

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2020-2021

Teaching guide

Area: Tourism and Hotel Products and Resources

Subject: Tourism Markets

Period: Semester 1

Lecturers:

Dr. Emili Valdero Mora

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MODULE: TOURISM AND HOSPITALITY FOUNDAMENTS

AREA: TOURISM AND HOTEL PRODUCTS AND RESOURCES

SUBJECT: TOURISM MARKETS

CODE: OB1REC-I

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 1

CREDITS: 4 ECTS

1. Subject objectives

Tourist markets is a subject that offers to the future professionals of tourism and hotel management an overview of the global tourism and hospitality industry.

With this subject students begin to become familiar with the terminology of the tourism sector and the consequences of tourism activity on social, cultural and economic growth. Here we will analyze the sustainability of tourism, understood as those tourist activities that are respectful with the natural, cultural and social environment that let a positive exchange of experiences between residents and visitors and that spreads equitably the benefits of tourism between the local community and tourism firms.

In addition, students will learn the structure and organization of the global hotel industry and the relationship between ownership, branding and management of a hotel. They will know the world's leading hotel chains and major hotel brands and consortia. Also, the Students will learn some key elements of the accommodation industry, such as the market concept of a hotel, hotel customer segmentation, hotel typologies and hotel brand positioning.

Finally, students will learn the experiential nature and the essential elements of tourism products in general, and particularly, of the hotel products.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G05 - Self-confidence: be able to adapt to different professional situations or people, maintaining balance which allows for efficiency. Implies being able to understand and value other positions, adopting a point of view according to the situation, being sure of your self-worth and abilities. Flexibility/adaptability: be flexible in changing situations and overcome obstacles.

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G09 - Sensitivity and intercultural awareness: understands and interprets the influence of culture on the values and behaviours of individuals and organizations.

G11 - Planning and organization: reflects a constant concern for minimizing uncertainty in the environment and comply with established quality parameters.

G15 - Leadership: demonstrates the intention of assuming a leadership role of a group or a work team. Implies the desire to guide others which may not be associated to positions of formal authority.

Specific

E01 - Understand and analyze the economic dimension of tourism

E03 - Recognize the main tourist operators and the main political administrative structures.

E04 - Understanding the dynamic and evolving character of tourism and its markets.

E05 - Identify and manage areas and tourist destinations in accordance with the principles of sustainability.

E07 - Analyze the impacts generated by tourism.

E10 - Manage financial resources.

E12 - Define objectives, strategies and marketing policies.

3. Content

Session 1: Introduction to the tourism sector. Related material: Tourism concept and definitions of WTO. The system of tourist activities. Tourist externality concept. The tourist offer: Structure and main sectors. The public sector and tourism policy.

Session 2: Introduction to the tourism sector. Related material: Tourism concept and definitions of WTO. The system of tourist activities. Tourist externality concept. The tourist offer: Structure and main sectors. The public sector and tourism policy.

Session 3: Introduction to the tourism sector. Related material: Tourism demand: Analysis, seasonality, motivations. Segmentation of tourism demand. Tourism markets: concept, sending and receiving markets. Large areas of global tourist attraction. Quantification of world tourist flows: Tourist statistics.

Session 4: Introduction to the tourism sector. Related material: Distribution of tourism products. The tour package.

Session 5: Introduction to the tourism sector. Related material: Tourism products and tourism resources.

The thematization of tourism products. Interpretation centers and museums.

Session 6: Introduction to the tourism sector. Related material: The generation of the tourist experience

Session 7: The hotel industry. Related material: The tourist accommodation sector. Types of accommodation.

Session 8: The hotel industry. Related material: The accommodation sector. The global hotel industry. Hotel chains and independent hotels. The hotel cooperatives.

Session 9: The hotel industry. Related material: The accommodation sector. The global hotel industry. Hotel chains and independent hotels. The hotel cooperatives.

Session 10: The hotel industry. Related material: Models and hotel property management

Session 11: The hotel industry. Related material: Models and hotel property management

Session 12: The hotel industry. Related material: The hotel consortia. Quality seals in the hotel industry.

Session 13: The hotel industry. Related material: Analysis of case studies

Session 14: The hotel industry. Related material: The hotel consortia. Quality seals in the hotel industry.

Session 15: The hotel industry. Related material: The segmentation of the hotel demand. Types of hotel services. Hotel classification.

Session 16: The hotel industry. Related material: The segmentation of the hotel demand. Types of hotel services. Hotel classification.

Session 17: The hotel industry. Related material: The market concept of a hotel. Hotel types depending on market concept.

