

|                |   |
|----------------|---|
| Academic year  | 2016-17                                   |
| Subject        | 20513 - Microeconomic Analysis of Tourism |
| Group          | Group 20, 2S, GTUR                        |
| Teaching guide | C   |
| Language       | English                                   |

## Subject identification

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

## Professors

| Lecturers  | Horari d'atenció als alumnes |                |           |            |             |   |
|--|------------------------------|----------------|-----------|------------|-------------|---|
|  | Starting time                | Finishing time | Day       | Start date | Finish date | Office  |
| Vicente Ramos Mir<br><a href="mailto:vicente.ramos@uib.es">vicente.ramos@uib.es</a>  | 12:00                        | 13:30          | Tuesday   | 01/09/2016 | 05/02/2017  | DB246<br>Jovellanos.<br>Solicitar<br>cita por mail                |
|  | 17:30                        | 19:00          | Tuesday   | 13/02/2017 | 31/07/2017  | DB246<br>Jovellanos.<br>Solicitar<br>cita por mail                |
| Veronica Leoni -<br><a href="mailto:veronica.leoni@uib.es">veronica.leoni@uib.es</a> | 10:30                        | 11:30          | Wednesday | 13/02/2017 | 18/07/2017  | Despacho DB214<br>edif. Jovellanos<br>- Cita previa<br>por e-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

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### Recommendable

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

### Skills

#### 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

Microeconomic Analysis of Tourism. Proposed Topics

T.1 Course Introduction And Basic Principles

T.2 Graphical Analysis In Economics

T.3 Supply And Demand

T.4 Consumer And Producer Surplus

T.5 Price Controls And Quotas

T.6 Elasticity

T.7 Taxes

T.8 Decision Making By Individuals And Firms

- T.9 Behind The Supply Curve; Inputs And Costs
- T.10 Perfect Competition And The Supply Curve
- T.11 Monopoly
- T.12 Oligopoly
- T.13 Monopolistic Competition And Product Differentiation
- T.14 Externalities
- T.15 Public Goods And Common Resources

## Teaching methodology

### In-class work activities

| Modality          | Name          | Typ. Grp.        | Description  | Hours |
|-------------------|---------------|------------------|--|-------|
| Theory classes    |               | Large group (G)  | Explanation of the topics.   | 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.<br><br>Covering any course content: 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)  | Assessment of the topics covered until the mid-term 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 course content<br>Advance preparation of the content of the chapters of the manual to be covered in class.<br>Review the full contents of the chapters of the recommended book that have been covered in class<br>All non-classroom activities that will be described weekly at 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 ( <b>non-retrievable</b> )  |
| Description         | Students must prove their knowledge, acquire the necessary skills and be able to defend their opinions. Solve individual and group exercises  |
| Assessment criteria | <b>Active participation in class:</b> students' intervention on the topics covered in class and consulting any questions related to the subject will be highly valued.<br>Any behavior that is detrimental to other students' learning <b>WILL BE PENALIZED</b> .<br>Active participation in correcting exercises.<br>Extracurricular activities may be added such as seminars, conferences or activities of SAC<br>This section will only be included in the final grade if the weighted average between the final-exam (60%) and mid-term exam (40%) is at least 5. |

Final grade percentage: 7%

### Final exam

|                     |   |
|---------------------|---|
| Modality            | Assessment  |
| Technique           | Objective tests ( <b>retrievable</b> )  |
| Description         | Final exam. Covering any course content: 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<br>Students must obtain a minimum of 4 out of 10 in this part to pass the course   |

Final grade percentage: 50%

### Mid-Term exam

|                     |   |
|---------------------|---|
| Modality            | Assessment  |
| Technique           | Short-answer tests ( <b>retrievable</b> )                 |
| Description         | Assessment of the topics covered until the mid-term 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 ( <b>non-retrievable</b> )  |
| Description         | Self-study of the course content 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 that will be described weekly at UIBdigital |
| Assessment criteria | Delivery of exercises and any other proposed activity on the dates indicated in UIBdigital.<br><br><b>This section will only be included in the final grade if the weighted average between the final-exam (60%) and mid-term exam(40%) is at least 5.</b>  |

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 (2013) Microeconomía 2ª ed. Editorial Reverté. ISBN: 9788429126037

VANHOVE, N. (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.

