



## COURSE DATA

### DATA SUBJECT

**Code:** 42990

**Name:** Use of indicators to measure tourist activity

**Cycle:** Master's Degree

**ECTS Credits:** 5

**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
2135 - Master's Degree in Tourism Management and Planning	Facultat d'Economia	1	Second quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
2135 - Master's Degree in Tourism Management and Planning	Tourism indicators	ELECTIVES

### COORDINATION

YAGÜE PERALES ROSA MARIA

## SUMMARY

This course comprises four modules focused on the use of indicators for analyzing tourism-related activities.

The first module emphasizes the role of indicators in gaining a deeper understanding of the tourism sector from various perspectives. To this end, several indicator models will be reviewed, and examples of their application in Spain will be analyzed.

The remaining modules will provide the theoretical foundations and analytical tools necessary to address the challenges faced by the tourism sector. Specifically, students will study and apply basic statistical knowledge to real-world problems in tourism destinations, with the aim of improving public tourism management.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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



## OTHER REQUIREMENTS

Basic knowledge of statistics will enable students to follow this course more effectively

## COMPETENCES / LEARNING OUTCOMES

### 2135 - Master's Degree in Tourism Management and Planning

Actuar en el marco de los Derechos Humanos, los principios democráticos, los principios de igualdad entre mujeres y hombres, de solidaridad, de protección medioambiental, de accesibilidad universal y diseño para todos, y de fomento de la cultura de la paz.

Analizar la estructura de la actividad turística en todos sus niveles, teniendo en cuenta los componentes del desarrollo turístico sostenible, sus ventajas, así como con sus limitaciones y riesgos.

Detectar nuevos mercados emergentes y abrir la empresa a los mismos. Realización de informes para asesoramiento en relaciones con mercados emergentes.

Detectar oportunidades y amenazas de distintos mercados turísticos, de sus competidores a corto y largo plazo y sus clientes.

Habilidades para buscar, procesar y analizar información procedente de fuentes diversas.

Manejar las TICs.

## DESCRIPTION OF CONTENTS

1. Indicators, Statistical Sources, and the Impacts of the Tourism Sector
2. Analysis of Tourism Activity through Time Series Data
3. Analysis of the Spatial Concentration of Tourism Activity: The Gini Index
4. Analysis of Tourism Activity through Data Visualization: Power BI

## WORKLOAD

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	25,00
Seminar	15,00
<b>Total hours</b>	<b>40,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	0,00
Individual or group project	30,00
Independent study and work	55,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>85,00</b>

**TEACHING METHODOLOGY****1. Theoretical Sessions**

- Lectures will follow an expository format, supported by illustrative examples.
- Active student participation will be encouraged.
- Class discussions will be held to address any questions raised by the instructor.

**2. Practical Sessions**

- Practical classes will take place in the computer lab, where students will complete exercises assigned by the instructor.
- Seminars will be delivered by professionals, providing complementary insights to the theoretical content.

**3. Tutorials**

- **Individual Tutorials:** Available during office hours as specified by the instructor.
- **Group Tutorials:** Similar in format to individual sessions, but aimed at resolving questions raised collectively by student groups.

**EVALUATION**

The evaluation of this module is structured as follows:



- **70%** of the final grade corresponds to the final synthesis exam.
- **15%** is based on practical activities, including written assignments, reports, and/or oral presentations.
- The remaining **15%** is awarded for active student participation, as well as attendance at lectures and seminars.

## REFERENCES

- Arnandis Agramunt, R; Colomina Martínez, A; Giner Sánchez, D (2022): Bases y horizonte del modelo DTI-CV. Hacia la inteligencia de los destinos turísticos de la Comunitat Valenciana. Recuperado el 23 de Junio 2023, de <https://invattur.es/news/bases-y-horizonte-del-modelo-dti-cv-hacia-la-inteligencia-en-la-gestion-de-los-destinos-turisticos-de-la-comunitat-valenciana>
- Asociación Española de Normalización (2018): UNE-178501. Sistemas de Gestión de los Destinos Turísticos Inteligentes.
- Asociación Española de Normalización (2018): UNE-178502. Indicadores y herramientas de los Destinos Turísticos Inteligentes.
- Comisión Europea (2013): Herramienta del Sistema Europeo de Indicadores Turísticos para Destinos Sostenibles. Disponible en <http://bookshop.europa.eu/es/herramienta-del-sistema-europeo-de-indicadores-tur-isticos-para-destinos-sostenibles-pbNB3213182/>
- Exceltur (v.a.): Urbantur.
- Exceltur (v.a.): Monitur.
- Herrero de Egaña, A. (2017). *Introducción a la estadística para turismo* (1.ª ed.). Ediciones Académicas. ISBN 9788416140466
- INVAT-TUR (2017): Guía de implantación DTI-CVINVAT-TUR (2022): Estudio sobre la adaptación de la metodología e indicadores del modelo DTI-CV al ámbito supramunicipal"
- Ministerio de Medio Ambiente (2003): Sistema español de indicadores ambientales de turismo. Madrid.