

**COURSE DATA****DATA SUBJECT**

**Code:** 35114  
**Name:** Structure of tourism markets  
**Cycle:** OCU Studies / Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2026-27

**STUDY (S)**

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	2	Second quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	2	Second quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1317 - Degree in Tourism	Tourism economics and policy I	COMPULSORY
1926 - Double Degree Program Tourism and BMA	Asignaturas de segundo curso	COMPULSORY

**COORDINATION**

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**SUMMARY**

This is a mandatory subject in the second year, affiliated with the Department of Applied Economics and part of the "Economy and Tourism Policy I" course in the Tourism degree. The primary objective is to introduce students to the study of the current structure of tourism markets from an economic perspective. It aims to facilitate the acquisition of skills necessary for expanding and updating knowledge, skills, and values, both in subsequent subjects directly related to tourism and after obtaining the degree. These competencies are valuable for those aspiring to work in the tourism sector, whether in managing tourism businesses or in the management roles within public entities associated with the sector.

In designing this guide, particular consideration has been given to the fact that students have only completed a general economics subject ("Introduction to Economics") in the first year. As this subject deals with applied economics, it offers not only general explanations but also concrete examples and brief reports on specific realities related to the structure of national and international tourism markets, tourism service demand, tourism supply and its main sectors, labor markets and employment in tourism, production, costs, and competitiveness in the tourism industry, among other related aspects. The Spanish and Valencian tourism models will also be addressed.



To achieve these objectives, it is important to focus on the concepts, classifications, and information sources necessary for successfully following the course. Special attention should be given to the structural and sectoral information provided in the National Accounts course, as the most up-to-date information will be studied and specifically addressed in a subsequent mandatory subject ("Analysis of the Tourist Situation" - 3rd year).

It is worth emphasizing that these training objectives serve as a foundation that students can complement and expand upon in later subjects directly related to these topics. This includes subjects such as "Tourist Sectors: Transport, Accommodation, and Restaurants" (Optional, 4th year) and "Tourism of Events, Businesses, and Congresses" (Optional, 4th year), among others.

While the actions of various governments influence the structure, characteristics, and evolution of these markets, sectors, and destinations, the study of these interventions extends beyond the scope of this subject. Such topics are covered in later subjects like "Tourism Policy I" (Compulsory, 3rd year) and "Tourism Policy II" (Optional, 4th year). Similarly, other significant aspects like the environmental impact of tourism and its socio-cultural impacts will be addressed in subjects like "Tourism and Sustainable Development" (Optional, 3rd year), among others.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

### OTHER REQUIREMENTS

No additional requirements are needed as it is a mandatory subject in the second year. However, the attainment of the general and specific competencies mentioned above will be facilitated if the student has effectively utilized the knowledge gained from previous subjects, particularly those with a stronger focus on economics such as Introduction to Economics, among others.

## COMPETENCES / LEARNING OUTCOMES

### 1317 - Degree in Tourism

Analyse the economic dimension of tourism.

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

Identify and manage tourist areas and destinations.

Know the objectives, strategy and public instruments of planning

Manage the tourist territory according to the principles of sustainability.



Recognise the main tourist agents.

Understand a public plan and the opportunities that it affords for the private sector.

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

Understand the functioning of destinations, tourism structures and their business sectors on a global scale.

Understand the legal framework regulating tourism activities.

## **DESCRIPTION OF CONTENTS**

### **1. TOURISM MARKETS: CONCEPTS, CLASSIFICATIONS AND INFORMATION SOURCES.**

- 1.1. Concepts and basic definitions about the structure and transactions of tourism markets.
- 1.2. The quantitative structural information in front of the conjunctural one: methods and problems of measurement.
- 1.3. Introduction to the structural information provided in the National Accounts.
- 1.4. Typology of tourist markets and degrees of competition.
- 1.5. The role of international tourism organizations.

### **2. THE ECONOMIC IMPORTANCE OF MARKETS AND TOURIST TRANSACTIONS.**

- 2.1 The expansion of world tourism and its contribution to GDP.
- 2.2 Direct economic effects of tourism and multiplier effects.
- 2.3 The importance of spending on international tourism and the balance of payments.
- 2.4 Some negative impacts of the expansion of tourism markets.
- 2.5 Structure and composition of tourist GDP in Spain and the Valencian Community.

### **3. JOB MARKETS AND GENERATION OF TOURIST EMPLOYMENT.**

- 3.1 The factors of production in the tourism sector and their relative intensity.
- 3.2 Seasonality, temporary hiring and salaries.
- 3.3 The importance of training and qualification.
- 3.4 Tourist markets, private placement agencies and temporary employment agencies.
- 3.5 Tourist employment in Spain and the Valencian Community: structure, characteristics and interdependencies



#### **4. STRUCTURE AND COMPOSITION OF TOURIST DEMAND.**

- 4.1. Tourism consumption and tourism exports: the role of prices and rents in the demand for tourist services.
- 4.2 Tourist demand and the role of gross tourist capital formation.
- 4.3 Other influential economic and non-economic factors on the total demand for tourism services offered at a destination.
- 4.4 The complexities derived from the purchase of tour packages and the Lancaster approach: differentiation, loyalty and complementary services.

#### **5. THE PRODUCTION AND OFFER OF THE MAIN TOURIST SERVICES.**

- 5.1 Common characteristics of the main tourist services.
- 5.2 Objectives pursued and cost structure in the main companies that produce tourism services.
- 5.3 The methods and techniques of production of tourist services.
- 5.4 The offer function of tourism producers in competitive markets and their meaning.
- 5.5 Singularities, structure and interrelations between the different offers of tourist services in Spain and the Valencian Community.

