

ESTUDOS AVANÇADOS EM ECONOMIA DO TURISMO

Code: 21722

Main Scientific Area: Economics

Lecturer: Laurentina Maria da Cruz Vareiro

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 30h Total Workload: 138h

ECTS: 6,0

Objectives

The study unit presents a set of advanced models of micro and macroeconomic theory and its application to tourism, which can be used for decision support in the management of organizations involved in this area, public or private.

Learning Outcomes

Students are also able to interpret the behavior of tourists, the characteristics of tourism demand and supply. Moreover, students seize the importance and contribution of tourism to the national and regional economy and its role in development.

Course Contents

1. Characterization of tourism

2. Microeconomic foundations of the tourism sector

Tourism demand and tourism supply

Industrial organization and functioning of the tourism market

Estimation and forecasting of tourism demand

3. Macroeconomic importance of the tourism sector

Measurement of economic activity

Contributions of tourism to the national and regional production

Evaluation of these contributions

4. Economic evaluation of tourism resources

Economic valuation techniques

Case Study

5. Tourism and regional development

Concepts of growth and development

Understanding economic policy in tourism

Role of tourism in regional and local development

Recommended Bibliography

BRAU, R. (Editor); LANZA, A. (Editor); USAI, S. (Editor) (2008), Tourism and Sustainable Economic Development: Macroeconomic Models and Empirical Methods, Edward Elgar Publishers.

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

DWYER, L.; FORSYTH, P., International Handbook on the Economics of Tourism, Edward Elgar Publishing.

GARCIA, J. (2008). Estructura y economía del mercado turístico. Septem Ediciones.

HOLLOWAY, C.; HUMPHREYS, C.; DAVIDSON, R. Business of Tourism, Pearson.

MOCHÓN, F., Economía Y Turismo, McGraw-Hill. SINCLAIR, M.; STABLER, M. The Economics of Tourism, Routledge.

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 concepts.

The analysis of advanced models of micro and macroeconomic theory and its application to tourism imply knowledge of the subjects discussed in chapters 2-4.

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.

Assessment Methods

- seminars report;

- working paper.

10%

90%

Final Grade = seminars report x 10% + working paper x 90%