

TEACHING GUIDE

APPLIED STATISTICS FOR TOURISM

GRADO EN TURISMO (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 01-07-2026



I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	2 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
This course is presented as a basic introduction to the study of tourism as a science. It provides both basic and advanced knowledge to help understand and analyze the main characteristics and trends in the national and international tourism market, from the perspective of supply and demand in this economic sector; all through the use and evaluation of diverse information sources. Therefore, the general objective of the course is to provide students with the necessary theoretical knowledge to understand the scope of tourism as an economic activity, as well as to understand and apply the relationships that arise among the numerous and varied economic agents involved in this activity: industry (accommodation, catering, and intermediation, among others), tourist destinations, tourist, public administrations, residents and international organizations. Due to its characteristics, it is fundamental for understanding the interrelations that arise between the different subjects on typologies of tourism companies, development of tourist destinations, legislation, management, as well as the importance and evolution of tourism intermediation. In this course, the following competencies that UNESCO (2017) considers key for Education for Sustainable Development are also developed: •Anticipatory competency: the abilities to understand and evaluate multiple futures – possible, probable and desirable; to create one's own visions for the future; to apply the precautionary principle; to assess the consequences of actions; and to deal with risks and changes. •Systems thinking competency: the abilities to recognize and understand relationships; to analyse complex systems; to think of how systems are embedded within different domains and different scales; and to deal with uncertainty. •Critical thinking competency: the ability to question norms, practices and opinions; to reflect on own one's values, perceptions and actions; and to take a position in the sustainability discourse. There are no minimum prerequisites but we recommend an advanced use of the Internet and a basic use of Word, Power Point and Excel.

III.-Learning outcomes
CG16. Critical reasoning. CE02. Ability to analyse the impact of tourism. CE06. Understanding how tourism destinations, structures and their business sectors work throughout the world. CE10. Understanding of public projects and the opportunities involved for the private sector. CE23. Evaluation of tourism potential and prospective operating analysis. CE29. Recognition of main tourism agents.
• Key for degrees not adapted to RD 822/21: CB - basic competences, CG - generic competences, CE - specific competences, CT - transversal competences. • Key for degrees adapted to RD 822/21: CON - knowledge, COM - competences, HAB - skills.



IV.-Contents

IV.A.-Syllabus

THEMATIC BLOCK	CHAPTER	CONTENTS
FUNDAMENTALS OF TOURISM	Chapter 1. Introduction	Concepts and definitions. The tourism system. Tourism as a multidisciplinary activity. The multiplier effect and other socioeconomic impacts. Sustainable Tourism and Sustainable Development Goals (SDGs). Sources of statistical information about tourism.
HISTORICAL ANTECEDENTS OF TOURISM	Chapter 2. History of tourism: Global market and tourism	World tourism: How tourism started. From 1950 to mass tourism. Spain: Since the beginning of the twentieth century. Tourism as a catalyst of the Spanish economy in the period postwar. The modernization of tourism in Spain
WORLD TOURISM ACTIVITY	Chapter 3. World Tourism	World tourism activity. Main tourism destinations. International tourism trends
SPANISH TOURISM ACTIVITY	Chapter 4. Tourism in Spain	Tourism activity in Spain. Main tourism indicators for Market Research
TOURISM SUPPLIERS AND MAIN AGENTS	Chapter 5. Tourism suppliers and agents	Analysis of the main features of the Spanish tourist offer and the tourist agents involved, both in public and private sector. Tour agents: public, private and civil society sectors. Sources of statistical analysis in the hospitality industry.
TOURISM POLICY AND PUBLIC SECTOR	Chapter 6. Tourism policy	Analysis of the Spanish tourism policy and strategic plans. International tourism promotion. Public-private collaboration.

IV.B.-Training activities

Type	Title
Theoretical sessions	Theoretical contents (Chapter 1 - Chapter 6)
Practical sessions	Throughout the course, the lecturer will assign various practical exercises to apply the theoretical knowledge into practice.
Lectures	The lecturer will define the lectures to be developed
Other activities	Throughout the course, the lecturer will define the workshops or conferences that students must attend.
Academic tutorials	Individual tutorials will be available to students

Oral presentations	theoretical knowledge into practice. Throughout the course, the lecturer will propose various exercises to apply theoretical knowledge into practice, that will be presented in class through oral presentation
Realización de Pruebas	Final exam

V.-Student workload	
Theoretical sessions	30
Resolution of exercises, problems, case studies, etc.	25
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	5
Academic tutorials	8
Related activities: conferences, seminars, etc.	40
Preparation of theoretical sessions and self-study	10
Preparation of practical tasks, exercises, case studies, projects, etc.	30
Preparation for tests and/or exams	32
Total student workload	180

VI.-Methodology and academic programme		
Type	Period	Content
Theoretical sessions	Week 1 to Week 15	Master classes at the established time. Resources will be available at AULA VIRTUAL
Academic tutorials	Week 1 to Week 15	Throughout the course, academic tutorials will be scheduled at the scheduled time
Group work	Week 1 to Week 15	Throughout the course, groups will work on specific assignments
Tests and/or exams	Week 1 to Week 15	The exam will be carried out on the date established by the official calendar proposed by the university
Practical sessions	Week 1 to Week 15	Throughout the course one or assignments associated with each of the topics will be programmed



VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities



Evaluation system	Evaluation activity	Weight	Re-assesable in extraordinary call	Minimum score	Contents	Dates
SE1	In person theoretical test	50%	YES	5	Chapter 1 a 6	Official dates
SE2	Assignments, oral and written tests, individual and group	40%	YES	5	Chapter 1 a 6	During Classes
SE2	Assignments, oral and written tests, individual and group	10%	NO	-	Chapter 1 a 6	During Classes

Calculation of the final or overall grade

In order to pass the subject, students must obtain a minimum grade of 5 out of 10 in both the final theoretical exam and the practical component, understood as the average grade of the assessable practical activities.