Session 18: The hotel industry. Related material: The market concept of a hotel. Hotel types depending on market concept.

Session 19: The hotel industry. Related material: Analysis hotel positioning: The Brandscape and competitive segments. Conference: Hotels

Session 20: The hotel industry. Related material: Analysis hotel positioning: The Brandscape and competitive segments. Conference: Hotels

Session 21: The hotel Industry. Related material: Indicators hotel management. Activity on international hotel chains

Session 22: The hotel Industry. Related material: Indicators hotel management. Activity on international hotel chains

Session 23: The hotel Industry. Related material: The competitive reference set.

Session 24: The hotel industry. Related material: Analysis of case studies

4. Teaching methodology

Plenary Lectures. Two weekly sessions with theoretical and practical contents, hotel chain and independent hotels website analysis used as examples of real cases.

Finding information and preparation and organization of material. Students must complete two tasks, one individual and one in group. The individual work will consist in a report about the analysis of an independent hotel product. The group report consists in the analysis of an international hotel chain through the application of the concepts and methods studied during the course.

Student Presentations (individual or group). Students must make an oral presentation of the group report about the analysis of an international hotel chain.

Case Studies. Study of real cases of different hotel chains and hotels.

Practical Exercises. Practical exercises about the application and calculation of different hotel performance indicators: occupancy ratio, average daily rate, RevPAR, average guests per room, RevPAC, average length of stay

5. Assessment activities

Regular examination call

- **Individual work: Analysis of a case study about an independent hotel (Nov, 30/2020)**

Case analysis (Individual - 25%)

Evaluated competences: B1, B2, B3, B4, B5, G5, G7, G11, E4

- **Group work on an international hotel chain (Dec, 15/2020)**

Academic Work (Group - 20%)

Evaluated competences: B1, B2, B3, B5, G5, G7, G11, G15, E5, E10, E12

- **Oral presentation on an international hotel chain (Dec, 15/2020)**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B4, E1, E3, E4

- **Written exam about all the contents of the subject**

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, G9, E1, E3, E4, E5, E7, E10, E12

1. All work - individual and group - is mandatory and not submitting involves a grade of 0 and failure of the subject with a maximum grade of 4.

2. The minimum final exam to average with continuous assessment activities carried out during the course is 3.5. Students with a grade lower than 3.5 shall fail with a grade equal to that obtained in the final exam.

3. Calculation of the final grade (FG)

The final grade (FG) is calculated as follows:

a) Case where the final exam grade (FEG) is ≥ 3.5

$$FG = 0.1 \times GG + 0.1 \times IOP + 0.2 \times IWG + 0.6 \times FEG$$

Where: GG: Group Grade

IOP: Individual Oral Presentation grade

IWG: Individual Work Grade

FEG: Final Exam Grade

b) Case where the final exam grade (FEG) < 3.5

$$FG = FEG$$

4. Students who fail the 1st exam:

a) Must obligatorily attend the extra exam call

b) Grades which are passed (individual and group) will be kept.

c) All failed work must be repeated.

d) The grade of the oral presentation of group work will be kept with a value of 10% of the final grade.

Resit examination call

- **Oral presentation on an international hotel chain (Jan, 15/2021)**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B4, E1, E3, E4

- **Individual work: Analysis of a case study about an independent hotel (Jan, 15/2021)**

Case analysis (Individual - 25%)

Evaluated competences: B1, B2, B3, B4, B5, G5, G7, G11, E4

- **Group Work on an international hotel chain (Jan, 15/2021)**

Academic Work (Group - 20%)

Evaluated competences: B1, B2, B3, B5, G5, G7, G11, G15, E5, E10, E12

- **Written exam about all the contents of the subject**

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, G9, E1, E3, E4, E5, E7, E10, E12

1) Students who fail the ordinary call should obligatorily take the resit examination.

2) The final exam has a recovery value of 60% of the final grade.

3) The partial exam counts for the extra exam resit.

4) Grades which are passed (individual and group) will be kept.

5) All failed work must be repeated.

