



Universitat de Lleida

## DEGREE CURRICULUM **ECONOMY**

Coordination: TORRES SOLÉ, TERESA

Academic year 2016-17

## Subject's general information

|  |   |        |          |                  |
|--|---|--------|----------|------------------|
| Subject name   | ECONOMY   |        |          |                  |
| Code   | 102606  |        |          |                  |
| Semester   | 2nd Q(SEMESTER) CONTINUED EVALUATION  |        |          |                  |
| Typology   | Degree  | Course | Typology | Modality         |
|  | Bachelor's Degree in Tourism  | 1      | COMMON   | Attendance-based |
| ECTS credits   | 6   |        |          |                  |
| Groups   | 1GG   |        |          |                  |
| Theoretical credits  | 0   |        |          |                  |
| Practical credits  | 0   |        |          |                  |
| Coordination   | TORRES SOLÉ, TERESA   |        |          |                  |
| Department   | ECONOMIA APLICADA   |        |          |                  |
| Teaching load distribution between lectures and independent student work | 40% and 60%   |        |          |                  |
| Important information on data processing                                 | Consult <a href="#">this link</a> for more information.                               |        |          |                  |
| Language   | Catalan   |        |          |                  |
| Distribution of credits  | (25h/ECTS)<br>150 h   |        |          |                  |
| Office and hour of attention   | Dilluns i dimecres de 9-12 hores<br>Despatx 0.11. Edifici Facultat de Dret i Economia |        |          |                  |

| Professor/a (s/es)     | Adreça electrònica professor/a (s/es) | Crèdits | Horari de tutoria/lloc                       |
|------------------------|---------------------------------------|---------|--|
| FARRÉ PERDIGUER, MARIA | mariona.farre@econap.udl.cat          | 3       | Wednesday , Thursday and Friday 12,30-14,30h |
| TORRES SOLÉ, TERESA    | torres@econap.udl.cat                 | 3       | Monday and Wednesday 9-12h                   |

## Subject's extra information

The course as part of the academic plan

Tourism is an increasingly important economic activity and is therefore fully justified in the curriculum for a degree in tourism, which includes this course on economics that presents the knowledge and basic principles of economics applied to the field of tourism. It is a basic course taught in the first year of the degree and is therefore a subject that provides an introductory overview of economics from a microeconomic and macroeconomic perspective.

## Learning objectives

- 1.1 Correctly identify the information of a problem or question.
- 1.2 Justify and reason on the answers that students give.
- 1.3 Summarise an opinion after reading an article or material.
- 2.1.1 Describe the importance and economic significance of tourism.
- 2.1.2 Correctly use basic concepts related to tourism as an economic phenomenon.
- 2.1.3 Explain the limitations and difficulties related to the definition of tourism.
- 2.1.4 Differentiate between tourism and recreation, tourist and visitor, international and domestic tourism, outbound or inbound tourism.
- 2.1.5 Explain the evolution of tourism flows and their causes.
- 2.1.6 Explain who are the main national and international bodies for planning and managing tourism.
- 2.1.7 Categorize different tourism resources.
- 2.1.8 Identify the concept of tourism and tourism resources.
- 2.1.9 List the factors of tourism production.
- 2.2.1 Explain what a demand curve is.
- 2.2.2 Graphically represent a demand curve.
- 2.2.3 Analyse factors that lead to shifts in the demand curve.

