

17. Modern visitor needs and profiles by market

Unit A/A	ANALYSIS OF THE CONTENT OF SECTIONS	DURATION (HOURS)
1	Demographics and global trends (gender, age group, nationality, marital status)	0,5
2	Productivity Improvement <ul style="list-style-type: none"> • Use search formats • Adaptability 	1
3	Locality and local tradition <ul style="list-style-type: none"> • Certification • Monitoring and Review • Sustainability in the business environment • Guest safety 	1
4	Systems thinking <ul style="list-style-type: none"> • Innovation • Past, present and future of needs • Quality record • Innovation 	0,5
	TOTAL	3