Syllabus

Subject

Subject / Group	11485 - The Tourism System / 1
Degree	Master's in Economics of Tourism: Monitoring and Evaluation
Credits	3
Period	1st semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	**Finishing time**	**Day**	**Start date**	**End date**	**Office / Building**
Maria Tugores Ques mtugores@uib.es	16:30	17:30	Tuesday	17/09/2019	14/07/2020	DB237

Context

The Tourism System subject is placed in the first semester of the Master, in the Compulsory module, setting the bases of concepts and leading to the acquisition of competences that will let the student face future specialization subjects better (both in the monitoring and in the evaluation specializations paths).

This course aims to provide knowledge about the characteristics of the tourism sector in general. Being a multiproduct and multiservice sector, it is important to know the elements of coordination between them, allowing the development of a coherent tourist system. In doing so, this course will cover the general principles underlying economic theory, basically, microeconomics, in order to establish the grounds for particular application in the field of tourism economics. Issues to be covered are: tourism definitions and concepts, the tourism sector, and subsectors, the analysis of consumer behavior and producer theory in the tourism sector, the market equilibrium as well as the role of government and public policies.

Requirements

Recommended

This course does not require any specific knowledge. However, it is recommended for students to have background in Mathematics and Microeconomics.

Skills

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Specific

* CE1 – To develop capacity of analysis of tourism as a complex system that integrates multiple components that can be monitored and evaluated (supply, demand, labour market, landscape and natural environment, institutional framework, etc.), as well as their existing relationships.
* CE5 – To acquire a critical awareness of the relevance of the economic processes, the business relationships, the market policies and the world economic evolution that affect the tourism market.

Generic

* CG1 – To know the new tendencies emerging in the tourism system and the challenges faced by it, at the same time deepening the knowledge of advanced economic analysis, and making possible the development of an innovative vision to provide ideas and solutions.
* CG2 - To develop innovative capacity by applying the knowledge acquired to solve problems in new environments related to the field of tourism.
* CG6 – To understand the importance of working with rigor and a vision of future to improve the wellbeing of society achieving a sustainable tourism development.
* CG7 – To acquire specialized knowledge about the tourism system to make it possible to face challenges and provide solutions.

Basic

* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

According to the studies planning the descriptors of the subject are the ones that follows:

- The tourism system as a complex system

- The tourist market: central subsystem

- Other subsystems of the tourism system (labor market, global environment, society, territory and environment, legal and institutional framework, etc.)

- Interrelations between the different components

- The role of governance

From those descriptors, the program of the subject is developed, that gets structured in three different blocks.

Range of topics

1.. 1. The tourism system. Definitions and characteristics
    1.1. Definitions and key concepts
    1.2. The tourism sector in the economy
    1.3. Tourism subsectors and subsystems

2.. Tourism Markets
    2.1. The consumer theory applied to the tourist

    2.1.1. Preferences and utility
    2.1.2. Budget restrictions

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2.1.3.Optimal choice

2.2. The supply of tourism services

2.2.1. Profit function
2.2.2. Profit maximization

2.3. The equilibrium of the tourism markets

2.3.1. The structure of tourism markets
2.3.2. Welfare implications

3.. 3. State intervention and public organization of tourism
3.1.Tourism planning

3.2 Tourism policies

Teaching methodology

In-class work activities (0.72 credits, 18 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theoretical classes	Large group (G)	To set the theoretical foundations underlying the different topics of the course.	10
Practical classes	Practical classes	Large group (G)	To set and solve examples ans practical exercises related to the contents developed in each topic.	4
ECTS tutorials	Tutorial	Small group (P)	To solve theoretical and practical doubts.	2
Assessment	Final evaluation	Large group (G)	Final exam.	2

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

Distance education tasks (2.28 credits, 57 hours)

Modality	Name	Description	Hours
Individual self-study	Homework 1	Individul study of the main topics of the theme contents related with the tourism system, definitions and concepts and related to the consumer theory applied to the tourist.	15
Individual self-study	Homework 2	Individul study of the main topics of the theme contents related with the supply and equilibrium of the tourism markets and tourism policies.	15
Group or individual self-study	Individual or Group studying	Individual or group study of the main topics of the theme contents.	27

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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.

Student learning assessment

During the course you will have to hand in two homework or problem sets. Each problem set's grade will contribute 30% towards your final grade. The solution to problem sets will be discussed in class and the graded problem sets will be returned to you before the final exam. The remaining 40% of the final grade will be the result of the written final exam. Thus, the final grade for the course is computed as a weighted average of the problem sets' and final exam's grades. However, a minimum mark of at least 3.5 points (over 10) is required in the final exam to pass the subject.

Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Final evaluation

Modality	Assessment
Technique	Extended-response, discursive examinations **(retrievable)**
Description	Final exam.
Assessment criteria	Practical exercises and theoretical questions will be provided to the student to evaluation his/her understanding of the topics of the course as well as his/her capacity to apply these concepts in a practical framework.

Final grade percentage: 40%

Homework 1

Modality	Individual self-study
Technique	Extended-response, discursive examinations **(retrievable)**
Description	Individul study of the main topics of the theme contents related with the tourism system, definitions and concepts and related to the consumer theory applied to the tourist.
Assessment criteria	A set of practical exercises will be provided to students related to the tourism system and consumer theory.

Final grade percentage: 30%

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Homework 2

Modality	Individual self-study
Technique	Extended-response, discursive examinations **(retrievable)**
Description	Individul study of the main topics of the theme contents related with the supply and equilibrium of the tourism markets and tourism policies.
Assessment criteria	A set of practical exercises will be provided to students related to the supply and equilibrium of tourism markets as well as tourism policies.

Final grade percentage: 30%

Resources, bibliography and additional documentation

Basic bibliography

Candela and Figini (2012) The Economics of Tourism Destinations. Springer

Varian, H.R. (2010). Intermediatemicroeconomics: a modern approach. New York: W. W. Norton & Co.

Complementary bibliography

Vanhove (2011) The Economics of Tourism Destinations. Elsevier

Mas-Colell, A., Whinston, M.D., and Green, J. R. (1995). Microeconomic Theory. New York: Oxford University Press.

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