



Academic year	2013-14
Subject	10582 - Tourism Economics
Group	Group 1, 1S
Teaching guide	B
Language	English

## Subject identification

<b>Subject</b>	10582 - Tourism Economics
<b>Credits</b>	0.9 in-class (22.5 hours) 2.1 distance (52.5 hours) 3 totals (75 hours).
<b>Group</b>	Group 1, 1S(Campus Extens)
<b>Teaching period</b>	1st semester
<b>Teaching language</b>	English

## Lecturers

Lecturers	Timetable for student attention					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Vicente Ramos Mir <a href="mailto:vicente.ramos@uib.es">vicente.ramos@uib.es</a>	There are no defined sessions					

## Degrees where the subject is taught

Degree	Character	Course	Studies
Master's Degree in Tourism and Environmental Economics	Optional		Postgraduate degree
Master's Degree in Euro-Mediterranean Relations	Optional		Postgraduate degree

## Contextualisation

Today tourism is one of the biggest industries in the world, revitalizing geographical areas and contributing decisively to the economic growth of developed and non-developed countries. Besides this positive side of tourism development, much criticism has arisen due to the tourism industry's negative environmental impact. Today, more than ever, it becomes necessary to find a balance between tourism and the environment. Facing this challenge, it has been created the Master & PhD in Tourism and Environmental Economics. This postgraduate program combines studies in Environmental and Natural Resource Economics with studies in Tourism Economics. Only by combining both disciplines will students reach the knowledge that will allow them to answer the most important challenges that the tourism industry is facing. Students will be taught on economic and environmental theory as well as on the use of econometric and statistical instruments, thus preparing them to face the challenge of a necessary, new, global understanding of the tourism phenomena.

## Requirements





There are no essential requirements more than demanded in order to be admitted at the MTEE

## Skills

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### Specific

1. To interpret the statistic and econometric analysis results To learn how to plan economic theory models using tools that interpret the reality To learn information searching methods To apply appropriate scientific methodologies knowing its basis To interpret the economic environment and its effects to tourism To interpret and to analyze the market structure and how it works To know and to estimate the tourism impacts in the economy, society and environment To develop a broad view of the tourism phenomenon To diagnose the necessities and the opportunities, the potential and the threats of a tourism destination.

### Generic

1. To express themselves in English To organize the structure of a work process To be familiar with scientific texts To develop a synthetic and a knowledge integration capacity To search for and to classify documents and data basis To be able to form, to express and to defend concepts clearly, accepting criticism To apply the knowledge into new contexts Team work To work in an international and multicultural environment To have an innovative, prospective and proactive vision To make decisions, to solve problems and to develop new ideas To critically interpret and evaluate results.

## Content

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### Theme content

- general. topics
  - Review of the economic analysis of tourism
  - Measurement of tourism
  - Analysis of Tourism Demand
  - Analysis of tourism Supply
  - Tourism Competitiveness

## Teaching methodology

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### In-class work activities

Modality	Name	Typ. Grp.	Description
Theory classes	classes	Large group (G)	Theoretical lessons on the covered contents





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Modality	Name	Typ. Grp.	Description
Practical classes		Large group (G)	Practical analysis of issues through class discussion of readings, debates and exercises
ECTS tutorials		Medium group (M)	Tutorials will be encouraged to fully understand the main concepts and contents.
Assessment		Large group (G)	A final written exam on course contents is needed to test good knowledge of the given lessons

### Distance education work activities

Modality	Name	Description
Group or individual self-study		Homework related to contents covered during lessons, with high priority to proposal of environmental policies in tourism sector

### 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.

### Workload estimate

Modality	Name	Hours	ECTS	%
<b>In-class work activities</b>		<b>22.5</b>	<b>0.9</b>	<b>30</b>
Theory classes	clases	16	0.64	21.33
Practical classes		2.5	0.1	3.33
ECTS tutorials		2	0.08	2.67
Assessment		2	0.08	2.67
<b>Distance education work activities</b>		<b>52.5</b>	<b>2.1</b>	<b>70</b>
Group or individual self-study		52.5	2.1	70
<b>Total</b>		<b>75</b>	<b>3</b>	<b>100</b>

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





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whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

## Student learning assessment

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### Practical classes

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Modality	Practical classes
Technique	Other methods ( <b>Non-retrievable</b> )
Description	Practical analysis of issues through class discussion of readings, debates and exercises
Assessment criteria	
Percentage of final qualification:	50% following path A

### ECTS tutorials

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Modality	ECTS tutorials
Technique	Other methods ( <b>Non-retrievable</b> )
Description	Tutorials will be encouraged to fully understand the main concepts and contents.
Assessment criteria	
Percentage of final qualification:	0% following path A

### Assessment

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Modality	Assessment
Technique	Objective tests ( <b>Non-retrievable</b> )
Description	A final written exam on course contents is needed to test good knowledge of the given lessons
Assessment criteria	Non-attendance to the final exam will be evaluated with a zero
Percentage of final qualification:	50% following path A

### Group or individual self-study

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Modality	Group or individual self-study
Technique	Other methods ( <b>Retrievable</b> )
Description	Homework related to contents covered during lessons, with high priority to proposal of environmental policies in tourism sector
Assessment criteria	
Percentage of final qualification:	0% following path A

## Resources, bibliography and additional documentation

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### Basic bibliography

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Dwyer, L., P. Forsyth and W. Dwyer (2010) *Tourism Economics and Policy*. Channel View Publications  
Stabler, M.J., A. Papatheodorou and M. T. Sinclair (2010) *The Economics of Tourism*. Routledge.  
Vanhove N. (2005 or 2010) *The Economics of Tourism Destinations*. Elsevier





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Review of the economic analysis of tourism

Eadington and Redman, 'Economics and Tourism' Annals of Tourism Research, 1991, vol. 18 pp 41-56.

Models of tourism demand

Morley, C., 1992, 'A microeconomic theory of international tourism demand', Annals of Tourism Research, 19, pp250-267 (review from micro economic course).

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### **Complementary bibliography**

Theobald, W.F. 'The meaning, scope and measurement of travel and tourism', and 'What are Travel and Tourism: Are they really an industry?' in ed. William Theobald, Global Tourism, Butterworth Heinemann, 1998, pp 3-28.

Lundberg, D., Stavenga and Krishnamoorthy, Chapters 1-3, Tourism Economics, Wiley 1995, pp. 3-48.

Sirakaya and Woodside, 'Building and testing theories of decision making by Travelers', Tourism Management.

Papatheodorou, Andras, 'Microfoundations of Tourist Choice', in eds. Dwyer and Forsythe, International Handbook of Tourism Economics', 2005.

L Dwyer and P Forsyth, international Handbook on the economics of Tourism, Edward Elgar, 2006; chapter 4, 13

J Ritchie and G Crouch, The Competitive Destination; Cabi Publishing, 2003, chapter 8

M Porter, Clusters and the new economics of competition, Harvard Business Review, Nov-Dec 1988

World Economic Forum, The " Travel & Tourism Competitiveness Report, 2008 ([www.weforum.org/ttrc08](http://www.weforum.org/ttrc08)) chapter 1.1

J Tribe, 'The economics of recreation, leisure & tourism', Elsevier, 3th ed. ch 5, 10, 11, 12, 13 and 14

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### **Other resources**

