

TOURISM ECONOMICS

Degree in Touristic Activities Management

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Code: 13701

Main Scientific Area: Economics

Lecturer: Laurentina Maria da Cruz Vareiro

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The main objective is to give students an articulated understanding of the basic concepts of economic theory and applied them to the study of tourism, either in micro or macro perspective.

In the microeconomic field, following an introductory approach of specific terminology in this area, the tourism market mechanism of supply and demand, the behavior of individual economic agents and their interaction in the markets will be analyzed.

The macroeconomic analysis includes the understanding of the scale of tourism in the Portuguese economy and its main effects on variables: income, employment and gross domestic product.

Learning Outcomes

The purpose is to provide the students with a body of knowledge that allows them to take rational decisions, either assuming the role of consumers or the role of entrepreneurs.

Students should also be able to analyze the significance of the main macroeconomic aggregates and the balances between them, the role of tourism in the economy.

Course Contents

In order to achieve the defined objectives, we define the following syllabus:

Basic concepts

Tourism market

Tourist demand

Tourist supply

Tourism market equilibrium

Elasticity applied to tourism

Consumer behavior in tourism

Consumer preferences

Indifference curve

Budget constraint

Consumers' rational choices

Tourism firms

Production function:short and long run

Costs of production:short and long run

Production and profit maximization decisions

Market structures

Perfect and imperfect competition

Measurement of economic activity

Concepts, measurement criteria and fundamental relations

Product accounting approaches and method

Real aggregates and nominal aggregates

Inflation, unemployment and economic cycles

Concepts

Causes and consequences

Tourism in national economy

Classification and identificationoftourism's economicoutcome

Contribution of tourism to the national and regional economic growth

Balance of servicesTourism as an export

Recommended Bibliography

CUNHA, L. (2013).Economia e Política do Turismo. Lisboa: Lidel.

DWYER, L., FORSYTH, P., DWYER, W. (2010). Tourism, Economics and Policy. Cheltenham: Channel View Publications.

MATIAS, Á. (2007). Economia do Turismo. Lisboa: Instituto Piaget.

MOCHÓN, F. (2004). Economía Y Turismo. Madrid: McGraw-Hill.

PARRA LÓPEZ, E. et al. (2005). Economía Y Turismo – Prácticas. Madrid: McGraw-Hill.

Learning and Teaching Methods

In order to provide a general framework of the course and introduce the economic dimension in the analysis of tourist phenomena, the first syllabus covers the basics of Economics.

Understanding the behavior of tourists and of main tourist enterprises and their interaction in tourism market require the analysis of market through the mechanism of supply and demand, the study of the theory of consumer behavior and theory of the firm, and knowledge of market structures, discussed in chapters 2-5 of the syllabus.

The analysis of the key issues that arise at the macroeconomic level justifies the study's measure of overall economic activity, and the issues of inflation, unemployment, and business cycles, which occupies the syllabus covered in chapters 6 and 7. Finally, considering the debate on the enormous challenge that tourism sector has to improve the development in Portuguese regions, the last chapter considers the role of tourism in the economy (chapter 8).

Assessment Methods

The evaluation is continuous and based on:

~ in the evaluation of the UC (85%), which, in turn, will be based on:

- 40%: 1st test (TA1), with a minimum grade of 7.0;

- 30%: 2nd test (TA2), with a minimum grade of 7.0;

- 15%: active participation (PA), including attendance at classes (50%), worksheets (30%), and exercises (10%).

~ in the evaluation of the multidisciplinary FASA 50/10 Project (PM): 15%, which in turn will be based on:

- 30%: PITCH/Presentation;

- 40%: Digital portfolio;

- 20%: Attendance and participation in SOFT SKILLS and SPRINT WEEKS sessions;

- 10%: Self and straight assessment session measured by the mentor;

Working-students (who prove the incompatibility of schedules), or repeaters, may choose to carry out a substitution work (TS) (instead of the multidisciplinary FASA 50/10 Project). However, this option requires the student to request the 'Replacement Assignment' via Moodle by October 15, 2023. The request should be submitted on the Moodle

platform of the Tourism Economics course (under the 'Replacement Assignment' tab). Also with regard to active participation, these students (student-workers with incompatible schedules, or with a course unit overdue) may choose to reverse this weighting for the two tests, which will be weighted at 50 per cent and 35 per cent respectively. This option also obliges the student to request the reversal of the active participation weighting in favour of the tests by 15 October 2023. The request must be submitted on the Tourism Economics course Moodle ("Active participation" tab).

The final classification (CF) is calculated by the following formula:

$$CF = [TA1 \times 0,4 + TA2 \times 0,3 + PA \times 0,15] + 0,15 \times PM$$

$$\text{ou } CF^* = [TA1 \times 0,4 + TA2 \times 0,3 + PA \times 0,15] + 0,15 \times TS$$

$$\text{ou } CF^* = [TA1 \times 0,5 + TA2 \times 0,35] + 0,15 \times TS$$

* Only applicable to working-students with incompatible schedules, or repeaters, who have expressed these options in writing.

A minimum final classification of 10 out of 20 is required for approval in the curricular unit. No oral exam is considered.

Multidisciplinary FASA 50/10 Project(PM), or alternatively the Substitution work(TS) (for the students to whom it applies), are mandatory, and the respective grades accompany the students at all times of evaluation (Continuous Assessment and Exam seasons). In this way, students who do not complete the Multidisciplinary FASA 50/10 Project (PM), or alternatively the Substitution work (TS), will have a score of zero (0) in this component, at all times of evaluation (Continuous Assessment and Exam seasons).

During exam periods, the exam will have a weighting of 85% + 15% of the Multidisciplinary Project/Group Work. Only the 85% component can be improved.