- 2.2.4 Draw a graph of shifts in the demand curve.
- 2.2.5 Recognize the difference between movements along the demand curve and shifts in the demand curve.
- 2.2.6 Define and calculate the price elasticity of demand.
- 2.2.7 Interpret the price elasticity of demand.
- 2.2.8 Identify the factors that determine the price elasticity of demand.
- 2.2.9 Interpret and calculate the price elasticity of supply.
- 2.2.10 Identify the factors that determine the price elasticity of supply.
- 2.2.11 Interpret and calculate the cross elasticity of demand.
- 2.2.12 Interpret and calculate the elasticity of income.
- 2.2.13 Classify an asset based on the concept of elasticity (either normal, inferior, luxury, substitute, complementary).
- 2.2.14 Identify the factors that influence the decisions of tourism consumers.
- 2.2.15 Explain what a supply curve is.
- 2.2.16 Graphically represent what a supply curve is.
- 2.2.3 Analyse factors that lead to shifts in the supply curve.
- 2.2.18 Draw a graph of shifts in the supply curve.
- 2.2.19 Recognize the difference between movements along the supply curve and shifts in the supply curve.
- 2.2.20 Explain how supply and demand curves determine a price equilibrium and a quantity equilibrium.
- 2.2.21 Calculate the price and quantity equilibrium in a competitive market.
- 2.2.22 Describe what happens in the market or in situations when there is a demand excess or a supply shortage.
- 2.2.23 Graphically analyse the effects of curve shifts on the equilibrium of the market.
- 2.3.1 Define the function of production.
- 2.3.2 Identify the production factors.
- 2.3.3 Graphically draw the production function.
- 2.3.4 Differentiate the production function in the short and long term.
- 2.3.5 Define the total product.
- 2.3.6 Define the marginal product.
- 2.3.7 Define the average product.
- 2.3.8 Graphically draw the function of the total, marginal and average product.
- 2.3.9 Relate the concepts of total, marginal and medium product.
- 2.3.10 Understand the law of diminishing returns.
- 2.3.11 Define the concept of the income scale.
- 2.3.12 Distinguish between an increasing, decreasing and constant income scale.

2.3.13 Define the total costs.

2.3.14 Define the marginal costs.

2.3.15 Define the average costs.

2.3.16 Graphically draw the cost functions (total cost, average cost and marginal cost).

2.3.17 Calculate the production costs.

2.4.1 Interpret the meaning of perfect and imperfect competition.

2.4.2 Identify the characteristics of a market of perfect competition, monopoly, monopolistic competition and oligopoly.

2.4.3 Analyse the differences between the different types of markets.

2.4.4 Determine the effects of different markets on the well being of the consumer.

2.4.5 Identify companies that operate in different markets.

2.4.6 Explain the importance of advertising and trademarks in monopolistic competitive markets.

2.4.7 Graphically represent the level of production, price and profits in different markets.

2.5.1 Interpret the situations in market failures. 2.5.2 Define the concept of external costs and income.

2.5.3 Explain what the externalities are.

2.5.4 Identify situations with positive and negative externalities.

2.5.5 Identify and differentiate between positive and negative externalities generated by tourism.

2.5.6 Identify the measures designed to reduce the effects of negative externalities.

2.5.7 Identify the measures designed to stimulate the production of goods and services that generate positive externalities.

2.5.8 Define the concept of exclusive goods.

2.5.9 Define the concept of rival goods.

2.5.10 Distinguish between a private and public good.

2.5.11 Distinguish between the revenues and expenditures of the public sector.

2.6.1 Define GDP

2.6.2 Analyse the different components that determine the GDP.

2.6.3 Recognize the different focuses of the GDP.

2.6.4 Calculate the GDP from different focuses.

2.6.5 Define the main macromagnitude economic principals.

2.6.5 Calculate the main macromagnitude economic principals.

2.6.7 Interpret the main macroeconomic variables.

2.6.8 Evaluate the major macroeconomic imbalances and their consequences.

2.6.9 Explain the role of tourism in the national economy.

2.6.10 Learn Spanish tourism policy.

- 2.6.11 Understand the objectives of the tourism policy and its role in the economy.
- 2.7.1 Explain the factors that justify international trade.
- 2.7.2 Describe what the balance of payments is.
- 2.7.3 Interpret the items of the balance of payments.
- 2.7.4 Integrate tourism activities in the balance of payments.
- 2.7.5 Explain the use of different currencies and their exchange rates.
- 2.7.6 Explain the impact of exchange rate changes on tourism.
- 3.1 Correctly express without any mistakes the activities, exercises and tests in writing.
- 3.2 Correctly and coherently structure the activities and exams carried out.
- 3.3 Correctly and comprehensively explain the oral answers to the questions posed.
- 4.1 Correctly use the SAKAI virtual campus environment.
- 4.2 Develop the work and exercises in .doc and PDF format.
- 4.3 Successfully solve exercises with the spreadsheet.
- 4.4 Search for and select economic and statistical information in the virtual environment.
- 4.5 Present financial information in multimedia format.
- 5.1 Reflect on and critique the course materials.
- 5.2 Plan and organize work devoted to the subject.
- 5.3 Find the correct information in economic and statistical databases.
- 5.4 Analysis and represent the economic data adequately.
- 5.5 Prepare reports or group work.
- 5.6 Contrast the information consulted in the various bibliographic sources or on the Internet.
- 5.7 Cooperate with other colleagues in the group.
- 5.8 Accept the views and proposals of the rest of the group.

