



COURSE DATA

DATA SUBJECT

Code: 35108
Name: Tourism market research
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	3	Second quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	3	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1317 - Degree in Tourism	Marketing and market research I	COMPULSORY
1926 - Double Degree Program Tourism and BMA	Asignaturas de tercer curso	COMPULSORY

COORDINATION

BERENGUER CONTRI GLORIA

SUMMARY

The Tourism Market Research subject, with a load of 6 ECTS credits, is part of the Commercialization and Market Research I subject, is mandatory and is taught in the third year in the Degree in Tourism and the Degree in Tourism and Business Management.

The subject analyzes the concept and development of commercial research framed in the information system of the company or tourist destination, responsible for collecting and analyzing the information necessary for the correct decision making. In this sense and throughout the nine subjects of the course, the importance of information as a starting point of the strategic business approach in the tourism sector is highlighted.

The subject of Tourism Market Research covers the following contents: The process of market research in tourism. The organization of market research and the ethical aspects of the activity. Identification of objectives and information needs. The types of information and the methodologies for obtaining the information. The quantitative techniques. The qualitative techniques. The questionnaire as an instrument for collecting information. Kind of questions. Introduction to sampling and sample selection. The field



work. The preparation and analysis of information and the writing of the report.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

The Tourism Market Research subject does not demand previous requirements. The subject gives continuity to the compulsory subject of the second course Tourism Marketing, which has a teaching load of 6 ECTS credits, which is the first approximation of the student to the commercial function in the company.

COMPETENCES / LEARNING OUTCOMES

1317 - Degree in Tourism

Demonstrate motivation for quality.

Evaluate tourist potentials and make the prospective analysis of their exploitation.

Have communication skills.

Show creativity.

Turn an empirical problem into an object of study and draw conclusions.

Understand the dynamic and evolving nature of tourism and of the new leisure society.

DESCRIPTION OF CONTENTS

1. MARKET RESEARCH AND TOURIST MARKETING

2. PROCESS OF INVESTIGATION OF MARKETS AND SOURCES OF SECONDARY INFORMATION

3. EXPLORATORY RESEARCH: QUALITATIVE TECHNIQUES

**4. DESCRIPTIVE AND CAUSAL RESEARCH: QUANTITATIVE THECNQUES****5. DESIGN OF THE QUESTIONNAIRE (I): GENERAL APPROACH****6. DESIGN OF THE QUESTIONNAIRE (II): MEASUREMENT SCALES****7. SAMPLING AND FIELD WORK****8. ANALYSIS OF THE INFORMATION****9. ELABORATION OF THE REPORT****WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	30,00
Independent study and work	30,00
Preparation of lessons	0,00
Preparation for assessment activities	30,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY



From a teaching point of view, the course has two distinct blocks:

Theoretical classes. The theory classes will be based on the professor's explanations (participative lecture), on the study of the recommended basic and/or complementary bibliography, and on the participation and competence of the students to debate on the research of tourism markets.

In order to make the most of the lecture, it is recommended that students prepare each topic in advance using the recommended bibliography and other teaching resources.

Practical classes. Students will develop the practical classes in teams, although some of them can be developed individually. The practical activity to be developed in each session is listed in the "Schedule" section.

With some exceptions, **the practical activities are developed in the classroom and are delivered the same day.** It is recommended to study beforehand the theoretical contingents to which each practical is linked for its correct development.

*Use of the Virtual Classroom-*Moodle*

S'utilitzarà l'aula virtual per a qualsevol informació/notícia que faciliti l'acompliment de l'assignatura (<http://www.aulavirtual.uv.es>). The virtual classroom will provide resources for the realization of the tasks of the practical classes, as well as the basic material related to the theory. The practical classes will be completed through the Virtual Classroom-*Moodle section; they cannot be delivered by e-mail.

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EVALUATION

The evaluation of the course is in accordance with article 6. 4 of the regulation of evaluation and qualification of the University of Valencia for Bachelor's and Master's degrees, which states: "The global evaluation of the students can be obtained as a result of a combination of the evaluation obtained in a final test together with the one obtained in the different activities of continuous evaluation carried out, according to what in this sense is stated in the teaching guide".

The course is evaluated as follows:

1.- **A written exam**, in official date proposed by the Facultat d'Economia. The exam will consist of short questions of theoretical and/or theoretical-practical development. The grade of this exam represents 60% of the final grade; the maximum grade that can be obtained is 6 (the minimum grade to pass this part is 3). The grade will only be kept for the second convocation (June) of the 2025-26 course. This activity is **RECOVERABLE**.



2.- **The continuous evaluation of the practical activities** developed by the student during the course, from the elaboration of reports/treballs. The grades of these reports will represent 40% of the final grade; the maximum grade that can be obtained is 4 (the minimum grade to pass this part is 2). Only the grade of the continuous assessment will be kept for the second convocation (July) of the 2025-26 course. These activities are **NOT RECOVERABLE** because "by their nature, it is not possible to design a test that assesses the acquisition of the learning results in the second call (article 6.5 of the above mentioned regulation)".

Students who, **due to documented justification** (e.g., work contract with an incompatible schedule with the attendance to the practical sessions) cannot come to class, must justify it before **February 20, 2026** to the professor of the course. This student must present the activities individually through the virtual classroom within the terms established in the course. No other student will be able to use this individualized system. If not informed before this date, it will be understood that the student can come to class normally.

The minimum score for the exam grade to be added to the grade obtained in the continuous assessment is 3 points. In no case can a student pass with a lower theoretical qualification.

It is necessary to pass each of the two parts (written exam and continuous assessment) to pass the course.

ACADEMIC HONESTY

The conduct consisting of copying in an exam or plagiarizing an assessable work is contrary to the students' duties as stated in the state and internal regulations of the UV. The assessment of these dishonest practices will be governed by what is established in article 13 of the regulation of evaluation and qualification of the University of Valencia for Bachelor's and Master's degrees on Fraudulent performance of evaluation tests. **The copy in an exam of this subject will lead to the opening of a disciplinary file.**

POLICY STATEMENT ON THE USE OF ARTIFICIAL INTELLIGENCE.

Students must responsibly use artificial intelligence (*IA) tools for information analysis and research, maintaining academic integrity and complying with ethical and legal standards.

REFERENCES

- Ballestín, B.; Fàbregues, S. (2018) La práctica de la investigación cualitativa en ciencias sociales y de la educación. Editorial UOC. Barcelona
- Barbour, J. (2013) Los grupos de discusión en investigación cualitativa. Ediciones Morata. Madrid.
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- Hair, J., Bush, J. y Ortinau, D. (2010). Investigación de mercados. McGraw Hill, México D.F.



- Hair, J.F.; Ortinau, D.J.; Harrison; D. (2021) 5ªed. Principios de investigación de mercados. McGraw-Hill Interamericana de España. Madrid. ISBN: 9781456287634
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- López Bonilla, J.M.; López Bonilla, L.M. (2015) Manual de investigación de mercados turísticos. Editorial Pirámide. Madrid.
- Luque, T. (2017) Investigación de marketing 3.0. Ediciones Pirámide. Madrid
- Rosendo Rios, V. (2018) Investigación de mercados. Aplicación al marketing estratégico empresarial. ESIC EDITORIAL. Madrid.
- Zikmund, W.G. (2003): Fundamentos de investigación de mercados. Thomson, Madrid.