



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Academic Year [2024/25]

Code - Course	061103 – Economics in Tourism				
Type	Basic Training		Year	1 st	
Thematic Area	Economics and Finance		Credits	6 ECTS	
Teacher in charge of the course			Oriol Anguera-Torrell		
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

The course introduces economics and its relation to tourism. The course begins by explaining what economics is and then introduces basic tools for microeconomic and macroeconomic analysis. The microeconomics side introduces concepts such as supply and demand in tourism, market equilibrium, firm behavior, and the different market structures, among others. The macroeconomic side introduces concepts such as the gross domestic product and its relationship with tourism, the financial system, inflation and unemployment and tourism in a globalized economy, among others.

BASIC SKILLS

BS01- Students must demonstrate knowledge and understanding in a study field based on secondary school and that relies on advanced textbooks and includes some aspects that imply knowledge about the vanguard of it.

BS05- Students must develop the necessary learning skills to undertake further studies with a high grade of autonomy.

GENERAL SKILLS

GS01- Evaluate the social and environmental impact of actions in his or her field, sustainability.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS

SS01- Understand the principles of tourism and the importance of its socio-cultural and environmental impact.



SS02- Analyze the economic aspect of tourism at the international level.

SS08- Critically analyze, synthesize and summarize the economic-financial information of tourism organizations.

SS16- Manage financial resources.

LEARNING OBJECTIVES

1. Understand the role of tourism in the economic structure on different scales.
2. Understand the characteristics and operation of factor markets (capital, work, etc.).
3. Understand the procedure for calculating and the applications of the Tourism Satellite Account.
4. Evaluate the economic aspect of tourism on different scales and analyse how they relate to one another.
5. Differentiate the role of tourism in different situations of economic development.
6. Identify the role of tourism in international economic relations.
7. Relate the economic development of tourism and sustainability.
8. Understand the importance of the ethical component in the current economy.
9. Prepare reports on trends in the tourism market and the dynamics of international tourism, specifically related to economics.
10. Prepare in-depth studies or summaries based on bibliographical sources (in print and online), including references in English and other foreign languages (French and/or German).

ACADEMIC CONTENTS

1. Economics and tourism
 - 1.1. What economics is about?
 - 1.2. The tourism activity
 - 1.3. Relations between the economic activity and the tourism sector
2. Demand and supply
 - 2.1. The demand curve of goods and services in tourism
 - 2.2. The supply curve of goods and services in tourism
 - 2.3. The competitive market equilibrium
3. Introduction to the tourism firm
 - 3.1. Production function of a tourism firm
 - 3.2. The costs of production of a tourism firm
4. Market structures in tourism
 - 4.1. Perfect competition
 - 4.2. Monopoly



- 4.3. Monopolistic competition
- 4.4. Oligopoly
5. Government intervention in tourist markets
 - 5.1. Minimum and maximum prices
 - 5.2. Taxes
6. The sharing economy, the circular economy and tourism
 - 6.1. The sharing economy
 - 6.2. The circular economy
7. A global view of macroeconomics
 - 7.1. Gross Domestic Product
 - 7.2. Other key macroeconomic variables
8. Economic growth and tourism
 - 8.1. Economic growth
 - 8.2. The role of tourism in different situations of economic development
9. Inflation and unemployment
 - 9.1. Inflation
 - 9.2. Unemployment
10. The financial system and the monetary system
 - 10.1. The financial system
 - 10.2. The monetary system
11. Tourism in an open and globalized economy
 - 11.1. International trade
 - 11.2. Globalization and tourism

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Practical exercises
- Project-based learning
- Cooperative learning
- Simulations

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.



Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Microeconomics midterm exam	Individual	15%	10%	Week 7
Microeconomics project	Group	15%	10%	Week 11
Macroeconomics midterm exam	Individual	15%	10%	Week 7
Macroeconomics project	Group	15%	10%	Week 13
Final Exam	Individual	40%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.



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If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

[CORE (2020). *The Economy*. The Core Team.]

Mankiw, N. G. (2012). *Principles of Economics*. McGraw Hill.]

Mochón, F. (2004). *Economía y turismo*. McGraw Hill.]