

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2020-2021

Teaching guide

Area: Economics

Subject: Economics

Period: Semester 4

Lecturers:

Dr. Jordi Sales Zaguirre

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MODULE: SOCIAL SCIENCES FOUNDATIONS

AREA: ECONOMICS

SUBJECT: ECONOMICS

CODE: BA1ECO

LANGUAGE: ENGLISH

YEAR: 2

PERIOD: SEMESTER 4

CREDITS: 6 ECTS

1. Subject objectives

The course and its contents touch any of the professional fields related to tourism. It provides definitions, concepts and key issues of the economy for a comprehensive understanding of the real world. The purpose is to familiarize students with the main economic concepts that influence tourism, from both macroeconomic and microeconomic perspectives.

From a microeconomic point of view, we will study competitive market deeply, to derive to those with imperfect competition and the consequences of possible changes in the market. From a macroeconomic point of view, we aim to study the main economic policies used by governments to regulate the economy. We will also study the impact of tourism in a framework of economic globalization.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G01 - A commitment to ethics: be able to act in consequence and with basic ethical and social principles and values

G05 - Self-confidence: be able to adapt to different professional situations or people, maintaining balance which allows for efficiency. Implies being able to understand and value other positions, adopting

a point of view according to the situation, being sure of your self-worth and abilities.
Flexibility/adaptability: be flexible in changing situations and overcome obstacles.

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

Specific

E01 - Understand and analyze the economic dimension of tourism

E04 - Understanding the dynamic and evolving character of tourism and its markets.

E07 - Analyze the impacts generated by tourism.

3. Content

Session 1: Block I: Microeconomic Analysis. Unit 1: Introduction to Economics. 1.1 The economic problem: scarcity. 1.2. The resources or inputs. 1.3. Types of goods. 1.4. Economic agents. 1.5. The opportunity cost. 1.6. The production possibility frontier. Problem set..

Session 2: Unit 2: Market economies. 2.1. The functioning of the market. 2.2. The demand. 2.3. The supply. 2.4. The market equilibrium.. 2.5. Changes in market conditions. . 2.6. Types of Markets. Problem set.

Session 3: Block II: Macroeconomic Analysis. Unit 3: The macroeconomic approach. 3.1 Macroeconomics. Objectives and instruments 3.2 The circular flow of income. 3.3 The Gross Domestic Product 3.4. Inflation. 3.5 The labor markets Problem set .

Session 4: Unit 4: International trade and foreign exchange market. 4.1 International trade. 4.2 Economic integration. 4.3 The foreign exchange market and the exchange rate. Problem set.

4. Teaching methodology

Plenary Lectures.

Practical Exercises.

Working individually or in groups.

Self-study or Study Groups.

5. Assessment activities

Regular examination call

• Microeconomic analysis

Case analysis (Individual - 15%)

Evaluated competences: G1, E1, E4, E7, B1, B2, B3, B4, B5

- **Macroeconomic analysis**

Case analysis (Individual - 15%)

Evaluated competences: G1, G5, G7, E1, E4, E7, B1, B2, B3, B4, B5

- **Final exam**

Final exam (Individual - 40%)

Evaluated competences: E1, E4, E7, B1, B2, B4, B5

- **Exercises in class**

Academic Work (Individual - 30%)

Evaluated competences: G1, G5, G7, E1, E4, E7, B1, B2, B3, B4, B5

It is required to obtain a mark equal to or greater than 4/10 points on each part to pass the course.

Resit examination call

- **Macroeconomic analysis**

Case analysis (Individual - 15%)

Evaluated competences: G1, G5, G7, E1, E4, E7, B1, B2, B3, B4, B5

- **Microeconomic analysis**

Case analysis (Individual - 15%)

Evaluated competences: G1, G5, G7, E1, E4, E7, B1, B2, B3, B4, B5

- **Exercises in class**

Academic Work (Individual - 30%)

Evaluated competences: G1, G5, G7, E1, E4, E7, B1, B2, B3, B4, B5

- **Final exam (Individual - 40%)**

Evaluated competences: E1, E4, E7, B1, B2, B4, B5

The marks obtained in ordinary call in the analysis of cases and Exercises in class are held.

In case your mark in Exercises is smaller than 4 you could improve it up to 5 by doing some extra work facilitated by the teacher.

It is required to obtain a mark equal to or greater than 4/10 points on each part to pass the course.

6. Bibliography

Mandatory readings

Krugman, P.; Wells, R. and Graddy, K. (2015) Essentials of Economics. New York: Worth Publishers. See chapters/pages 1 to 18

Recommended readings

Mochón, F. (2010) Principios de Economía. Madrid: McGraw-Hill.
National Statistics Institute.

7. Lecturer/s

Dr. Jordi Sales Zaguirre (Head lecturer) - jordi.sales@htsi.url.edu

Contact hour: upon common agreement with the student.

8. Observations

* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.

In the event of a health emergency, the faculty will resume the academic activity as follows:

[-] The academic board will notify students and lecturers about the change to remote mode, its timeframe and the appropriate recommendations.

[-] The face-to-face activity will be transferred to the remote environment through the virtual classroom and the HTSI videoconferencing tools accessible with the students' credentials.

[-] The academic activity will be maintained in the established schedules and calendars, being able to adapt in other timetables to facilitate the development of the meetings and tutoring activities.

[-] The contents and activities will be maintained as planned. In the case of visits or sessions with professionals in the classroom, these could be re-planned or adapted by other similar ones depending on the circumstances.

[-] The weight of the evaluation activities is maintained. The delivery dates can be modified if the confinement conditions influence the development of the activity (for example, data collection, interviews ...) so as not to harm the student.