

DEGREE: DEGREE IN TOURISM

BASIC COURSE INFORMATION

Name: **ECONOMICS I**
Course: **YEAR 1**

Semester: **1**

Type: X Basic formation
Credits (LRU / ECTS): 6

Compulsory

Optative

Curriculum incorporation in: 2009

DESCRIPTION

Introduction to the basic concepts of economic analysis. Key definitions and concepts so as to explain the general functioning of the Economy. Key factors which have influence on the supply, demand and markets functioning. This theoretical knowledge is applied to practical and real tasks which may facilitate the comprehension of consumer behaviours, companies, investors and the market.

The student body will also learn about companies, types and costs, and income functions, as well as to define the diverse types of market.

Likewise, references to the tourist sector (in general terms) will be common in this course: applying to companies and tourist consumers.

AIMS

- To introduce the student to the study of Economy, making particular references to Tourism.
- To approach the student to the study of the Economic Theory.
- To deeply study the microeconomic aspects which may allow the student body to understand the consumer and supplier behaviours.
- To deeply study the production, costs, the acceptor-price market and other types of markets of imperfect competition such as oligopolies, monopolies and monopolistic competition.

SKILLS

Generic transversal skills

- Capacity to analyse and synthesise.
- Basic and general knowledge.
- Abilities to recover and analyse information from different sources.
- Problem-solving.
- Abilities to work in teams.
- Capacity to apply the theory to the practical tasks.
- Research abilities.

Specific skills

- To know the principles of tourism: its spatial, social, cultural, political, labour and economic dimension.
- To analyse the economic effects produced by the tourism.
- To be aware of the dynamic and progressive character of tourism and that of the new leisure society.
- To transform an “empirical” problem into a research project and make conclusions.
- To recognise the main tourist agents (public, private...).
- To understand details about the functioning of destinations, tourist structures and their business sectors worldwide.

METHODOLOGY AND TEACHING TECHNIQUES

Face-to-face training activities

1. Theoretical, practical or theoretical-practical face-to-face lessons. Activity value: 50 up to 100%.
2. Face-to-face discussion lessons or other intervening lessons. Activity value: 0 up to 50%.
3. Lessons carried out by experts on the topics addressed in this course. Activity value: 0 up to 10%.

Non-attendance training activities:

4. Tasks or individual or collective practical tasks. Activity value: 0 up to 100%.
5. Other non-attendance activities. Activity value: 0 up to 50%.

COURSE CONTENT: TOPICS

Economic science and tourism.

The economic subjects and Economy functioning.

The plaintiff of goods behaviour and tourist services.

Demand of goods and tourist services.

Supply of goods and tourist services.

Markets functioning.

Production of goods and tourist services.

Costs in the tourist sector.

Highly competitive markets.

Monopolistic competition.

Oligopoly.

The distribution theory.

8. REFERENCES

- ·Pérez Zabaleta, A., Castejón

ASSESSMENT

Final marks which recognise the acquisition of the minimal skills to pass this course will be given generally or partially.

1. Test which consists of a theoretical exam and a practical one. Both of them as a whole will mean a 0-100% of the final mark. The possibility of replacing this test with an oral test will only be possible when there is a reason which hampers taking it in the written form, still keeping the same percentage.

2. Individual or collective theoretical and/or practical assessments, whose compulsory or optional nature relies on the professor's guideline. Students may get from 0 up to 100% of the global mark.
3. Attendance and/or interventions in class and/or tutorials will be taken into account according to the professor's guideline. (0-20%)
4. Interventions in activities through telematics: blogs, forums, online platforms, webs, social media, etc. (0-20%)
5. The professor may apply other grading systems depending on their guideline. In that case, those must be reflected on the teaching syllabus, clearly specified with their own percentage on the final mark.