29127 - Analysis of the Prevailing Tourism Climate

<u>**Información del Plan Docente**</u>

Academic Year	2016/17
Academic center	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	6.0
Course	3
Period	Half-yearly
Subject Type	Compulsory
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

Several teaching methods will be implement 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.

5.2.Learning activities

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.

5.3.Program

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.

5.4.Planning and scheduling

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.

5.5.Bibliography and recomended resources

Bibliography: http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29127&Identificador=14816