

## COURSE DESCRIPTION

### COURSE DETAILS

Title (of the course): **ESTUDIO ECONÓMICO DEL TURISMO**

Code: 101699

Degree/Master: **GRADO DE TURISMO**

Year: 1

Name of the module to which it belongs: FORMACIÓN BÁSICA EN CIENCIAS ECONÓMICAS, EMPRESARIALES Y TURISMO

Field: ECONOMÍA

Character: BASICA

Duration: SECOND TERM

ECTS Credits: 6.0

Classroom hours: 60

Face-to-face classroom percentage: 40.0%

Study hours: 90

Online platform: Moodle

### LECTURER INFORMATION

Name: MUÑOZ BENITO, ROCÍO (Coordinator)

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### PREREQUISITES AND RECOMMENDATIONS

#### Prerequisites established in the study plan

Prerequisites established in the curriculum

BASIC KNOWLEDGE OF MATHEMATICS

BASIC KNOWLEDGE OF ECONOMIC FUNDAMENTALS

#### Recommendations

IT IS ADVISABLE THAT STUDENTS HAVE ASSIMILATED THE CONCEPTS OF THE SUBJECT FUNDAMENTALS OF ECONOMICS TAUGHT IN THE FIRST SEMESTER.

FOR A BETTER UNDERSTANDING OF THE COURSE, IT IS RECOMMENDED THAT STUDENTS HAVE A CERTAIN INTEREST IN ECONOMIC REALITY AND CURRENT EVENTS.

## COURSE DESCRIPTION

### INTENDED LEARNING OUTCOMES

CB1  
CB2  
CB3  
CB4  
CB5  
CB6  
CB7  
CB8  
CE1  
CE3  
CE11  
CE21

### OBJECTIVES

The objective of the course is to showcase the tourism industry as part of the economic activities. This is a first micro and macro approach to the basic concepts of economics and their relationship with the tourism sector.

Students will learn about the historical evolution of tourism as well as its importance in the development of national economies. By the end of the course, students should have acquired the necessary knowledge to conduct an analysis of the importance of tourism activity, its impact on the economy of a country, the factors that influence tourism supply and demand, the economic impact of tourism activities, as well as the particularities of this activity in Spain.

### CONTENT

#### 1. Theory contents

Theoretical Contents

##### 1. INTRODUCTION

- 1.1. Basic concepts of economics.
- 1.2. Development theories and SDGs.
- 1.3. Economic theories.

##### 2. HISTORICAL EVOLUTION

- 2.1. Tourism as a development factor.
- 2.2. Historical evolution of tourism.

##### 3. TYPES OF TOURISM

- 3.1. Classification by the World Tourism Organization.
- 3.2. Classification based on motivation.

##### 4. TOURISM IN ECONOMIC ANALYSIS

- 4.1. Theory of supply and demand.
- 4.2. Market equilibrium.
- 4.3. Macroeconomic indicators of tourism.
- 4.4. Tourism and the external sector.



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4.5. Economic cycles, crises, and seasonality.

5. TOURISM, ECONOMY, AND ENVIRONMENT.

5.1. Environmental economics.

5.2. Environmental impact of tourism.

5.3. Environmental policy.

6. THE SPANISH TOURISM MODEL.

6.1. Factors conditioning the model.

6.2. Structural aspects.

6.3. Perspectives.

### 2. Practical contents

Review of news and articles related to the subject matter of the course.

Analysis of indicators.

Case studies.

## SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Decent work and economic growth

Reduced inequalities

Sustainable cities and communities

Responsible consumption and production

Climate action

## METHODOLOGY

### General clarifications on the methodology (optional)

General clarifications on methodology (optional)

Students who attend at least 80% of the sessions will not have to complete one of the exam modules for the course.

### Methodological adaptations for part-time students and students with disabilities and special educational needs

Methodological adaptations for part-time students and students with disabilities and special educational needs

For individuals who justify their inability to attend class with a work contract or family circumstance, the option of completing practical cases individually through the Moodle platform will be proposed. They may complete the work individually, present it, and take the exam.

For individuals with disabilities, each case will be analyzed individually, and relevant adaptations will be made.

