

Academic year	2015-16
Subject	11449 - Tourism Economics
Group	Group 1, 1S
Teaching guide	A
Language	English

Subject identification

Subject	11449 - Tourism Economics
Credits	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
Group	Group 1, 1S (Campus Extens)
Teaching period	First semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Jaume Rosselló Nadal jrossello@uib.es	10:00	13:00	Monday	01/09/2015	31/01/2016	DB242 (avisar a jrossello@uib.es)
	13:00	17:00	Monday	01/02/2016	31/05/2016	DB242 (avisar a jrossello@uib.es)

Contextualisation

This course examines tourism from an economic perspective. Different aspects of tourism will be analyzed such as demand, supply, costs, benefits, sustainability, economic impacts, social and environmental consequences of tourism with special emphasis to the government intervention. Topics include the determinants of consumer demand for tourism, structure of competition among suppliers of tourism services, benefits and costs of tourism business, government's role in the taxation, subsidy, regulation and protection of the tourism sector. The course uses examples from the Balearic Islands as illustration.

After successful completion of this course, students should be able to use a theory base of economics to study tourism dynamics and to understand some of the central issues in tourism to which economic analysis can contribute.

Requirements

Recommendable

There are no formal requirements but it is advisable that the student has previously taken some courses in economics.

Skills

Specific

- * [CE2] Learn how to analyze the structure of tourist activities at all levels, taking into account the components of sustainable tourism development, diagnosing needs and opportunities as well as limitations and risks..
- * [CE9] Learn how to deal with and interpret different models and statistical and econometric techniques to manage and plan tourism destinations and organizations..
- * [CE15] Learn the techniques that allow the development of tourism destinations and organizations in an international, complex and dynamic environment, to achieve a sustainable, integrative and innovative tourism management and promotion..
- * [CE18] Learn the economic models, fundamentals for strategic decision making, pricing methodologies, competition and regulation that affect the tourism sector, as well as the relevant economic analysis tools for decision-making and sustainable development, both in private companies and tourism organizations..

Generic

- * [CG4] Know the fundamentals and apply methodologies suitable for the analysis of the tourism sector..
- * [CG5] Know the main policies of planning and management of tourist destinations and techniques of business management for companies that carry out their activity in the tourism sector..

Transversal

- * [CT1] Capacity for analysis and synthesis..

Basic

- * You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

Theme content

- Topic 1. The Tourist Market
 - 1. Tourism Demand and Tourism Supply in the competitive market. Equilibrium
 - 2. Elasticity: Concept, Application and Estimation.
 - 3. Efficiency in competitive markets
 - 4. Main failures of the tourist market: Public Goods and Externalities
- Topic 2. Structures of competition among suppliers of tourism services

1. Costs structure in the short run
 2. Underpinnings of the Supply in the competitive market
 3. Monopoly: Price policies in the tourist markets
 4. Strategic behavior: Oligopoly
- Topic 3. Government intervention in the tourist market
1. Provision of public goods and externalities correction
 2. Environmental policies
 3. Tax analysis
 4. Other government interventions in the tourist markets
- Topic 4. The measurement of the tourism activity
1. Determining and Forecasting Tourism Demand
 2. Price measurement and competitiveness
 3. Economic Impact of Tourism.
 4. Main data sources

Teaching methodology

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory classes	Large group (G)	To set the theoretical foundations underlying the different units of the course	10
Practical classes	Practical classes / Problems	Large group (G)	To set and solve examples and practical exercises related to the contents developed in each unit	6
Assessment	Exam	Large group (G)	Theoretical questions and practical exercises	2

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 Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Individual self study	Students are expected to work on the notes and slides related to the issues explained throughout the course as well as with the different resources included in the bibliography section	10

Modality	Name	Description	Hours
Individual self-study	Report	Report	35
Group or individual self-study	Homework	Different sets of practical exercises will be provided to students to work on different issues related to tourism economics. Students should be able to apply the theoretical concepts and to interpret correctly the exercises Exercises on tourism economics must be delivered to the teaching staff before the deadline	12

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

Exam

Modality	Assessment
Technique	Objective tests (retrievable)
Description	Theoretical questions and practical exercises
Assessment criteria	
Final grade percentage:	50% with minimum grade 4

Report

Modality	Individual self-study
Technique	Papers and projects (retrievable)
Description	Report
Assessment criteria	
Final grade percentage:	40%

Homework

Modality	Group or individual self-study
Technique	Papers and projects (non-retrievable)
Description	Different sets of practical exercises will be provided to students to work on different issues related to tourism economics. Students should be able to apply the theoretical concepts and to interpret correctly the exercises Exercises on tourism economics must be delivered to the teaching staff before the deadline
Assessment criteria	
Final grade percentage:	10%

Resources, bibliography and additional documentation



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Basic bibliography

Larry Dwyer, Peter Forsyth and Wayne Dwyer (2010). Tourism Economics and Policy. Chanel View Publications.

Guido Candela, Paolo Figini (2012). The Economics of Tourism Destinations, Springer

