



## Análisis bibliográfico y de modelos metodológicos para la aplicación de métodos, herramientas y técnicas para investigaciones de la demanda turística en función al destino [

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text (article)

Analítica

The analysis of the elements that make up the tourism market determines the functionality of correct strategies and approaches according to demand. The offer of this sector is made up of the products and services of the tourism sector, is synthesized through the effect of tourism flows of consumers. Next, a bibliographic research is presented that analyzes the consumer as part of the demand, reaching the analysis of the tourist consumer, then, a methodological design is established based on methodologies, methods, tools and techniques used for tourism demand investigations depending on the destination. In total, 8 methodological models were detected, 45 methodological steps and 34, among; methods, tools and techniques. Through the deductive analytical method, a methodological model was established which has 5 methodological considerations, from which 17 steps are derived. The bibliographic reference was developed explaining each methodological consideration

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