In-person activities.

### Face-to-face activities

Activity	Large group	Medium group	Total
Group presentation	5	-	5

## COURSE DESCRIPTION

Activity	Large group	Medium group	Total
Group work (cooperative )	-	5	5
Lectures	35	-	35
Speaking Activities	4	-	4
Text analysis	1	5	6
Writing Activities	-	5	5
<b>Total hours:</b>	<b>45</b>	<b>15</b>	<b>60</b>

## Off-site activities

Activity	Total
Analysis	15
Exercises	10
Group work	15
Information search	15
Reference search	10
Self-study	25
<b>Total hours</b>	<b>90</b>

## WORK MATERIALS FOR STUDENTS

Case studies  
Exercises and activities  
References

## EVALUATION

Intended learning	Case Studies	Exams	Oral Presentation	Project
CB1	X	X	X	X
CB2	X	X	X	X
CB3	X	X	X	X
CB4	X	X	X	X
CB5	X	X	X	X
CB6	X	X	X	X

## COURSE DESCRIPTION

Intended learning	Case Studies	Exams	Oral Presentation	Project
CB7	X	X	X	X
CB8	X	X	X	X
CE1	X	X	X	X
CE11	X	X	X	X
CE21	X	X	X	X
CE3	X	X	X	X
<b>Total (100%)</b>	<b>20%</b>	<b>60%</b>	<b>10%</b>	<b>10%</b>
<b>Minimum grade</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>5</b>

(\*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

### Method of assessment of attendance:

Students who attend at least 80% of the sessions will not have to complete one of the question blocks in the exam.

### General clarifications on instruments for evaluation:

Individuals who do not achieve the minimum required score in each evaluation instrument will not be able to pass the course.

### Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

#### Clarifications on evaluation for part-time students and those with special educational needs:

For individuals who justify their inability to attend class with a work contract or family circumstances, the option of completing the practical cases individually through the Moodle platform will be proposed. They can complete the work individually and present it, and will take the exam.

For individuals with any type of disability, each case will be individually analyzed and relevant adaptations will be made.

### Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

The exam will be the same as in the ordinary call.

### Qualifying criteria for obtaining honors:

An average grade equal to or greater than 9 and a complementary test.

## COURSE DESCRIPTION

### BIBLIOGRAPHY

#### 1. Basic Bibliography

Tribe, John. "The Economics of Recreation, Leisure and Tourism". Butterworth-Heinemann-Elsevier. Oxford. 2011 (4th Edition). ISBN 978-0-08-089050-0.

World Tourism Organization. UNWTO Tourism Definitions. UNWTO, Madrid. 2019 DOI: <https://doi.org/10.18111/9789284420858>.

Candela, G. & Figini, P. "The Economics of Tourism Destinations". Springer. Heidelberg. 2012. ISBN 978-3-642-20873-7

Dwyer, L. & Forsyth, P. "International Handbook on the Economics of Tourism". Edward Elgar. Cheltenham. 2006 ISBN-13: 978 1 84376 104 4

#### 2. Further reading

None

### COORDINATION CRITERIA

Joint activities: lectures, seminars, visits ...

### SCHEDULE

Period	Group presentation	Group work (cooperative )	Lectures	Speaking Activities	Text analysis	Writing Activities
1# Fortnight	0,0	0,0	5,0	0,0	0,0	0,0
2# Fortnight	0,0	1,0	5,0	0,0	1,0	1,0
3# Fortnight	0,0	1,0	5,0	2,0	1,0	0,0
4# Fortnight	0,0	1,0	4,0	0,0	1,0	1,0
5# Fortnight	0,0	1,0	4,0	2,0	1,0	1,0
6# Fortnight	0,0	1,0	4,0	0,0	1,0	1,0
7# Fortnight	0,0	0,0	4,0	0,0	1,0	1,0
8# Fortnight	5,0	0,0	4,0	0,0	0,0	0,0
<b>Total hours:</b>	<b>5,0</b>	<b>5,0</b>	<b>35,0</b>	<b>4,0</b>	<b>6,0</b>	<b>5,0</b>

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.