

Syllabus of the course “Introduction to Economics”

I. IDENTIFICATION

- ✓ **Subject:** Introduction to Economics
- ✓ **Code:** 101192
- ✓ **Degree:** Grau en Turisme (anglès)
- ✓ **Academic course:** 2015-16
- ✓ **Type of subject:** Compulsory
- ✓ **Crèdits ECTS (hores):** 6 (150)
- ✓ **Period:** First semester
- ✓ **Language:** English
- ✓ **Lecturer:** Albert Saló

II. PRESENTATION

This course introduces the concepts of economic theory to the students of Degree in Tourism. It is a subject of “principles” of economics where students are initiated into the basics that will be used later in other subjects with economic content. Specifically, the course describes the essential elements of microeconomics from a theoretical and analytical point of view. The focus of the course is very practical. The theoretical content is tried to be applied in the form of exercises, analyzing charts, as well as other activities.

III. LEARNING OBJECTIVES, SPECIFIC SKILLS AND LEARNING OUTCOMES

LEARNING OBJECTIVES:

1. Prove that they know and understand the basic principles of tourism in all its dimensions and areas. Identifying the fundamentals of economic theory from the microeconomic perspective.

2. Identify and evaluate the elements of the tourism system and its interaction with the environment and its impact. The analysis of supply and tourism demand, the consumer, business, market, etc.

3. Assess the economic dimension of tourism in different geographical areas and analyzing the interaction between them. Understanding the behavior of the market and the logic of the "invisible hand" that regulates both static and dynamic perspective. To analyze the different concepts but in a partial way taking into account the presence of specific subjects throughout the degree.

SPECIFIC SKILLS AND LEARNING OUTCOMES

CE15. Assessing the economic dimension of tourism in different scales and analyze the relationship between them.

LEARNING OUTCOMES

CE15.1. Identify and learn economic concepts into market economies.

CE15.2. Understanding the basics of behavior of economic agents in different competitive environments (perfect competition, monopoly, etc.).

CE10. Argue critically from different theoretical perspectives, and ideological practices, the reality surrounding tourism

LEARNING OUTCOMES

CE10.1. Understand that the logic of the market economy has an ideological component support.

CE10.2. Understand that economic theory is just based on the study of the behavior of agents, and other factors (psychological, social, anthropological, cultural, etc.) also influence their behavior.

IV. TRANSVERSAL COMPETENCES

CT1. Develop a capacity for learning independently.

CT4. Use communication skills at all levels.

CT5. Making decisions in contexts of uncertainty as well as being able to evaluate and predict the consequences of these decisions in the short, medium and long term.

CT10. Working group

V. TOPICS AND CONTENTS

TOPIC I: PRINCIPLES OF ECONOMICS

- 1.1. Scarcity and election
- 1.2. Production Possibilities Frontier
- 1.3. Opportunity Cost and applications

TOPIC II: SUPPLY AND DEMAND IN TOURISM

- 2.1. The circular flow
- 2.2. Economic Systems: the market
- 2.3. Analysis and determinants of demand
- 2.4. Analysis and determinants of supply

TOPIC III: MARKET EQUILIBRIUM, ELASTICITIES AND GOVERNMENT INTERVENTION

- 3.1. Market equilibrium
- 3.2. Elasticities
- 3.3. Introduction to government intervention

TOPIC III: CONSUMER BEHAVIOUR

- 4.1. Consumer rationality
- 4.2. Budget constraint
- 4.3. Consumer preferences and utility maximization
- 4.4. Substitution effect and income effect

TOPIC V: THEORY OF THE FIRM

- 5.1. Production function
- 5.2. Total Production, Average and Marginal Production (short term)
- 5.3. Production with two variable factors (long term)
- 5.4. Returns to scale

TOPIC VI: COSTS

- 6.1 Short-term costs
- 6.2 Total Cost, Fixed Costs, Variable Costs. Average Cost and Marginal Cost.
- 6.3 Relationship between Production and Costs
- 6.4 Long-term costs. Relationship between short-term and long-term costs

TOPIC VII: PERFECT COMPETITION MARKET AND MONOPOLY

- 7.1 Conditions of a perfect competition market
- 7.2 Maximization profits
- 7.3 Short-term and long-term market equilibrium
- 7.4 Basic concepts of monopoly

VI. REFERENCES

- MANKIW, N. (2007): Principles of Economics Ed. Thomson
- BEGG, D. (2006): Economics. Ed. McGraw-Hill
- TRIBE, J. (2011). The Economics of Recreation, Leisure and Tourism. Oxford, Ed. Elsevier (4th Edition)
- REECE, W. (2009). The Economics of Tourism. Pearson