#### **6. BALANCES AND IMBALANCES IN THE TOURISM MARKETS: DISTRIBUTION, PRICES AND COMPETITIVENESS.**

- 6.1 The meaning of balances and imbalances in the existing tourism markets.
- 6.2 The role of tourist intermediaries: structure and relationships between wholesalers and retailers in the sale of tourist services.
- 6.3 The differentiation of services and price discrimination.
- 6.4 Other factors of tourism competitiveness and available international indicators.
- 6.5 The dynamic nature and permanent restructuring of markets, sectors and tourist destinations.
- 6.6 Government intervention in markets

### **WORKLOAD**

#### **PRESENCIAL ACTIVITIES**

Activity	Hours
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Theory	30,00
Classroom practices	30,00
<b>Total hours</b>	<b>60,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	14,00
Independent study and work	18,00
Preparation of lessons	6,00
Preparation for assessment activities	32,00
Resolution of case studies	20,00
<b>Total hours</b>	<b>90,00</b>

### TEACHING METHODOLOGY

The general approach of the theoretical classes rests on the introductory explanations of the teacher in the classroom but requires the active participation of the student, being recommended a first reading of the recommended basic material. This is of great help so that the teaching explanations of this part can become a support instrument aimed at improving the indicated competences and reasoned learning in relation to the different topics addressed, as well as helping to clarify any possible doubts.

But the subject also consists of practical sessions in which the student will have to solve simulated problems, interpret the available qualitative or quantitative general information or analyse real practical cases in relation to the structure of a specific tourism market, its main characteristic, organization, etc. The development of practical sessions will be structured around the materials that each teacher indicates, which will be distributed to the students in advance and which, preferably, will require differentiated tasks in each practical subgroup, depending on the specific questions to be solved in each case. In general, these materials will consist of problems and practical questions prepared by the teachers, brief reports, press clippings, tables and graphs, videos, web pages with resources, etc.

The working mechanics of these practical sessions will consist, in general, in a sequence of work in three phases. In the first place, an individual and team effort will be necessary to solve the questions raised in relation to these materials, and it is recommended that the students make an effort to put them in common in each previously formed subgroup in order to take full advantage of the advantages of cooperative work and already make a first effort of presentation and oral reasoning. Efforts that must be completed with charge to non-contact work hours.

Second, each practice will usually involve a general oral debate in the classroom in order to share the results of the effort made and that the teacher can reorient and complete, where appropriate, such efforts, as well as take note of those who already demonstrate proficiency in the face of the continuous assessment note, if applicable.

Finally, every certain number of practical classes (or at the end of them) it may be programmed a session for the completion of a practical control on these practices that may also be resolved collectively in the classroom once completed and form part, in case, of the final grade.



The objective of this third phase is to check the competencies improvements finally acquired by each student in these practical classes.

## EVALUATION

As indicated in the approved curriculum, the assessment of learning for the two subjects that make up the course "Economy and Tourism Policy I" may consist of:

- Oral and/or written exams, which will include theoretical and/or theoretical-practical questions and/or problems.
- Evaluation of practical activities through the completion of assignments/reports and/or oral presentations.
- Continuous assessment of each student, based on regular attendance in classes and in-person activities, participation, and level of engagement in the teaching-learning process.

Following these guidelines, the evaluation of this course will consider both the theoretical and practical aspects of the scheduled classes. This evaluation will consist of a final written synthesis exam (multiple-choice or essay format), along with a score obtained through continuous assessment. Scores obtained in one assessment period will not be carried over to the next.

The final written exam will involve the written development of an eliminatory multiple-choice exercise, and optionally, for those who pass it, a development question may be included. The analytical skills and knowledge evaluated in this exam will be related to the competencies covered in the theory sessions. This part will contribute a score of 0 to 5 points to the final grade.

Additionally, there will be a final written exam that includes the written development of an eliminatory multiple-choice exercise, and optionally, for those who pass it, a development question or practical exercise may be included. The analytical skills and knowledge evaluated in this exam will be related to the competencies covered in the practical sessions. This part will contribute a score of 0 to 2.5 points to the final grade.

The continuous assessment grade will allow for an additional 0 to 2.5 points to be added to the final grade and will be based on: the evaluation of the competencies achieved individually by each student in individual and/or group activities scheduled in practical classes, as well as in midterm exams on the practical sessions that might be held if deemed appropriate by the faculty.

Optionally, final projects that may be scheduled and require oral presentation and defense can also be included in this grade.

The final theory exam (5 points) must be passed in order to average it with the grade obtained in the practical part (5 points). The grade for the practical part of the course will be obtained by adding the grade from the final practical exam (2.5 points) and the continuous assessment (remaining 2.5 points). The grade for continuous assessment will correspond to the grade obtained in the submission of assignments to the professor, presentations in the classroom, or partial tests conducted by the faculty.



**NOTE:** It should be noted that both the continuous evaluation and the final theory exam must be passed with a minimum grade of 5 in each case.

### **IMPORTANT**

Regarding ChatGPT, it shall be considered a very serious offense to fully or partially plagiarize a work, or engage in academic fraud in the preparation of any assignment or activity requested of the students. Academic fraud shall be understood as any deliberate behavior aimed at falsifying the results of an exam or assignment, whether it is one's own or someone else's (including the improper use of artificial intelligence such as ChatGPT), carried out as a requirement to pass a subject or demonstrate academic performance.

### **REFERENCES**

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- PULIDO, J.I. et al., Estructura económica de los mercados turísticos. Madrid, 2013. Síntesis.
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