Calculation of the final grade (FG)

The final grade (FG) is calculated as follows:

a) Case where the final exam grade (FEG) is ≥ 3.5

$$FG = 0.1 \times 0.1 \times GG + PRO + 0.2x + 0.1x IOP NEP + 0.5 \times FEG$$

Where: GG Group Grade: Individual Oral Presentation IOP grade: Individual Work Grade

IWG: Partial Test FEG: Final Exam Grade

b) Case where the final exam grade (FEG) < 3.5

$$FG = FEG$$

Repeating students without attendance: regular examination call

- **Individual work: Analysis of a case study about an independent hotel (Nov, 30/2020)**

Case analysis (Individual - 25%)

Evaluated competences: B1, B2, B3, B4, B5, G5, G7, G11, E4

- **Written report on an international hotel chain (Dec, 15/2020)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B5, G5, G7, G11, G15, E5, E10, E12

- **Oral presentation on an international hotel chain (Dec, 15/2020)**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B4, E1, E3, E4

- **Written exam about all the contents of the subject**

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, G9, E1, E3, E4, E5, E7, E10, E12

The same as for students who attend class.

The minimum final exam to average with continuous assessment activities carried out during the course is 3.5.

Students with a grade lower than 3.5 shall fail with a grade equal to that obtained in the final exam.

Repeating students without attendance: resit examination call

- **Individual work: Analysis of a case study about an independent hotel (Jan, 15/2020)**

Case analysis (Individual - 20%)

Evaluated competences: B1, B2, B3, B4, B5, G5, G7, G11, E4

- **Written report on an international hotel chain (Jan, 15/2021)**

Academic Work (Individual - 25%)

Evaluated competences: B1, B2, B3, B5, G5, G7, G11, G15, E5, E10, E12

- **Oral presentation on an international hotel chain (Jan, 15/2021)**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B4, E1, E3, E4

- **Written exam about all the contents of the subject**

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, G9, E1, E3, E4, E5, E7, E10, E12

The same as for students who attend class.

The minimum final exam to average with continuous assessment activities carried out during the course is 3.5.

Students with a grade lower than 3.5 shall fail with a grade equal to that obtained in the final exam.

Follow-up meetings

Week 3 (Oct, 09/2020)

Week 7 (Nov, 09/2020)

Week 13 (Dec, 09/2020)

6. Bibliography

Mandatory readings

University of Memphis (2009) Resort Definition & Classifications. A Summary Report to Research Participants. Center for Resort and Hospitality Business, Kemmons Wilson School of Hospitality and Resort Management.

Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. (2008) Tourism: Principles and Practice. Financial Times/ Prentice Hall; 4 edition. See chapters/pages 0, 1, 4, 6, 7, 8 and 20

Page, Stephen J. (2011). Tourism Management. Routledge; 4 edition. See chapters/pages 1, 2, 3, 6 and 7

Vallen, Gary K. and Vallen, Jerome J. (2013). Check-In Check-Out: Managing Hotel Operations. Pearson; 9 edition. See chapters/pages 1, 2 and 3

7. Lecturer/s

Dr. Emili Valdero Mora (Head lecturer) - emili.valdero@htsi.url.edu

Contact hour: Thursday from 12:00 to 12:45 hours and Friday from 10:00 to 10:45 hours

Degree in Economics and Business from the University of Barcelona in 1989, Graduate Applied Statistics at the Imperial College of Science and Technology in London in 1994, Diploma in Statistics from the University of Barcelona in 1995, PhD in Economics from the University of Barcelona in 1998. He worked in the Research Department of La Caixa in 1990-1991. He has collaborated with Esade on issues of international economy and tourism. He has published several books and articles on the Catalan economy. From December 2006 to December 2008 he was Secretary of Commerce and Tourism of the Generalitat

8. Observations

* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.

1. Classes begin promptly. 10 minutes into the class, access to any student will not be allowed.
2. It is forbidden to use mobile phones in class. If a student uses it or read and send messages, they will be expelled from class.
3. You can use laptops in class.
4. If a student is expelled from class 3 times during the course, they may not return to attend classes in the subject.
5. Rules for submission of work will be available to students in a PDF document on the Virtual Classroom of the subject at the beginning of the academic year.

In the event of a health emergency, the faculty will resume the academic activity as follows:

[-] The academic board will notify students and lecturers about the change to remote mode, its timeframe and the appropriate recommendations.

[-] The face-to-face activity will be transferred to the remote environment through the virtual classroom and the HTSI videoconferencing tools accessible with the students' credentials.

[-] The academic activity will be maintained in the established schedules and calendars, being able to adapt in other timetables to facilitate the development of the meetings and tutoring activities.

[-] The contents and activities will be maintained as planned. In the case of visits or sessions with professionals in the classroom, these could be re-planned or adapted by other similar ones depending on the circumstances.

[-] The weight of the evaluation activities is maintained. The delivery dates can be modified if the confinement conditions influence the development of the activity (for example, data collection, interviews ...) so as not to harm the student.