

## **Tourism Economics**

Code: 107762  
ECTS Credits: 6

**2025/2026**

Degree	Type	Year
Tourism	FB	1

### **Contact**

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### **Teachers**

Ferran Armada Ramírez

### **Teaching groups languages**

You can view this information at the [end](#) of this document.

### **Prerequisites**

There isn't.

### **Objectives and Contextualisation**

This course aims to offer students of the first year of the Degree the tools and basic concepts used in the field of economics, with particular attention to their application for the analysis of the Tourism Sector. Concepts related to Offer, Demand, Markets, Economic Policies, Inflation or Statistics will be considered.

The course places special emphasis on two issues: firstly, the student must use the vocabulary and economic language with correctness and precision, dominating the meaning of the most relevant concepts related to the economic reality that surrounds us. Finally, the analysis of examples and the confrontation of knowledge with the real world are prioritized.

The basic training objective is to provide students with knowledge of the basic concepts of economic theory, both in microeconomics and macroeconomics. Learning will be geared towards providing students with the knowledge that will allow them to know and interpret the economic aspects that will surround their subsequent degree courses, but also in their professional future.

### **Learning Outcomes**

1. CM06 (Competence) Explain the patterns of Spanish tourism development, its institutional framework and the evolution of the market.
2. KM06 (Knowledge) Identify the theoretical and conceptual basis of tourism economic analysis, from both the microeconomic and macroeconomic perspectives.
3. KM07 (Knowledge) Describe tourism demand and supply, economic cycles and growth, and the sector's international economic relations.
4. SM07 (Skill) Determine the economic impact generated by tourism.
5. SM08 (Skill) Differentiate the balancing effects in different forms of competition.
6. SM09 (Skill) Analyse the impact of government taxation on the sector.
7. SM10 (Skill) Relate the economic dimension of tourism through the analysis of tourism supply and demand, markets and economic cycles, among other elements.
8. SM11 (Skill) Interpret the economic dimension of tourism at the micro, macro and subsectoral level in terms of flows and geographic areas segmented at different scales.

## Content

### Topic 1: Introduction to Economics

Concept of economics: scarcity and choice. Economic agents. The Production Possibility Frontier. Opportunity cost. Factors of production. Macroeconomics and Microeconomics. Economic systems. The economy of tourism. Economic Sectors: Agriculture, Industry, and Services.

### Topic 2: Microeconomics (I): Consumer Theory

Consumer decision. Individual Demands and Indifference Curves. Income Effect and Substitution Effect. Laws of Supply and Demand. Factors of Demand and Supply. International tourism demand, in Spain and Catalonia.

### Topic 3: Microeconomics (II): Theory of the Firm

Production, the cost of production, and profit maximization. Factors of production (L, K). Evolution of international and Spanish tourism supply. Indicator of supply.

### Topic 4: Microeconomics (III): Markets.

Analysis of competitive and non-competitive markets. Market power and types of markets. Application to the tourism sector.

### Topic 5: Macroeconomics (I): Macromagnitudes.

GDP and disposable income. Balance of payments. Aggregate Output and Income. Inflation. Employment. Exchange rates. Interest rates. Public deficit. External sector. Calculations of rates and indices. Macroeconomic values of the tourism sector.

### Topic 6: Macroeconomics (II): Money, financial system, and inflation.

Economic policy. Function of money. Causes and effects of inflation. Taxes and tariffs. Tourist taxes and inflation. Economic impacts of tourism.

### Topic 7: Macroeconomics (III): Labor market.

Unemployment. Main problems of the Spanish and Catalan labor market, productivity, qualifications, temporariness. The problem of seasonality.

## Activities and Methodology

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Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theory	44	1.76	CM06, KM06, KM07, SM07, SM08, SM09, SM10, SM11, CM06
Type: Supervised			
Tutorials	22	0.88	CM06, SM09, CM06
Works	15	0.6	CM06, KM06, KM07, SM07, SM11, CM06
Type: Autonomous			
Selfstudy	50	2	CM06, SM07, SM10, CM06

The methodology to be applied will be an introduction of each of the topics by the teacher. The complete development of each of the points of the topics will be carried out by the students.

A paper must be prepared on a topic in the field of microeconomics or macroeconomics.

Given the degree of practical application of this, various practical sessions will be held. On the other hand, the material for the sessions will be complemented with the distribution of mandatory reading materials, which will serve not only as a foundation of knowledge but also to promote reading on the topics.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam 1	30%	2	0.08	CM06, KM06, KM07, SM07, SM08, SM09, SM10, SM11
Exam 2	30%	2	0.08	CM06, KM06, KM07, SM07, SM08, SM09, SM10, SM11
Group work	20%	8	0.32	CM06, KM06, KM07, SM07, SM08, SM09, SM10, SM11
Individual Works	20%	7	0.28	CM06, KM06, KM07, SM07, SM08, SM09, SM10, SM11

The Bologna process encourages the continuous assessment of students, therefore students are recommended to follow the continuous assessment of this course. However, the final exam is still offered in January for those students who have not passed the continuous assessment or those who have not followed the continuous assessment.

The continuous assessment of this course will be carried out in the following way:

- There will be 2 partial exams. One exam at the end of topic 4 and another at the end of topic 7. These exams will account for 30% and 30% of the grade.
- A group project. This project must be presented in writing and orally. It will account for 20% of the grade.

- The remaining 20% of the grade will come from activities and student participation, such as submitting exercises or practical cases.

The presence of students in class is considered essential to acquire the knowledge that will later be questioned and required in exams.

To pass the continuous assessment, a global grade of 5 or higher must be obtained after completing all the activities related to the continuous assessment, and both partial exams must have been conducted, as well as presenting the written work orally; failing to complete any of these tasks will result in not passing the continuous assessment. No minimum grade is required to continue with the continuous assessment.

Students who do not pass the Continuous Assessment will have the right to retake it on the date set in the official exam calendar (Recovery). In this case, the teaching team will indicate which parts of the continuous assessment need to be retaken. The percentages established in the continuous assessment will be maintained.

The unique assessment: For those students who have indicated that they will follow this option, within the period set in the Administrative calendar.

It will consist of (to be presented on the date set in the exam calendar of the Degree):

A final exam of the entire course syllabus.

Presentation of 4 practical exercises.

Submission of the course work.

If any of these parts are not completed, the grade will be "Not Assessable."

The grade for the subject will be NOT ASSESSABLE when the student attends less than half of the continuous assessment activities and/or does not attend the final exam.

## Bibliography

### BÀSICA

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[https://bibcercador.uab.cat/permalink/34CSUC\\_UAB/1c3utr0/cdi\\_askewsholts\\_vlebooks\\_9788448192976](https://bibcercador.uab.cat/permalink/34CSUC_UAB/1c3utr0/cdi_askewsholts_vlebooks_9788448192976)

Ramón, A. & Such, M.J. (2022): "La economía del turismo" UAH 1<sup>a</sup> edición

### COMPLEMENTÀRIA

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## Software

There isn't.

## Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	Catalan/Spanish	first semester	morning-mixed
(TE) Theory	2	English	first semester	morning-mixed