

Academic Year: (2024 / 2025)

Review date: 21-04-2024

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Electives ECTS Credits : 3.0

Year : Semester :

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:	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

- George Arlt, W., Bowerman, G. The China Outbound Tourism Handbook, COTRI, 2023
- 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

ADDITIONAL BIBLIOGRAPHY

- Galina Dudarenok, A. How To Win With Chinese Tourists: An Essential Guide For 2020, Digital China, 2020
- George Arlt, W. Chinese Outbound Tourism 2017-2019 Week by Week , COTRI WEEKLY-COTRI, 2020

