



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Bachelor's Degree in Tourism

Code-Course	061103 – Economics in tourism				
Year	1st	Credits	6 cr ECTS		
Thematic Area	Economics and Business		Course Type	Basic Training Subject	
In-class hours	48 hours	Teacher-led learning hours	48 hours	Individual work hours	54 hours

BRIEF COURSE DESCRIPTION

The course aims to provide an introduction to economics and its application to tourism. The course begins by explaining what economics is and then introduces basic tools for microeconomic and macroeconomic analysis. The microeconomics side introduces concepts such as supply and demand in tourism, market equilibrium, firm behavior, and the different market structures, among others. The macroeconomic side introduces concepts such as the gross domestic product and its relationship with tourism, the financial system, inflation and unemployment and tourism in a globalized economy, among others.

BASIC SKILLS

BS01 – Students must demonstrate knowledge and understanding in a study field based on secondary school and that relies on advanced textbooks and includes some aspects that imply knowledge about the vanguard of it.

BS05- Students must develop the necessary learning skills to undertake further studies with a high grade of autonomy.

GENERAL SKILLS

GS01- Evaluate the social and environmental impact of actions in his or her field, sustainability.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS



SS01- Understand the principles of tourism and the importance of its socio-cultural and environmental impact.

SS02- Analyze the economic aspect of tourism at the international level.

ACADEMIC CONTENTS

1. Economics and tourism
2. Demand and supply
3. Introduction to the tourism firm
4. Market structures in tourism
5. Government intervention in tourist markets
6. The sharing economy, the circular economy and tourism
7. A global view of macroeconomics
8. Economic growth and tourism
9. The financial system and the monetary system
10. Tourism in an open and globalized economy

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Project-based learning
- Experiential learning
- Cooperative learning

ASSESSMENT SYSTEM



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The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

REFERENCES

CORE (2020). *The Economy*. The Core Team.

Mankiw, N. G. (2012). *Principles of Economics*. McGraw Hill.

Mochón, F. (2004). *Economía y turismo*. McGraw Hill.