

29161 - Economics of Tourism

Syllabus Information

Academic year: 2023/24

Subject: 29161 - Economics of Tourism

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 616 - Degree in Tourism

ECTS: 6.0

Year: 2

Semester: Second semester

Subject type: Compulsory

Module:

1. General information

The main goal of the *Economic Structure of Tourism* is that students deepen their analysis and understanding of the economic reality of the tourism sector. Economic analysis techniques are applied to the study of the tourism market, its evolution, the variables that determine it and the economic processes that operate in it.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement: Goals 5, 8, 10, 12, 16 and 17.

2. Learning results

- Identify the structure of the tourism market from the analysis of the economic reality.
- Access to the main sources of national and international tourist information.
- Explore the structure of the Spanish tourism market.

3. Syllabus

UNIT 1. Introduction to the tourism phenomenon.

UNIT 2. Tourism in the international environment.

UNIT 3. Demand, supply and the new tourism economy.

UNIT 4. Measuring the economic impact of tourism.

UNIT 5. Tourism as an economic activity.

UNIT 6. The Spanish tourism model (I). Structure.

UNIT 7. The Spanish tourism model (II). Issues.

UNIT 8. The Spanish tourism model (III). Tourist typologies.

4. Academic activities

Lectures: sessions where the contents of the subject are presented: 38 hours

Problems and case studies: sessions to solve practical exercises, press articles, etc.: 22 hours **Tutorials, subject study, class preparation, practical activities:** 86 hours

Assessment tests. 4 hours

5. Assessment system

Continuous Assessment or Global Assessment may be chosen:

a) CONTINUOUS ASSESSMENT

It consists of the following activities:

-**Student Portfolio** (30% of the grade, minimum 5 out of 10)

It will consist of a dossier of works: case studies, exercises, articles, reports, press clippings, etc. Correct completion, clarity, organization and presentation of the work and critical analysis will be valued at.

At least 70% of the activities must be delivered.

-**Written tests** (70% of the grade, minimum 5 out of 10 in each one of them)

It will deal with the theoretical and practical contents of the subject.

There will be 2 individual written tests (in the middle of the term and the last week of the term).

Both will have the same weighting.

b) OVERALL ASSESSMENT

It consists of:

- **Individual written test** (85% of the grade, minimum 5 out of 10)

It will deal with the theoretical and practical contents of the subject.

- **Dossier of work** (15% of the grade)

Elaboration of a dossier of individual activities similar to the one elaborated in the Continuous Assessment.

If the student has completed the portfolio during the term, the Continuous Assessment weightings will be maintained.