## Competences

### University of Lleida strategic competences

- Correctness in oral and written language.

#### Goals

- 3.1 Express properly and without faults the activities, exercises and tests realised in writing. 3.2 Structure properly and consistently the activities and tests realised. 3.3 Expose of correct form and understandable the oral answer to the questions posed.

- Master Information and Communication Technologies.

#### Goals

- 4.1 Use of correct form the surroundings of the virtual campus. 4.2 Elaborate the works and exercises in format doc and pdf properly. 4.3 Work properly the resolution of exercises with the sheet of calculus. 4.4 Look for and select statistical and economic information in the virtual surroundings. 4.5 Present the economic information in multimedia format.

## Degree-specific competences

- Understand the principles of tourism, its spatial, social, cultural, legal, political, work and economical dimension.

### Goals

- 2.1.1 Describe the weight and the economic importance of the tourism. 2.1.2 Use properly the basic concepts related with the tourist activity as a economic phenomenon. 2.1.3 Expose the limitations and difficulties related with the definition of tourism. 2.1.4 Differentiate between tourism and leisure, tourist and visitor, international and domestic tourism, tourism emissor or receptor. 2.1.5 Explain the evolution of the fluxos tourist and his causes. 2.1.6 Expose which are the main national organisms and international that gestionen and schedule the tourism. 2.1.7 Categoritzar the different tourist resources. 2.1.8 Identify the concepts tourist product and tourist resources. 2.1.9 Enumerate the factors of production of the tourist activity. 2.2.1 Explain what is a crooked of demand. 2.2.2 Represent gràficament a crooked of demand. 2.2.3 Analyse the factors that give place to desplaçaments in the crooked of demand. 2.2.4 Draw gràficament the desplaçaments of the crooked of demand. 2.2.5 Recognise the difference of movements along the crooked of demand and the desplaçaments of the crooked of demand. 2.2.6 Define and calculate the elasticitat price of the demand. 2.2.7 Interpret the elasticitat price of the demand. 2.2.8 Identify the factors that determine the elasticitat price of the demand. 2.2.9 Interpret and calculate the elasticitat price of the offer. 2.2.10 Identify the factors that determine the elasticitat price of the offer. 2.2.11 Interpret and calculate the elasticitat crossed of the demand. 2.2.12 Interpret and calculate the elasticitat renda. 2.2.13 Classify a well from the concept of elasticitat (very normal, inferior, of luxury, substitute, complementary). 2.2.14 Differentiate the factors that incideixen in the prisoner of decisions of the tourist consumer. 2.2.15 Explain what is a crooked of offer. 2.2.16 Represent gràficament a crooked of offer. 2.2.17 Analyse the factors that give place to desplaçaments in the crooked of offer. 2.2.18 Draw gràficament the desplaçaments of the crooked of offer. 2.2.19 Recognise the difference of movements along the crooked of offer and desplaçaments of the crooked of offer. 2.2.20 Explain how the crooked of supply and demand determine a price of balance and a quantity of balance. 2.2.21 Calculate the price and the quantity of balance in a competitive market. 2.2.22 Describe what succeeix to the market in situations of excess or shortage of demand or offer. 2.2.23 Analyse gràficament the effects of the desplaçaments of the crooked on the balance of market.
- Without Translate - 2.3.1 Definir la funció de producció. 2.3.2 Identificar los factores productivos. 2.3.3 Dibujar gráficamente la función de producción. 2.3.4 Diferenciar la función de producción a corto y largo plazo. 2.3.5 Definir el producto total. 2.3.6 Definir el producto marginal. 2.3.7 Definir el producto medio. 2.3.8 Dibujar gráficamente la función de producto total, marginal y medio. 2.3.9 Relacionar los conceptos de producto total, marginal y medio. 2.3.10 Conocer la ley de rendimientos decrecientes. 2.3.11 Definir el concepto de rendimientos de escala. 2.3.12 Distinguir entre rendimientos de escala crecientes, decrecientes y constantes. 2.3.13 Definir los costes totales. 2.3.14 Definir los costes marginales. 2.3.15 Definir los costes medios. 2.3.16 Dibujar gráficamente las funciones de costes (coste total, coste medio y coste marginal). 2.3.17 Calcular los costes de producción.
- Without Translate - 2.4.1 Interpretar el significado de competencia perfecta e imperfecta. 2.4.2 Identificar las características de un mercado de competencia perfecta, monopolista, oligopolista y de competencia monopolística. 2.4.3 Analizar las diferencias entre los diferentes tipos de mercado. 2.4.4 Determinar los efectos de los diferentes mercados sobre el bienestar del consumidor. 2.4.5 Identificar empresas que operan en los diferentes mercados. 2.4.6 Explicar la importancia de la publicidad y las marcas comerciales en los mercados de competencia monopolística. 2.4.7 Representar gráficamente el nivel de producción, precio y beneficios en los diferentes tipos de mercados.
- Without Translate - 2.5.1 Interpretar las situaciones de fallas en el mercado. 2.5.2 Definir los conceptos de coste e ingreso extremos. 2.5.3 Explicar qué son las externalidades. 2.5.4 Identificar

