



EDUCATIONAL
PROJECT

Market Structure
GROUP 6-ENGLISH-

Basic details of the subject	
Qualification:	Degree in Tourism
Syllabus year:	2009
Year implemented:	2018-19
Establishment:	Faculty of Tourism and Finance
Subject name:	Market Structure
Subject code:	1790017
Types:	COMPULSORY
Course:	2
Teaching period:	Second term
ECTS credits:	6
Total hours:	150
Area/s:	Applied Economics
Department/s:	Applied Economics I

Subject coordinator

TEJADA GONZALEZ MARIA PILAR

Teaching staff

Main group teaching staff:
ROMERO LUNA ISIDORO
SANTOS CUMPLIDO FRANCISCO JAVIER

Objectives and competences

OBJECTIVE

Provide the basic theoretical aspects about the tourist market: conceptualisation of the terms "tourism" and "tourist", main forms of tourism, definition of the tourist market components, main factors determining tourist demand and supply, different market structures, market failures, etc.

Familiarise students with a complex and multidisciplinary conception of the tourism phenomenon, placing special emphasis on the economic component of tourism activities.



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Know the main international and national agencies, bodies and institutions that are sources of important information about tourist activities.

Ascertain the features of the world's tourist market at present, as well as of the main future trends.

Analyse the importance of tourism in the Spanish economy, both in relation to its direct impacts (contribution to production, employment and the balance of payments), and in relation to the drag-along effect that tourism has on other productive activities.

Analysis of the structure of the Spanish tourism model and its evolution, as well as Spain's competitive position as an international destination.

Finally, establish the features that have characterised tourist activities in Andalusia and the main challenges for the future.

COMPETENCES

Specific skills:

- 1- Understand the principles of tourism: its spatial, cultural, political, labour and economic dimension
- 2- Analyse the economic effects generated by tourism



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3- Be aware of the dynamic and evolving nature of tourism and the new leisure society 4-Know the main political-administrative tourist structures

7-Recognise the main tourist agents (public, private, etc., ...)

27-Understand details of how destinations, tourist structures and their business sectors work throughout the world

General competences:

Capacity for analysis and synthesis

Skills for retrieving and analysing information from different sources

Capacity for criticism and self-criticism

Capacity to apply theory to practice

Research skills

Ability to work autonomously

General basic knowledge



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Thematic contents or blocks

The subject contents are divided into 6 topics, grouped in three main thematic blocks:

Block 1: Basic aspects

Topic 1. Introduction to the structure of tourism markets

Topic 2. Economic environment of tourism

Block 2: Economic impacts of tourism

Topic 3. Tourism and economic development

Topic 4. Tourism and the job market

Block 3: Structure of tourist markets

Topic 5. Tourist demand

Topic 6. Tourist supply

Detailed list and sequencing of the content

CONTENTS BLOCK I: General aspects (14 hours)



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LESSON 1: Introduction to the structure of tourism markets

1.1. Basic concepts

1.2. Elements of the tourism market

1.3. Sources of information and measures for the analysis of international and national tourism activity.

LESSON 2: Economic context of tourism

2.1. Basic concepts.

2.2. Economic context of tourism activity: global and national

2.3. Impacts of economic globalisation on tourism demand and supply.

CONTENTS BLOCK II: Economic impacts of tourism (24 hours)

LESSON 3: Tourism and economic development

3.1. Economic impacts of tourism: general points

3.2. Tourism and its impact on production and employment

3.3. Tourism and the balance of payments

3.4. The contribution of tourism to economic development

LESSON 4: Tourism and the labour market

4.1. Human capital as a competitive advantage in the tourism sector



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4.2. Characteristics of the Spanish tourism labour market

4.3. Job insecurity in the Spanish tourism labour market.

CONTENTS BLOCK III: Demand and supply in tourism markets (22 hours)

LESSON 5: Tourism demand

5.1. Role of tourism demand and its determining factors

5.2. Characteristics of international tourism demand

5.3. Future trends in tourism demand

LESSON 6: Tourism supply

6.1. Role of the tourism supply: determining factors and elements

6.2. Characteristics of Spanish tourism companies

6.3. Innovation in Spanish tourism companies

Educational activities and class hours

Activity	Credits	Hours
B Theoretical Classes / Practicals	6	60

Teaching-learning methodology

Theoretical classes

Attendance of theoretical classes where the fundamental contents of the subject will be presented. In class (classroom or computer room, as required), the teachers will explain the basic concepts and the general lines of each topic of the subject syllabus, as well as the main statistical and bibliographical sources available.



