

Academic Year: ( 2019 / 2020 )

Review date: 12/04/2019 16:01:29

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Electives ECTS Credits : 3.0

Year : Semester :

## OBJECTIVES

The competences associated to the subject are:

CG1: Understand the fundamental knowledge of matters related to tourism from the different scientific disciplines, their epistemological evolution and the relationship of each one with the other scientific disciplines that deal with it, based on the knowledge acquired in secondary education and to a level that guarantees knowledge of the avant-garde in the study of tourism activities.

CE1: Understand the principles of tourism, its spatial, social, cultural, legal, political, labor and economic dimensions, and acquire a comprehensive vision of the tourism phenomenon.

CE13: Learn to collect, process, analyze and interpret information and deal with tourism issues through knowledge of the peculiarities of the tourism market (national or international) to which the activity is directed, appropriately managing resources and using the technologies of Information and communication (ICT) to implement practices with quality and in a sustainable manner.

CE19: Develop capabilities to critically analyze the different travel modalities linked to tourism and its cultural representations (scientific, literary, artistic, cinematographic, advertising, etc.)

The learning objectives are the following:

LO2: Apply the knowledge acquired, the understanding of these and their abilities to solve complex and / or specialized problems in the professional field

LO3: Ability to collect and interpret data and information on which to base their conclusions, including, when necessary and pertinent, reflection on social, scientific or ethical issues within the scope of their field of study;

LO4: Be able to cope with complex situations or require the development of new solutions in the academic, work or professional field within their field of study;

LO5: Know how to communicate clearly and accurately to all types of audiences (specialized or not), knowledge, methodologies, ideas, problems and solutions within the scope of their field of study;

## DESCRIPTION OF CONTENTS: PROGRAMME

Introduction to Asian economies in the world of tourism. Special relevance of China, Japan and India.

Asian tourism in Spain: current situation and trends

Motivations and cultural behavior of Asian tourists: comparative analysis

Profile of the Japanese tourist: decision factors, characteristics of their trip and expenditure structure

Chinese tourist profile: decision factors, characteristics of your trip and structure of expenditure

Hindu tourist profile: decision factors, characteristics of your trip and structure of expenditure

Main products and tourist resources for the Asian tourist: cultural, gastronomic, sports tourism, leisure / gaming and shopping tourism.

Communication and promotional actions in countries of origin

Communication and promotional actions in Spain. Adaptation of the offer

Preparation and presentation of group project of a tourist marketing plan in an Asian country.

## LEARNING ACTIVITIES AND METHODOLOGY

Lectures, practical sessions, discussion of case studies, team projects

#### ASSESSMENT SYSTEM

**% end-of-term-examination/test:** 50

**% of continuous assessment (assignments, laboratory, practicals...):** 50

Final exam: 50% of the final grade (a minimum grade of 4 in the exam is required in order to pass the course).

Continuous evaluation: final project development and resolution and discussion of case studies

#### BASIC BIBLIOGRAPHY

- Grötsh, K. Monasterio, M., Vera, C. (eds) Libro blanco del turismo chino en España, Chinese Friedly International, 2014

- Khoo-Lattimore, C., Mura, P. Perspectives on Asian Tourism, Springer, 2018