

TOURISM MARKET ANALYSIS

Degree in Touristic Activities Management

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Code: 16400

Main Scientific Area: Marketing and strategy

Lecturer: Francisco Joaquim Barbosa Gonçalves

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

This curricular unit (uc) develops a wide range of topics about the importance, operationalization, analysis and presentation of results of a study of the tourism market. With this uc, students should be able to conceive, conduct, analyze and present the results of a market study suitable for solving a marketing problem.

At the end of the semester, the student must achieve the following learning objectives:

- defining the problem in market studies;
- planning the stages of a market study;
- understanding and identifying the different data sources;
- researching and analyzing secondary data sources;
- knowing and comparing the different approaches and types of market studies;
- understanding the different methods of collecting primary data;
- designing, analyzing and presenting the results of the market study.

Learning Outcomes

This UC aims for students to be able of:

Understanding the strategic importance of information and the prediction of market behavior for decision making, as well as use and interpret information in the context of marketing management.

Identifying, collecting, processing and analyzing relevant information for the management of business and tourist destinations and for the development of specific products for certain tourist markets.

To know and understand various methodologies and techniques applied in the collection and analysis of data.

Conceive, operationalize, analyze and interpret the results of a market study.

Identify the specifics of different tourist markets.

Develop communication skills.

Develop learning autonomy that allows the acquisition and development of skills throughout life.

Integration and teamwork, showing a sense of responsibility, initiative and tolerance.

Acting in accordance with ethical principles.

Course Contents

In order to achieve the established objectives, the following program contents are defined:

I. ANALYSIS OF MARKET OPPORTUNITIES

1. The market environment

1.1. Marketing basics

Definition of marketing; central marketing concepts; marketing mix; the strategic triangle.

1.2. Consumer and organizational markets

Characterization; consumer behavior model; main factors that influence the purchasing behavior of consumer markets; purchase decision process; stages of the purchase decision process; importance of market analysis.

1.3. Market segmentation

Segmentation levels; bases for segmentation

2. Contextualizing market research in marketing management

2.1. The importance of information for making marketing decisions

2.2. Relationship between market research and marketing management

2.3. Components of the Marketing Information System (SIM)

2.4. Definition of marketing research

Definition; paper; types of research; the role of research in the SIM

II. MARKET RESEARCH

3. Research preparation

3.1. The market research process

3.2. Approaches to tourism research

Exploratory research (exploratory drawings); descriptive research (descriptive drawings); cross-sectional studies; longitudinal studies; 'ad-hoc' studies; 'omnibus' studies

3.3. Typology and sources of information

Secondary data; sources; primary data

3.4. Initial research phase

The briefing; elaboration and presentation of the research proposal; research plan

3.5. Problem definition and development of a research approach

4. Data collection (and processing)

4.1. Qualitative research

4.1.1. Objectives, advantages and limitations

4.1.2. Methods

In-depth interview; 'focus group' discussions; projective techniques

4.2. Quantitative research

4.2.1. Objectives, advantages and limitations

4.2.2. Methods

Note; questionnaire survey; elaboration process; interview methods

4.3.3. Measurements and scales

Comparative scales; non-comparative scales

- 4.3.4. Sampling: sampling techniques and sample size (review)
- Non-probabilistic sampling techniques; probabilistic sampling techniques
- 4.3.5. Fieldwork and data preparation
- 5. Data analysis
 - 5.1. Secondary data analysis
 - 5.2. Qualitative data analysis
 - 5.3. Analysis of quantitative and survey data
 - 5.4. Analysis of statistical data.
- 6. Communication of results
 - 6.1. Research and presentation report
- 7. Other topics of interest
 - 7.1. Research Ethics
 - 7.2. Potential sources of errors
 - 7.3. Marketing research in the organizational market (B2B)
 - 7.4. Social media research ('Social media research')
 - 7.5. Mobile research ('Mobile research')

Recommended Bibliography

- Altinay, L., Paraskevas, A. (2008), *Planning research in hospitality and tourism*, Oxford, UK: Butterworth Heinemann.
- Buhalis, D., and Foerste, M. (2015), "SoCoMo marketing for travel and tourism: Empowering co-creation of value", *Journal of Destination Marketing and Management*, Vol. 4, No. 3, 151–161.
- Campos, A. C., Mendes, J., do Valle, P. O., and Scott, N. (2016), "Co-creation experiences: Attention and memorability", *Journal of Travel and Tourism Marketing*, Vol. 33, No. 9, pp. 1309–1336.
- Kelly, P., Lawlor, J., and Mulvey, M. (2017), "Customer roles in self-service technology encounters in a tourism context", *Journal of Travel and Tourism Marketing*, Vol. 34, No. 2, pp. 222–238.
- Li, S. C. H., Robinson, P., and Oriade, A. (2017), "Destination marketing: The use of technology since the millennium", *Journal of Destination Marketing and Management*, Vol. 6, No. 2, pp. 95–102.
- Malhotra (2001). *Pesquisa de Marketing: uma orientação aplicada*, 3ª Edição, Bookman, Porto Alegre, Brasil.
- Neuhofer, B., Buhalis, D., and Ladkin, A. (2012), "Conceptualising technology enhanced destination experiences", *Journal of Destination Marketing and Management*, Vol. 1, No. 1–2, pp. 36–46.
- Veal (2018). *Research methods for leisure and tourism*, 5th Edition, Pearson, Harlow, United Kingdom.

Learning and Teaching Methods

This curricular unit taught in the 1st year of the Degree in Tourism Activities Management, aims to provide students with knowledge and skills related to the analysis of the tourist markets. The size, dynamics and complexity of the markets demand increasingly quick and correct responses, on the part of organizations as a whole and, in particular, on the part of managers. Decisions based only on imagination or common sense have little room today. To mitigate the likelihood of making wrong decisions, and, if necessary, to correct them quickly, managers increasingly need reliable and timely information about the macro and microenvironments of the business, which is obtained through information.

The coherence between the objectives and the syllabus results from the fact that the development of the program chapters is articulated in the logic of a constructivist approach, based on analysis, critical thinking and synthesis, in view of the rational decision-making process.

Assessment Methods

The evaluation of students must be continuous and operationalized through 3 mandatory elements:

- 50% - Final test (students must get a minimum of 8 points);
- 30% - Work in groups of 3 to 4 students having a mandatory presentation;
- 20% - Individual exercises in the context of the classroom and participation in activities organized within the scope of this course.

The final grade is equal to the mean of the test (50%), individual exercises (20%) and work in groups (30%).

Note: students with worker-student status (or other special status) may choose to replace the work (group and individual) with 2 tests weighing 50% each. This option must be communicated to the teacher via email at the beginning of the semester.