las situaciones con externalidades positivas y las negativas. 2.5.5 Identificar y diferenciar las externalidades positivas y negativas que genera el turismo. 2.5.6 Identificar las medidas diseñadas para reducir los efectos de las externalidades negativas. 2.5.7 Identificar las medidas diseñadas para incentivar la producción de bienes y servicios que generan externalidades positivas. 2.5.8 Definir el concepto de bien excluyente. 2.5.9 Definir el concepto de bien rival en consumo. 2.5.10 Distinguir entre un bien privado y un bien público. 2.5.11 Diferenciar entre los ingresos y los gastos del sector público.

- Without Translate - 2.6.1 Definir el PIB. 2.6.2 Analizar los diferentes componentes que determinan el PIB. 2.6.3 Reconocer los diferentes enfoques del PIB. 2.6.4 Calcular el PIB desde los diferentes enfoques. 2.6.5 Definir las principales macromagnitudes económicas. 2.6.6 Calcular las principales macromagnitudes económicas. 2.6.7 Interpretar las principales variables macroeconómicas. 2.6.8 Evaluar los principales desequilibrios macroeconómicos y sus consecuencias. 2.6.9 Explicar la participación del turismo en la economía nacional. 2.6.10 Conocer la política turística española. 2.6.11 Entender los objetivos de la política turística y su papel en la economía.
- Without Translate - 2.7.1 Exponer los factores que justifican el comercio internacional. 2.7.2 Describir qué es la balanza de pagos. 2.7.3 Interpretar las partidas de la balanza de pagos. 2.7.4 Integrar las actividades del turismo en la balanza de pagos. 2.7.5 Exponer el uso de diferentes monedas y su tipo de cambio. 2.7.6 Explicar la incidencia de la modificación del tipo de cambio en el turismo.

## Degree-transversal competences

- Ability to analyse and synthesize.

### Goals

- Identify properly the data of a problem or question. Justify and reason the answers that gives the student. Conclude of synthetic form the opinions from the reading of an article or material.

- Be able to work and learn in an autonomous way and at the same time adequately interact with others through cooperation and collaboration.

### Goals

- 5.1 Reflect and have critical spirit on the materials of the assignatura. 5.2 Schedule and organise the work devoted to the subject. 5.3 Look for correct information in the statistical and economic databases. 5.4 Analyse and represent the economic data adequately. 5.5 Elaborate reports or works in group. 5.6 Contrast the information consulted in the diverse bibliographic fonts or to the network. 5.7 Cooperate with the rest of partners of the group. 5.8 Accept the opinions and proposals of the rest of the group.

