

Syllabus

Subject

Subject / Group	11500 - Principles of International Economics Applied to Tourism / 1
Degree	Master's in Economics of Tourism: Monitoring and Evaluation
Credits	3
Period	1st semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
	11:00	12:00	Thursday	01/09/2019	31/07/2020	DB 238 Ed. Jovellanos , cita previa por email
Javier Rey-Maqueira Palmer javier.rey@uib.es	18:00	19:00	Tuesday	09/09/2019	30/07/2020	DB238 Jovellanos Confirmar por email

Context

The 'Master in Economics of Tourism: Monitoring and Evaluation' (METME) is an advanced education program aimed at training specialists in economic analysis applied to the monitoring and evaluation (M&E) of projects and policies. The master provides analytical and quantitative tools on M&E, integrating theoretical knowledge and its application to real economic problems, to address today's economic challenges faced by economies highly specialized on tourism.

In a world that is increasingly uncertain and competitive, tourist destinations must adapt and react faster to the changing conditions of supply and demand, leveraging their strengths and the opportunities derived from the global environment. Nowadays, the fast transformation of the international environment where the tourist product is exchanged, requires destinations and stakeholders to undertake monitoring tasks to guarantee their competitiveness, not only from the traditional view of market share preservation, but also from a more dynamic approach oriented towards improving the level of well-being of society. At the same time, competitiveness is associated to the capacity of a destination to satisfy the expectations of tourists, as well as to guarantee the satisfaction of the needs of the society independently of the time frame considered. As such, both competitiveness and sustainability have been jointly considered as the master's keystones.

In this context, it is essential to train specialists with skills and competences in the M&E of projects, programmes and policies within the framework of tourism. These professionals will be ready to identify the challenges and structural weaknesses of the destination and provide all the necessary information to improve decision-making processes and, in this way, optimize the performance of private and social projects and policies. Only in this way it will be possible to ensure the international positioning of the destination and, consequently, the prosperity of those societies.

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How the international context has influence on the economic industry is the main purpose of this subject. It is reflecting the effects of trade and also the international macroeconomics. The students should understand both to analyze which are the impacts from the international economy on the tourism industry.

Requirements

Skills

Specific

- * CE1 – To develop capacity of analysis of tourism as a complex system that integrates multiple components that can be monitored and evaluated (supply, demand, labour market, landscape and natural environment, institutional framework, etc.), as well as their existing relationships.
- * CE5 – To acquire a critical awareness of the relevance of the economic processes, the business relationships, the market policies and the world economic evolution that affect the tourism market.
- * CE8- To know and understand the diverse impact that different tourism development alternatives can have on social wellbeing (environment, health, equality of opportunities, etc.).

Generic

- * CG1 – To know the new tendencies emerging in the tourism system and the challenges faced by it, at the same time deepening the knowledge of advanced economic analysis, and making possible the development of an innovative vision to provide ideas and solutions.
- * CG2 – To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector.
- * CG7 – To acquire specialized knowledge about the tourism system to make it possible to face challenges and provide solutions.

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

Topics to be covered:

- A. International Economics models applied to tourism
- B. Case studies of Economics of tourism

Range of topics

- A. International trade Theory and Tourism
 1. Comparative advantage and Ricardian model
 2. Specific Factor Model and Income distribution



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3. Heckscher-Ohlin Model
4. Standard Model and demand
5. Economies of Scale
6. International Factor Movements

- B. Case studies of Economics of tourism
1. Specialization in tourism
 2. Dutch Disease
 3. Macroeconomics disequilibriums
 4. Other cases

Teaching methodology

In-class work activities (0.72 credits, 18 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Lectures with students participation	Large group (G)	1. Objective: Learning the main models in International Economy to Applied them to tourism topics 2. Methodology: Interactive magistral lessons	8
Seminars and workshops		Medium group (M)	To know the knowledge of the students about the main topics in international economy related with tourism	2
Practical classes		Large group (G)	To know the knowledge of the students about the main topics in international economy related with tourism	4
Assessment		Large group (G)	Defense and debate about the Essay. Develop skills to argue defending the author's position	4

At the beginning of the semester a schedule of the subject will be made available to students through the UIB digital 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 (2.28 credits, 57 hours)

Modality	Name	Description	Hours
Group or individual self-study		1. Objective: Thinking and design policies to solve problems in tourism economies 2. Methodology: Essay individual or in group and debate defending the main arguments from the Essay	57

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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

Students are required to attend, at least, 80% of classes to pass the subject.

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".

Lectures with students participation

Modality	Theory classes
Technique	Other methods (non-recoverable)
Description	1. Objective: Learning the main models in International Economy to Applied them to tourism topics 2. Methodology: Interactive magistral lessons
Assessment criteria	Participation
Final grade percentage: 10%	

Practical classes

Modality	Practical classes
Technique	Extended-response, discursive examinations (non-recoverable)
Description	To know the knowledge of the students about the main topics in international economy related with tourism
Assessment criteria	
Final grade percentage: 30%	

Assessment

Modality	Assessment
Technique	Oral tests (non-recoverable)
Description	Defense and debate about the Essay. Develop skills to argue defending the author/s position
Assessment criteria	
Final grade percentage: 40%	



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Group or individual self-study

Modality	Group or individual self-study
Technique	Papers and projects (non-recoverable)
Description	1. Objective: Thinking and design policies to solve problems in tourism economies 2. Methodology: Essay individual or in group and debate defending the main arguments from the Essay
Assessment criteria	
Final grade percentage:	20%

Resources, bibliography and additional documentation

Basic bibliography

Markusen, J.; Melvin, J.; Kaempfer, W.; Markus, K. (1995): International trade: theory and evidence. McGraw-Hill
Krugman, P.; Obstfeld, M. (2006): International trade: theory and policy. Pearson
Candeal, G.; Figini, P. (2010): The Economics of Tourism Destinations. Springer

Complementary bibliography

Top Journals in Tourism

