

TOURISM MARKET ANALYSIS

Degree in Touristic Activities Management

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Code: 16400

Main Scientific Area: Hospitality and Tourism

Lecturer: Susana Andreia Salgueiro Rachão

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

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

In this sense, the main objectives of this curricular unit are the following:

1. Analyze the main current international tourist trends and identify the main tourist markets for Portugal;
2. Understand and compare different market segmentation approaches;
3. Plan the different stages of a market study;
4. Understand the various primary data collection methods and identify the different data sources;
5. Design, analyze and present the results of a market study.

Learning Outcomes

1. To understand the strategic importance of information and prediction of market behavior for decision-making, as well as how to use and interpret information in the context of marketing management.
2. To identify, collect, process and analyze relevant information for the management of business and tourist destinations and for the development of specific products for certain tourist markets.
3. To know and understand different methodologies and techniques applied in data collection and analysis.
4. To conceive, operationalize, analyze and interpret the results of a market study. Identify the specificities of different tourist markets.

Course Contents

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

1. TOURIST MARKET TREND ANALYSIS

- 1.1. International trends in tourism markets
- 1.2. Analysis of tourist markets for Portugal
- 1.3. Main databases with information on tourist markets
- 1.4 Consumer behavior model; main factors that influence the purchasing behavior of consumer markets;
- 1.5 purchase decision process; stages of the purchase decision process; importance of market analysis.
- 1.6 Market segmentation: segmentation levels; basis for segmentation
 - 1.6.1 Socio-demographic segmentation
 - 1.6.2 Psychographic segmentation
 - 1.6.3 Geographical segmentation
 - 1.6.4 Behavioral Segmentation
2. MARKET RESEARCH
 2. Research preparation
 - 2.1. The market research process
 - 2.2. Approaches to tourism research: Exploratory research (exploratory designs); descriptive research (descriptive drawings); cross-sectional studies; longitudinal studies; 'ad-hoc' studies;
 - 2.3 Typology and sources of information
 - 2.3.1 Secondary data; sources; primary data
 3. DATA COLLECTION AND PROCESSING
 - 3.1 Qualitative research
 - 3.1.1 Objectives, advantages and limitations
 - 3.1.2 Methods: In-depth interview; 'focus group'; projective techniques
 - 3.2 Quantitative research
 - 3.2.1 Objectives, advantages and limitations
 - 3.2.2 Methods: questionnaire survey: elaboration process;
 - 3.2.3 Measurements and scales
 - 3.3 Secondary data analysis
 - 3.3.1 Qualitative data analysis
 - 3.3.2 Analysis of quantitative and survey data
 4. COMMUNICATION OF RESULTS
 - 4.1 Research report and presentation

Recommended Bibliography

Altinay, L. Paraskevas, A. (2008). Planning research in hospitality and tourism. Amsterdam: BH.

Creswell, J. (2013). Qualitative inquiry research design. Sage Publications.

Gonçalves, S. P., Gonçalves, J. P., Marques, C. G. (2021). Manual de Investigação Qualitativa: Conceção, análise e aplicações. Factor.

Kotler, Bowen, Makens Baloglu (2017). Marketing for Hospitality and Tourism, 7th Edition, Harlow, England.

UNWTO ETC. (2007). Handbook on tourism market segmentation. Maximising marketing effectiveness, Madrid: World Tourism Organization and European Travel Commission.

Veal, A. (2018). Research methods for leisure and tourism. (5th ed.). Harlow, England: Pearson.

Learning and Teaching Methods

The proposed program allows students to gain the knowledge and skills provided for in the objectives, insofar as:

- syllabus 1 aims to work on subjects to successfully meet learning objectives 1 and 2, as they address essential

content to understand international tourism trends.

- the syllabus 2 will contribute to the achievement of learning objectives 2 and 3, since they address the essential contents to develop market research in relation to the available databases;

- the syllabus 3 and 4, meet the learning objective 4, allowing the implementation of a market study.

Assessment Methods

Student assessment should be continuous and operationalized through the following mandatory elements:

- 40% - Test on all topics taught (students must obtain a minimum grade of 8 points);

- 15% - Attendance and participation in classes measured by carrying out individual exercises in the context of classes and in activities organized within the scope of this curricular unit. To complete the curricular unit through continuous assessment implies participating in at least 80% of these exercises and activities.

- 30% - Elaboration of a group work on the development of tourism products in a municipality (to be drawn). These works will be presented periodically in the context of the classroom.

- 15% - Elaboration of a multidisciplinary project "FASA 50/10" in groups of (+/-) 5 students with mandatory presentation;

Within the scope of the elaboration of the multidisciplinary project "FASA 50/10" (15%) the weighting will be as follows:

50%: PITCH/presentation (collective grade of teachers);

10%: attendance and participation in SOFT SKILLS and SPRINT WEEKS sessions;

10%: session of self- and hetero-evaluation on performance within the scope of the preparation and presentation of the Pitch, mediated by the mentor;

30% Digital Portfolio (collective grade from teachers).

The multidisciplinary project "FASA 50/10" has no minimum score. In addition, students who do not complete the multidisciplinary project "FASA 50/10" (or the replacement work, in the case of repeating students and student workers), will have a zero score in this component. The final continuous assessment grade will be equal to the test average (50%), multidisciplinary project "FASA 50/10" (15%), attendance and participation in individual exercises and class activities (15%), and 20% in the preparation work in groups on the development of tourism products in a municipality (to be drawn).

Note: repeating students or students with "special statutes" (proving that they are unable to participate in classes and respective work) may request, by email, until the end of MARCH, the replacement methodology for the multidisciplinary project "FASA 50 /10", which is as follows:

15% - Individual replacement work for the multidisciplinary Project "FASA 50/10 (no minimum grade);

50% - Continuous assessment test on all the topics taught (students must obtain a minimum grade of 8 points);

35% - Individual test of continuous assessment on all topics.

The final grade of the multidisciplinary project replacement methodology "FASA 50/10" will be equal to the test average (50%), individual multidisciplinary project replacement work "FASA 50/10" (15%), and the individual test of continuous assessment on all topics (35%). Assessment by EXAME (all seasons): - 85%: Written exam on all topics taught; - 15%: grade obtained in the context of the elaboration of the "multidisciplinary project "FASA 50/10" in groups of students with mandatory presentation, or the grade of the replacement WORK (individual or group) in the case of repeating students and student-workers (that show overlap with classes).