## Subject contents

### Subject contents

#### Subject 1.- Tourism as an economic activity. Introduction and concepts

##### 1.1.Introduction

##### 1.2.Concepts

#### Subject 2.- Tourism supply and demand and market equilibrium

##### 2.1.The curve of tourism demand and its influencefactors

##### 2.2Tourism demand price elasticity, income elasticity and cross elasticity



2.3.The decision-making process of tourism consumers

2.4.The supply curve of tourism

2.5.The elasticity of supply

2.6.Market equilibrium

## **Subject 3 .- The tourist industry, production and costs**

3.1.The tourism company

3.2.Production

3.3.Production costs

## **Subject 4.- Market structures: perfect competition market , monopolies, oligopoly and monopolistic competition**

4.1.Perfect competition market

4.2.Monopolies

4.3.Oligopolies and monopolistic competition

## **Subject 5.- The public sector in the economy and tourism**

5.1.Public goods and externalities

5.2.The public sector: functions, income and expenses

## **Subject 6.- Basic macromagnitudes and tourism contributions**

6.1.The main macroeconomic variables

6.2.Macroeconomic imbalances

6.3.The tourism sector in macroeconomics

## **Subject 7.- International tourism**

7.1.International trade and tourist flows

7.2.Payment balances

7.3.Exchange rates

## **Methodology**

Classroom learning is combined with individual study that the student performs. School attendance and continuous work is recommended. The theoretical development of the subjects that comprise the program will be held in large

group classes; in medium size groups there will be more practical activities to strengthen the theoretical contents and achieve competence in the subject. Regardless of the timetable indicated, other teaching timetables can be established, with previous notice by means of e-mail. The learning process is assessed by continuous throughout the semester. Please see the detailed section on how this assessment is carried out.

## Development plan

Consultation on the virtual campus ( SAKAI ) on the development plan every week .

## Evaluation

- 1th Evaluation: 7 april
- 2th Evaluation: 3 may
- 3th Evaluaton: 31 may
- 4th Evaluation: 5 juny
- Recovery 4th evaluation: 23 juny

Check dates on <http://www.turisme.udl.cat/en/calendari-horaris/examens.html>

The evaluation process is continuous and the course is based on four activities. To overcome this ongoing evaluation should perform all activities and obtain a minimum of 5 points (out of 10) in the average value of them all.

Should justified reasons for not perform all the activities, the criteria for passing the subject is the same, a minimum of five points in the average value of the activities.

Evidence of continuous assessment of this subject is gathering content and knowledge. That is, each test will pose questions and calculations of all the contents explained so far.

As established in article 1.5 of the Regulations for the evaluation and qualification of teaching and masters degrees in the UdL (approved by the Governing Council of 26 February 2014), to facilitate the student able to combine study with the development of labor activities, the student who wishes to resign shall be entitled to continuous assessment at the beginning of the course and will have the right to perform a single assessment. The Commission Studies Degree in Tourism approved the mechanisms through which students can avail themselves of this right:

"If an / a student documentary evidence (contract work and short working life issued by the Treasury of the Social Security) is working with full working day during the course teacher and therefore can not meet the requirements for continuous assessment, you can opt for the creation of a single test validation of skills and knowledge which will be held in the weeks indicated to this effect on the timing of evaluation of the degree. "

The deadline for waiver of the continuous assessment and supporting documentation of the work activity must be submitted before the 31 st March.

The date of this event is only the 5th of June and his recovery on 23 June.

According to art. 3.1 of the regulations for the evaluation of UDL, students can not use in any case, for conducting evaluation tests, mass illegal or fraudulent mechanisms. Students who use fraudulent means any related test and / or electronic devices are not allowed to bring, must leave the examination or test and shall be subject to the

consequences provided for in these rules or any other rules of internal regime UdL.

Throughout the year and across the campus, will confirm the dates on which the various activities carried out valuation.

## Bibliography

Recommended reading book: **Yanis Varoufakis, Yanis (2015): *Economía sin corbata. Conversaciones con mi hija*. Ed. Destino.**

### Recommended bibliography

Krugman, P.; Wells, R. i Olney, M. L. (2008). Fundamentos de Economía. Editorial Reverté

Krugman, P. i Wells, R. (2007). : Microeconomía: Introducción a la Economía. Editorial Reverté

Mochón, F. (2009): Economía, teoría y política. Ed. Mc Grau Hill

Mochón, F. (2008): Economía y turismo. Ed. Mc Grau Hill

Torres López, J. (2005). Economía Política. Editorial Pirámide

Madagán, M.; Rivas, J. (2012): Estructura, economía y política turística. Ed. Setem