



Academic year	2014-15
Subject	20513 - Microeconomic Analysis of Tourism
Group	Group 20, 2S, GTUR
Teaching guide	C
Language	English

Subject identification

Subject	20513 - Microeconomic Analysis of Tourism
Credits	1.88 de presencials (47 hours) 4.12 de no presencials (103 hours) 6 de totals (150 hours).
Group	Group 20, 2S, GTUR (Campus Extens)
Teaching period	2nd semester
Teaching language	English

Professors

Lecturers	Horari d'atenció alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Vicente Ramos Mir vicente.ramos@uib.es	16:30h	17:30h	Tuesday	15/09/2014	14/09/2015	DB246 Jovellanos (Solicitar cita previa por mail)

Contextualisation

This is a compulsory course of the second year of the degree that explores the Microeconomic Analysis of Tourism.

It continues from what was covered by the first-year course (20600) Economic Environment (Entorno Economico)

It is included in the basis and dimensions of tourism, that covers general knowledge on different areas such as economics, law and statistics.

Requirements

Recommendable

In order to follow properly the course, students should have the competencies of the first-year course: (20600) Economic Environment (Entorno Económico)

Skills





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Specific

- * Acquire a comprehensive overview of the tourism phenomenon and understand the relationships between the various subsystems and disciplines that comprise it..
- * Being able to conceptualize patterns, processes, interactions and changes in tourism..
- * Acquire a critical awareness of the importance of economic processes, business relationships, market policies and the economic context that influences tourist flows..
- * Prove knowledge and understanding in different languages other than their mother tongue, as well as the ability to use techniques associated with the analysis of data, statistical data, qualitative analysis techniques and applications..
- * Prove mastery of a wide range of analytical and observational strategies developed from traditional research methods provided by the various sciences..

Generic

- * Ability to apply technical and methodological knowledge to work in a professional manner integrating different fields of study, and to be able to sustaining arguments and solve problems within their subject of study..

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

Theme content

Schedulle. Schedulle
Basic Principles
Graphical analysis in Economics
Supply and demand
The Market Strikes Back
Elasticity
Consumer Surplus and Producer
Decision Making
What's behind the supply curve: factors of production and cost
Perfect Competition and the Supply Curve
The Rational Consumer
Preferences and Consumer Choice
Markets Productive Factors and Income Distribution
Efficiency and Equity
monopoly
Oligopoly
Monopolistic Competition and Product Differentiation
Externalities





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Public Goods and Common Resources

Teaching methodology

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes		Large group (G)	Professor will explain the content that the students must acquire.	28
Practical classes		Medium group (M)	Students must prove their knowledge, acquire the necessary skills and be able to defend their opinions. Solve individual and group exercises	15
Assessment	Final exam	Large group (G)	Final exam. It can be the object of assessment any content of the course: class explanations, any content of the chapters of the recommended book that have been covered in class, the content of the exercises and practical sessions as well as the content of any other activity announced through UIBdigital	2
Assessment	Mid-Term exam	Large group (G)	Assesment of the adquisition of competences until the moment of the exam	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
Group or individual self-study		Self-study of the content of the course Advance preparation of the content of the chapters of the manual to be covered in class. Review the full contents of the chapters of the recommended book that have been covered in class All non-classroom activities described UIBdigital	103





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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

Practical classes

Modality	Practical classes
Technique	Other methods (non-retrievable)
Description	Students must prove their knowledge, acquire the necessary skills and be able to defend their opinions. Solve individual and group exercises
Assessment criteria	Active participation in class: students' intervention on the topics covered in class and consulting any questions related to the subject will be highly valued. Any behavior that interferes with the learning of other students will be penalized. Active participation in correcting exercises. Extracurricular activities may be added such as seminars, conferences or activities of SAC This section grading will only be included in the final grade if the average between the final-exam and mid-term exam is at least 5.

Final grade percentage: 7%

Final exam

Modality	Assessment
Technique	Objective tests (retrievable)
Description	Final exam. It can be the object of assessment any content of the course: class explanations, any content of the chapters of the recommended book that have been covered in class, the content of the exercises and practical sessions as well as the content of any other activity announced through UIBdigital
Assessment criteria	It will assess the knowledge acquired during the entire course Students must obtain a minimum of 4 out of 10 in this part to pass the course

Final grade percentage: 50% with minimum grade 4

Mid-Term exam

Modality	Assessment
Technique	Short-answer tests (retrievable)
Description	Assesment of the adquisition of competences until the moment of the exam
Assessment criteria	Midterm evaluation

Final grade percentage: 35%





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Group or individual self-study

Modality	Group or individual self-study
Technique	Other methods (non-retrievable)
Description	Self-study of the content of the course Advance preparation of the content of the chapters of the manual to be covered in class. Review the full contents of the chapters of the recommended book that have been covered in class All non-classroom activities described UIBdigital
Assessment criteria	Delivery of exercises and any other proposed activity on the dates indicated in UIBdigital. This section grading will only be included in the final grade if the average between the final-exam and mid-term exam is at least 5.

Final grade percentage: 8%

Resources, bibliography and additional documentation

Basic bibliography

Krugman y Wells (2013) Microeconomics. Worth Publishers. ISBN:978-1-4292-8342-7

Complementary bibliography

Krugman y Wells (2006) Introducción a la Economía. MICROECONOMÍA. Editorial Reverté. ISBN: 978-84-291-2631-0

VANHOVE, N. (2005 - 2010) 'The economics of tourism : destinations' Elsevier Butterworth-Heinemann
Mike J. Stabler, Andreas Papatheodorou, M. Thea Sinclair (2010) "The Economics of Tourism" Routledge; 2 edition

Tribe (2005 - 2011) "The Economics of Recreation, Leisure and Tourism"

Mochon (2008) Economía y turismo, 2ª edc McGRAW-HILL/INTERAMERICANA DE ESPAÑA, S.A.U.

