

Syllabus

Subject

Subject / Group	20626 - Economy of Tourism / 40
Degree	Degree in Economics - Third year
Credits	6
Period	2nd semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Maria Estrella Gómez Herrera <i>Responsible</i> estrella.gomez@uib.es	11:00	12:00	Monday	17/02/2020	15/06/2020	Despacho B220 / Jovellanos. Cita previa.

Context

The course Economy of Tourism is presented as a introductory course to tourism and economic analysis applied to the tourism sector. Hence, starting from the economic theory (microeconomics and macroeconomics), but also from quantitative methods, this course intends to adapt and deepen into the questions that characterize the tourism sector and can be studied from an analytical point of view.

Requirements

It is recommended to have previous knowledge of Microeconomics, Macroeconomics, Statistics and Data Analysis.

Recommended

It is recommended to have previous knowledge of Microeconomics, Macroeconomics, Statistics and Data Analysis.

Skills

Specific

- * Identify and predict economic problems relevant to the general distribution of resources, both in public and private contexts
- * Provide a rationale for the analysis and description of any aspect related to economic reality

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- * Analyse the economic reality using the theoretical framework presented, being aware of the potentialities and limitations

Generic

- * Communicate in a fluent way; teamworking
- * Analyse problems with a critical perspective, without bias, with accuracy and rigor

Basic

- * You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

Content

- Chapter 1 | Introduction to tourism
- Chapter 2 | Tourism demand
- Chapter 3 | Tourism supply
- Chapter 4 | Competition and the tourism destination
- Chapter 5 | The economic impact of tourism
- Chapter 6 | Tourism Policy: Structure, Content, and Process

Range of topics

1. Introduction to tourism
Study of the basic concepts related to tourism and the product characteristics
2. Tourism demand
Understanding of the motivation of tourist to travel, with special emphasis on the economic variables that may influence touristic demand. It includes the analysis of seasonality
3. Tourism supply
Development of basic elements to determine the variables that influences supply, with special emphasis on the differences within the activities included in the tourism sector, such as lodging, transport, leisure, etc.
4. Competition and the tourism destination
Study of the two main targets of a destination: sustainability and competition
5. The economic impact of tourism
Introduction to the study of the impact that tourism has on the evolution of the economy, with special emphasis on GDP and employment
6. Tourism Policy
Study of the tourism policies that favour the objectives of competition and sustainability, especially those referred to economic policy

Teaching methodology

In order to develop and evaluate the competencies detailed before, in this section the activities to follow the course are detailed.



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Workload

150 horas

In-class work activities (1.8 credits, 45 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theoretical lessons	Large group (G)	Exposition of the main theoretical contents of the course, with practical examples. Information about the recommended working system and the bibliographic references required to study the course in an autonomous way	25
Practical classes	Practical lessons	Large group (G)	The students will solve practical exercises and problems, and will apply the knowledge acquired in the theoretical lessons	20

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (4.2 credits, 105 hours)

Modality	Name	Description	Hours
Individual self-study	Individual study	Study of the course contents in an individual manner to develop reasoning and analysing skills	65
Group self-study	Group study	Study of the course contents in groups to develop teamwork skills	40

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Participation in practical lessons is compulsory

Participation in the exam is compulsory

Minimum punctuation is at least 3.5 in each of the exams to pass the course

It is not possible to pass the course without the practical exercises or without the exams

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Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Practical lessons

Modality	Practical classes
Technique	Papers and projects (non-recoverable)
Description	The students will solve practical exercises and problems, and will apply the knowledge acquired in the theoretical lessons
Assessment criteria	The evaluation of the practical lessons will take place during the classes and with additional material requested to the students

Final grade percentage: 20%with a minimum grade of 3.5

Group study

Modality	Group self-study
Technique	Student internship dissertation (non-recoverable)
Description	Study of the course contents in groups to develop teamwork skills
Assessment criteria	The evaluation of the self-study will take place during two examns, one at the mid-term and the other at the end of the term

Final grade percentage: 80%with a minimum grade of 3.5

Resources, bibliography and additional documentation

Basic bibliography

Cooper, Ch. y otros (2008) Tourism. Principles and Practices. Prentice Hall
Candela, G. y Figini, P.(2012) The Economics of Tourism Destinations. Springer
Dwyer, L., P. Forsyth and W. Dwyer (2010) Tourism Economics and Policy. Channel View Publications
Stabler, M.J., A. Papatheodorou and M. T. Sinclair (2010) The Economics of Tourism. Routledge.
Vanhove N. (2018) The Economics of Tourism Destinations. Elsevier

Complementary bibliography

Bull, A. (1995) The economics of travel and tourism. Longman
Sancho, A. (1998) Introducción al turismo.
MT Organización Mundial del Turismohttps://www.unwto.org/
Tribe, J. (2005) The economics of recreation, leisure & tourism. Elsevier