The final grade for the subject shall be calculated according to the established weighting only when both components have been passed. **If the minimum grade of 5 is not achieved in either component, the subject shall be considered failed and the grade recorded in the official transcript shall correspond to the component that has not been passed.**

Extraordinary call

Students may reassess in the extraordinary call only those tests or activities that were not passed in the ordinary call.

If one of the two components, theoretical or practical, has been passed, students shall only be required to reassess the failed component. If neither component has been passed, both must be reassessed.

In the case of practical activities, only those activities that were not passed during the course shall be reassessed, through the activities or procedures determined by the teaching staff.

The extraordinary call may not be used to improve grades obtained in tests or activities that have already been passed.

Components passed in the extraordinary call shall not be retained for subsequent academic years.

Early call

Students who are authorised to take the early call shall be assessed according to the same criteria and procedures established for the ordinary call, with the necessary adaptation of dates.

Other observations

Attendance and active participation in class, as well as the completion of individual or collaborative activities carried out during face-to-face sessions, shall be assessed in accordance with the criteria established for the subject and shall not be subject to reassessment.

The final theoretical exam shall take place on the official date and place set by Universidad Rey Juan Carlos. Changes to this date may only be authorised in the cases provided for in the URJC Regulations on the Assessment of Learning Outcomes.

Assessable practical activities must be submitted through the means and tools indicated by the teaching staff and within the established deadlines.



Assessable assignments and activities not submitted by the scheduled deadline may not be submitted at a later date, except in the cases provided for in the URJC Regulations on the Assessment of Learning Outcomes.

All exceptional situations related to attendance, completion of exams, submission of activities or reassessment procedures shall be governed by the current regulations of Universidad Rey Juan Carlos.

Erasmus students and equivalent students

Erasmus students, both incoming and outgoing, as well as equivalent students, are expressly informed that they **must have the required level of proficiency in the language in which the subject is taught in order to follow the course properly.**

No exceptions shall be made regarding the mechanics of the subject, including deadlines, assessment procedures and exam dates. Exams shall always be held in Madrid and on the official dates established by the University.

Students who do not pass the subject in the ordinary call, including Erasmus students, must take the extraordinary call in June/July on the official date and place set by University Rey Juan Carlos without exception.

Students with Academic Exemption from Class Attendance

Students with Academic Exemption from Class Attendance shall be subject to the same assessment activities as the rest of the students, including exams, directed academic activities, practical activities and compulsory assignments.

According to the applicable regulations, the Academic Exemption from Class Attendance only exempts students from attending classes in those subjects, or parts of subjects, whose Teaching Guide allows it. This exemption shall not affect the student's assessment process.

Therefore, students with Academic Exemption from Class Attendance must complete the following assessment activities:

•**Knowledge test on the contents of the subject: 50% of the final grade.**

A final theoretical exam shall be held on the official date set by Universidad Rey Juan Carlos. A minimum grade of 5 out of 10 shall be required in order to pass this component and for it to be averaged with the remaining grades.

•**Practical activities: 50% of the final grade.**

A minimum grade of 5 out of 10 shall be required in order to pass this component and for it to be averaged with the remaining grades.

In the event that a student is authorised to take the early assessment call, the same criteria established for students with Academic Exemption from Class Attendance shall apply, with the necessary adaptation of dates.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs



In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.



VIII.-Teaching resources and materials

Basic bibliography

Introduction to Business Administration. DÍEZ VIAL, ISABEL; MARTÍN DE CASTRO, GREGORIO; MONTORO SÁNCHEZ, MARÍA ÁNGELES (2017). Civitas/Thomson Reuters.

Contemporary Strategy Analysis. GRANT, ROBERT M. (2019). Wiley.

Organización de empresas turísticas Autor. GARCIA ISA, I (2018). SINTESIS.

Fundamentos empresariales Autor. RICO GARCIA, G ; SACRISTAN NAVARRO, M (2012). ESIC.

Dirección y Gestión de Empresas del sector turístico. AUTOR: MARTÍN ROJO, I (2009). Pirámide.

Dirección de Alojamientos turísticos AUTOR. DORADO JUAREZ, J.A. (2017). Sintesis

Fundamentos de Dirección y Organización de Empresas Turísticas. Autor: GARCÍA GÓMEZ, M.C.; MONTORO SÁNCHEZ, M.A

(2010) Cívitas

Consultation bibliography

Navas López, J.E.; Guerras Martín, L.A. (2023): Fundamentos de Dirección Estratégica de la Empresa. Thomson Reuters-Civitas, 3ª edición. <http://www.guerrasynavas.com/>

Guerras Martín, L.A.; Navas López, J.E. (2022): La Dirección Estratégica de la Empresa. Teoría y Aplicaciones. Thomson-Reuters-Cívitas. Cizur Menor, 6ª edición.

Guerras Martín, L.A.; Navas López, J.E. (2020): Casos de Dirección Estratégica. Thomson Reuters-Cívitas, Cizur Menor, 6ª edición.

Organización y Gestión de Empresas Turísticas. CASANUEVA ROCHA, C; GARCÍA DEL JUNCO, J; CARO GONZÁLEZ, F.J (2002). Pirámide.

Gestión de Recursos Humanos en las empresas turísticas. GARCIA ISA, I. (2013). Paraninfo.

IX.-Professors

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Person responsible for the subject	No
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
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Academic degree	Doctor
Person responsible for the subject	No
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	1
Number of sexennia	0
No. of positive evaluations by Docentia	1