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The slides published on the web and/or in the copy shop and the contents explained in class by the teachers will supplement the manuals referred to, but in no case will they replace them.

DAA with presence of the teacher

Tutorial learning-based teaching, based on the resolution of Directed Academic Activities.

Teachers will propose that students complete theoretical-practical activities after explaining the contents of the subject, subsequently encouraging that they be pooled and discussed in class. Teachers may also propose several eminently practical activities, involving the reading of specialised press, debates, searching for information in the computer room, etc., generally in groups, in order to promote teamwork among students.

The intention is that, by carrying out these practical activities, students are involved in an active learning process.

The theoretical-practical activities must necessarily be carried out throughout the academic period of the subject, and in the form and deadlines established for them. Students **MUST** perform all the activities in the group to which they belong officially. Only official group changes are allowed.

Assessment and qualification systems and criteria

The same final written exam for all the groups.



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Additionally, students can pass the subject with coursework, before the final exam. Details about this system will be published in the subject's pertinent educational projects, at the start of the academic period.

Group qualification criteria

Students must reach a minimum of 50% of the total score to pass the subject. They can choose between two systems of evaluation:

1. Continuous evaluation.

Grades under this system of evaluation are obtained in the following way:

- Attendance to class and realisation of theoretical and practical activities represent up to 30% of the final grade.

- A multiple choice test represents up to 70% of the final grade. In this test, students must obtain a minimum score of 4 out of 10, in order to add the score obtained through class attendance and the rest of activities. The theoretical-practical activities must necessarily be carried out throughout the academic period of the subject, and in the form and deadlines established for them. Only official group changes are allowed. The score obtained in those activities will be kept for the first and the second official examination calls.

2. Final examination system. Optionally, students have the possibility of passing the subject through a final exam, in the date of the official announcement, without taking into account the theoretical and practical activities of the continuous evaluation.



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Educational project group's timetables

<http://ff.us.es/horarios-2019-20/>

Exam timetable

<http://ff.us.es/#>

Specific assessment and appeal panels

Chairman: FELIPE RAFAEL CACERES CARRASCO

Member: JUAN ANTONIO MARTINEZ ROMAN

Secretary: MARIA PILAR TEJADA GONZALEZ

Substitute 1: MARIA JOSE RODRIGUEZ GUTIERREZ

Substitute 2: MARIA PILAR MORENO PACHECO

Substitute 3: JOSE FERNANDEZ SERRANO

Recommended bibliography

GENERAL

Introducción a la estructura del mercado turístico

Authors: Sáez, A. (coord.)

Edition:

Publisher: Madrid : Síntesis, 2014.

ISBN: 978-84-9077-013-9

Estructura económica del turismo

Authors: Sáez Cala, A.; Martín Urbano, P. &

Pulido Fernández, J.I. (coordinators)

Edition:

Publisher: Madrid : Síntesis, 2010

ISBN: 978-84-9756-408-1

Estructura económica de los mercados turísticos

Authors: Pulido Fernández, J. I.



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Cárdenas García, P. J. (coords.)

Edition:

Publisher: Madrid : Síntesis. 2013

ISBN: 978-84-9958-874-2

La estructura económica de los mercados turísticos

Authors: López Martínez, J. H. (coordinator)

Edition:

Publisher: Madrid : Editorial Universitaria Ramón Areces , 2013

ISBN: 978-84-9961-116-7

SPECIFIC BIBLIOGRAPHY:

Estructura de mercados turísticos

Authors: Torres Bernier, E. (coordinator)

Edition :

Publisher: Barcelona : UOC, 2006

ISBN: 978-84-9788-456-6

Estructura, economía y política turística

Authors: Magadán Díaz, M. & Rivas García, J.

Edition:

Publisher: Oviedo : Septem ediciones, 2012

ISBN: 978-84-92536-84-9

La estructura economica de los mercados turísticos

Authors: Iranzo Martín, J. E. et al.

Edition:

Publisher: Madrid : Instituto de Estudios Económicos. 2003

ISBN: 978-84-8853-367-5