

## Syllabus

### Subject

<b>Subject / Group</b>	20513 - Microeconomic Analysis of Tourism / 20
<b>Degree</b>	Double Degree in Business Administration and Tourism - Second year Degree in Tourism - Second year
<b>Credits</b>	6
<b>Period</b>	2nd semester
<b>Language of instruction</b>	English

### Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Verónica Leoni - <a href="mailto:veronica.leoni@uib.es">veronica.leoni@uib.es</a>	12:30	14:00	Wednesday	02/09/2019	31/07/2020	DB201

### Context

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 Económico)

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

The language of instruction for this course will be English. Students taking this course will learn specific economic /tourism-related vocabulary and develop both their productive and receptive skills in English, and therefore acquire further knowledge of the English language

### Requirements

#### Essential

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

### Range of topics

#### 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

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### T.15 Public Goods And Common Resources

#### Teaching methodology

##### In-class work activities (1.88 credits, 47 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Classes	Large group (G)	Explanation of the topics.  The student <b>must</b> complement the classes with the Basic bibliography.	28
Practical classes	Exercises	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	Mid-Term exam	Large group (G)	Assessment of the topics covered until the mid-term exam.	2
Assessment	Final exam	Large group (G)	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.	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 Aula Digital platform.

##### Distance education tasks (4.12 credits, 103 hours)

Modality	Name	Description	Hours
Group or individual self-study	Self-study	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	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

#### 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".

#### Exercises

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. Any behavior that is detrimental to other students' learning <b>WILL BE PENALIZED</b> . Active participation in correcting exercises. Extracurricular activities may be added such as seminars, conferences or activities of SAC 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%

#### 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 of the topics covered until the week before the exam.

Final grade percentage: 35%

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### Final exam

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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 Students must obtain a minimum of 4 out of 10 in this part to pass the course

Final grade percentage: 50%with a minimum grade of 4

### Self-study

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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. There is a compulsory format for the delivery of exercises, which is described in the web-page of the course. Any delivery which does not follow this format will not be taken into account. <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

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### Basic bibliography

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

### Complementary bibliography

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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.