Other references:

- CASTEJÓN, M. Y PÉREZ, E. (2003): Introducción a la economía para turismo. Ed. Prentice Hall
- COOK, R.; YALE, L.; MARQUA, J. (2009). Tourism: the business of travel(4th). Pearson
- WEAVER, D.; LAWTON, L. (2009). Tourism Management(3rd). John Wiley & Sons
- KREPS, D.M. (cop. 2004). Microeconomics for managers. New York: Norton
- SHY, O. (2008). How to price : a guide to pricing techniques and yield management . Cambridge: Cambridge University Press
- McINTOSH, R. (cop. 1995). Tourism : principles, practices, philosophies (7th ed.). New York: John Wiley & Sons
- ROBINSON, JOAN; EATWELL, JOHN (1973). An introduction to modern economics. London: McGraw-Hill.

VII. TEACHING METHODOLOGIES

The course runs on three methods of teaching and learning:

a) Methodology for the theoretical part of the subject:

Through lectures expose the contents of the topics included in the course program. This part is complemented with practical exercises done on the board.

b) Methodology for the practical part of the subject:

Exercises in class, both individually and in groups, and individual exposure class resolution. It is also planned revision exercises outside of class hours (tuitions).

c)Methodology for the learning of the subject (Campus Virtual):

Campus Virtual platform will be used to complement information and alternative means of communication in the classroom between students and teacher. There will be exercises and supplementary materials for the course. A more elaborated work learning about different topics that relate to the tourism sector economy. The work teams will have to be prepared for delivery in a paper document for evaluation. It is also included the preparation of some subjects of economics applied to tourism to be included in the evaluation process.

VIII. EVALUATION

The evaluation of this course consists of the following system:

- a) The completion and presentation-discussion of individual exercises (classroom and "on-line") throughout the year, given the fixed deadline, it will be worth **10% of the final grade.**
- b) Completion of a job learning, teamwork, about the relationship of the economy and tourism. Delivered on the established date. This part will be worth **20% of the final grade.**
- c) The performance of two individual tests on the material based on theoretical and practical exercises on topics shown. This part will be worth **70% of the final grade.**

IX. TIME PLANNING AND ORGANIZATION OF STUDENTS

This section will specify the hours of the student in relation to activities undertaken in the course following the template shown below. The working hours will be expressed in absolute terms (hours) and relative terms (percentages).

| Type | Activity | Hours | ECTS | Learning Outcomes |
|------------------------------|------------------------|-------|------|--|
| Targeted activities | Lectures | 40 | 1.60 | C15.1. , C15.2., CT5 |
| | Exercises | 12 | 0.48 | C15.1. , C15.2., CT1 |
| | Oral presentations | 4 | 0.16 | C15.1. , C15.2., CT5, CT10 |
| Supervised activities | Tuitions | 22 | 0.88 | C15.1. , C15.2. |
| | | | | |
| Autonomous activities | Case studies | 12 | 0.48 | C10.1. , C10.2., C15.1. , C15.2., CT1 |
| | Work group elaboration | 36 | 1.44 | C10.1. , C10.2., C15.1. , C15.2., CT10 |
| | Study | 24 | 0.96 | C10.1. , C10.2., C15.1. , C15.2., CT1 |
| TOTAL | | 150 | 6 | |

X. TEACHING PLANNING

| WEEK | TOPIC | METHOD | HOURS |
|----------|--------------------------|--|-------|
| 1, 2 | -Presentation Topic 1 | - Lectures - Exercises | 3/6 |
| 3,4 | Topic 2 | - Lectures - Exercises | 9/12 |
| 5,6 | Topic 3 | - Lectures - Exercises | 3/6 |
| 7,8 | Topic 4 | - Lectures - Exercises - Test 1 | 6 |
| 9,10 | Topic 5 | - Lectures - Exercises | 6 |
| 11,12,13 | Topic 6 and submissions | | 6 |
| 14,15 | Topic 7 | -Work group session (20%) - Lectures - Exercises - Test 2 | 3/6 |

XI. ENTREPRENEURSHIP AND INNOVATION

The subject Introduction to Economics is a subject which explains the basics of economic agents, such as consumers and companies. It is therefore a suitable place for promoting entrepreneurship. The course works in special dedication to case studies of innovative analysis of situations or to generate innovative ideas in business or tourism development. At least, each working group meets a specific case or innovative entrepreneurial action that can serve up its own entrepreneurial spirit.