

29135 - Tourism Sectors and Economy

Información del Plan Docente

Academic Year	2016/17
Academic center	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	5.0
Course	4
Period	First semester
Subject Type	Optional
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

The learning process that is designed for this subject is based on the following:

The learning process proposed in this subject student is based on the presentation and assimilation of concepts throughout the semester through lectures and participatory sessions and the autonomous student work through individual and group activities.

29135 - Tourism Sectors and Economy

5.2.Learning activities

The program that the student is offered to help you achieve the expected results includes the following activities ...

Learning activities:

- class attendance
- Practical work
- study of cases
- Analysis of documents
- Computer practical sessions
- Theoretical and practical study
- Presentation group work
- Knowledge test
- tutorial

5.3.Program

PART I. ECONOMICS OF TOURISM

1. TOURISM AND ECONOMY

1.1. INTRODUCTION

1.2. PRODUCTION: GDP TOURISM AND TOURISM SATELLITE ACCOUNT IN SPAIN

1.3. THE TOURIST EMPLOYMENT

1.4. IN SPAIN TOURISM SECTOR. DATA 2012

1.5. COMPETITIVENESS INDEX TOURIST (TTCI)

29135 - Tourism Sectors and Economy

1.6. ECONOMIC EFFECTS OF TOURIS

2. TOURISM DEMAND.

2.1. INTRODUCTION

2.2. FACTORS AFFECTING TOURISM DEMAND

2.3. EVOLUTION OF TOURISM DEMAND

2.4. CURRENT TRENDS AND FUTURE

3. TOURIST OFFER

3.1. INTRODUCTION

3.2. TYPES OF TOURIST OFFER

3.3. EVOLUTION OF THE TOURIST OFFER

3.4. CURRENT TRENDS AND FUTURE

PART II. THE BUSINESS

4. THE SECTOR OF HOSPITALITY

4.1. INTRODUCTION

4.2. MAIN TOURIST SERVICES PROVIDERS

4.3. THE HOTEL BUSINESS

4.3.1. INTRODUCTION

4.3.2. A LITTLE HISTORY

29135 - Tourism Sectors and Economy

4.3.3. DEMAND BEHAVIOR OF HOSPITALITY

4.3.4. HOTEL SUPPLY

4.3.5. CURRENT TRENDS AND FUTURE

5. THE FIELD OF BROKERAGE

5.1. TRAVEL AGENCIES AND TOUR OPERATORS

5.2. SECTOR DEVELOPMENTS. PARTNERSHIPS AND LARGE GROUPS

ITEM 6. THE TRANSPORT SECTOR

6.1. IMPORTANCE OF TRANSPORT IN TOURISM

6.2. EVOLUTION OF TRANSPORTATION, ESPECIALLY THE AIR TRANSPORT

6.3 AIRLINE ALLIANCES

6.4. CURRENT TRENDS AND FUTURE

7. SECTOR RESTORATION

5.4.Planning and scheduling

Schedule sessions and presentation of works

The economy and tourism sectors subject is taught during the first semester of the fourth year.

The dates for submission of papers and practices shall at all times through the Moodle platform.

5.5.Bibliography and recommended resources

Bibliography: <http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29135&Identificador=14824>