Origins and types of Marketing Research
- 1.3. Who does Marketing Research?
- 1.4. The research process

### UNIT 2: Sources and qualitative tools of market research data

- 2.1. Information sources
- 2.2. Secondary and primary data
- 2.3. The Marketing information system
- 2.4. Qualitative procedures for data collection

### UNIT 3: Measurement scales and questionnaire

- 3.1. The measurement scales
- 3.2. Scaling techniques
- 3.3. Multi-item rating scale
- 3.4. The questionnaire

### UNIT 4: Surveys, experimental research and observation

- 4.1. Personal, telephone, postal and Internet-based surveys
- 4.2. Panels
- 4.3. Marketing experimental research
- 4.4. Observation

### UNIT 5: Sampling and fieldwork

- 5.1. Population and sample
- 5.2. Sampling type and size
- 5.3. Selecting and training the field workers
- 5.4. Validating and evaluating fieldwork

### UNIT 6: Analyzing the data

- 6.1. Questionnaire codification, revision and transcription
- 6.2. Errors depuration and treatment of missing responses
- 6.3. Exploratory analysis data

#### 6.4. Descriptive analysis data

### UNIT 7: Preparing the report and speaking about the future

#### 7.1. Research report

#### 7.2. Research report presentation and outline

#### 7.3. Marketing planning and market research in tourism

#### 7.4. New trends in market research in tourism

### **References**

#### Basic bibliography:

Rosendo, V. and Pérez, E. (2013). Business Research Methods. Theory and Practice. Esic, Madrid.

#### Additional bibliography:

Kotler, P.R., Bowen J.T. and Makens, J. (2014). Marketing for Hospitality and Tourism. Pearson. Harlow, UK.

López Bonilla, J.M. y López Bonilla, L.M. (2015). Manual de investigación de mercados turísticos. Ediciones Pirámide, Madrid.

#### Web sites:

European Travel Commission: [www.etc-corporate.org](http://www.etc-corporate.org)

Turespaña: [www.tourspain.es](http://www.tourspain.es)

World Tourism Organization: [www.unwto.org](http://www.unwto.org)

### **Methodology**

#### Theoretical content through in-class case analyses

Theoretical content of the course will be developed in a participatory manner. For this purpose, issues with the help of cases, discussion questions, and comments from industry news will be delivered. The basic bibliography is the main reference on the contents of each topic, and additional bibliography serves to support the student to expand or contrast the core contents of the course.

### Practical content through in-class case analyses

The resolution of cases, numerical problems and work on statistical software represent the main shaft. Its implementation requires the student to cope with situations related to the problem of market research in a tourism organization. The aim is to apply the acquired knowledge, lead on them and understand their usefulness.

### **Evaluation**

Continuous assessment only applies to those who sit the exam in February without the need for final assessment. This evaluation requires the student to undertake the following activities:

1. Presentation of an original market research project about a tourism organization, a tourism product, or a tourist destination. This group activity (3 students) represents 20% of the final mark = 2 points out of 10.
2. Undertake two individual practical cases (representing 10%) and a final exam (one written theoretical-practical exams and/or types of tests) concerning the 7 units (70%) which make the remaining 80% of the student's final mark = 1 + 7 = 8 points out of 10.

The final assessment (theoretical-practical exam and/or types of tests) makes up 100% (10 points) of the final qualification for those students who do not opt for continuous assessment or, having done it, did not pass that exam.

Calls for final exams correspond to the calls of February, September, December, or any other extraordinary. It is a single final exam whose date will be assigned to the calendar of examinations of the Faculty of Tourism, Finance and Accounting. This exam is based on the resolution of theoretical-practical questions about the seven units of Market Research in Tourism and the practical cases studied in class.

### **Office hours (schedule information and inquiries)**

Time of consulting to solve any question about the course contents:

- Tuesdays, from 8:30 a.m. to 10:30 a.m.
- Thursdays, from 8:30 a.m. to 9:30 a.m., from 11:30 a.m. to 12:30 p.m. and from 3:00 p.m. to 4:00 p.m.