



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Tourism Economics

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Tourism Economics (V2106)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor ALVARO ANTONIO CALADO AFONSO MATIAS

12. Assistants

Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA

13. Teaching Language

Portuguese

14. General Objectives

The main objective of this subject is to provide students with the ability to apply economic theory to the study of tourism, particularly on what concerns the functioning mechanisms of demand, supply and tourist markets. The objective is to understand the global framework of tourist economic activity, seeking to guide students towards the analysis and understanding of the importance of tourism as an economic phenomenon that generates wealth, induces investment and creates employment.

15. Specific Objectives

It is intended that students acquire a set of knowledge, mechanisms and analysis techniques originating from economic science, which will allow them - at each moment of their future activity as tourism professionals - to carry out tasks and make informed and duly substantiated decisions under the point from a theoretical point of view in the increasingly competitive context of current tourism markets.

16. Skills to be acquired

At the end of this subject, students understand tourism as a phenomenon of growing importance in contemporary economies and societies, master specific definitions and concepts and know the economic history and statistical measurement of the tourist phenomenon. They also master the operating mechanisms of the tourist market and understand the theoretical foundations, methodologies and constraints in the formulation and implementation of tourism policies in general.



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17. Teaching Methodology

As it is a subject with a theoretical-practical basis, it will be used in systematic articulation the expository and active-interrogative methods, also seeking to bring whenever possible to the classroom practical cases and current research carried out by experts in this recent area of scientific knowledge.

18. Course Unit Program



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1. Introduction to the study of Tourism Economics
 - 1.1. Conceptual questions
 - 1.1.1 Tourism goods and needs
 - 1.1.2 Tourism as a tradable good
 - 1.1.3 The role of Tourism in the Global Economy
 - 1.2. Fundamental Theories in Tourism Economics
 - 1.2.1 The theory of value in Tourism
 - 1.2.2 The theory of international trade applied to Tourism
 - 1.3. The economic evolution of Tourism
 - 1.3.1 Brief economic history of Tourism
 - 1.3.2 Factors that influence economic changes in the sector
 - 1.4. The economic importance of Tourism
 - 1.4.1 Impact of Tourism on contemporary societies
 - 1.4.2 Tourism Metrics: Indicators and quantification methodologies
2. The Tourism Market
 - 2.1. Conceptual questions
 - 2.1.1 Definition and components of the tourism market
 - 2.1.2 Supply and demand dynamics in the sector
 - 2.2. Tourism Demand
 - 2.2.1 Tourism demand factors
 - 2.2.2 Consumer behaviour trends and patterns
 - 2.3. Tourism Supply
 - 2.3.1 Components of the tourism supply
 - 2.3.2 Development of tourism products and services
 - 2.4. Market equilibrium dynamics
 - 2.4.1 Mechanisms of equilibrium / disequilibrium in the tourism market
 - 2.4.2 Trends and innovations that impact market dynamics
 - 2.5. Market segmentation and structures
 - 2.5.1 Market segmentation strategies
 - 2.5.2 Types of market structures in the tourism sector
3. Sustainability, Circular Economy and ESG in Tourism
 - 3.1. Public goods and externalities in Tourism
 - 3.1.1 Identification and strategic management of public goods in Tourism
 - 3.1.2 Addressing externalities and their implications
 - 3.2. Tourism, Environment and Sustainable Economy
 - 3.2.1 Integration of Tourism in environmental preservation
 - 3.2.2 Incorporation of ESG policies promoting sustainability in Tourism
 - 3.3. Carrying capacity and sustainable tourism products
 - 3.3.1 Assessment of carrying capacity in tourist destinations
 - 3.3.2 Development of sustainable tourism products
 - 3.4. Policy implications



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3.4.1 Development and implementation of sustainable policies

3.4.2 Stakeholder involvement in sustainability disclosure

4. Tourism Policy:

4.1. Conceptual questions

4.1.1 Definition and importance of tourism policy

4.1.2 The role of policies in the development of the sector

4.2. Tourism planning and evaluation of tourism policies

4.2.1 Planning methods and applications in Tourism

4.2.2 Critical assessment of existing policies

4.3. Conception, Design and Implementation of Tourism Policies

4.3.1 Effective policy design process

4.3.2 Strategies for implementation

4.4. Future perspectives

4.4.1 Emerging and future trends in Tourism

4.4.2 Adapting policies to face future challenges

19. Assessment Methods

1. Two mandatory written tests

2. Attendance, participation and oral intervention

3. Optional group/individual work

(all elements have the weighting provided for in the RGAC, Art. 8)

20. Didactic Resources

Powerpoint presentations and, occasionally, slideshows, internet resources and/or short videos illustrating some specific topic of the Program.

21. Sustainability Objectives

All Sustainable Development Goals (SDGs) adopted by the United Nations in 2015 to ensure that by 2030 all people enjoy peace and prosperity are addressed by this subject, in particular SDGs numbers 4, 8, 10, 11 and 16. This is due to the fact that all the 17 SDGs are integrated ? it is recognized that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability.

22. Keywords

Economy

Tourism

Growth

Development

Sustainability



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23. Main Bibliography

Author(s): Matias, Álvaro
Title: Economia do Turismo - Teoria e prática
Edition: 2^a Year: 2018
Local: Lisboa
Publisher: Piaget

Author(s): Stabler, Mike J.; Papatheodorou, Andreas; Sinclair, M. Thea
Title: The Economics of Tourism
Edition: 1st Year: 2010
Local: London
Publisher: Routledge

Author(s): Tribe, John
Title: The Economics of Recreation, Leisure and Tourism
Edition: 6th Year: 2020
Local: London
Publisher: Taylor & Francis Ltd

24. Complementary Bibliography

Author(s): Vanhove, Norbert
Title: The Economics of Tourism Destinations - Theory and Practice
Edition: 4th Year: 2022
Local: London
Publisher: Routledge

Author(s): Matias, Álvaro; Nijkamp, Peter; Romão, João [Eds.]
Title: Impact Assessment in Tourism Economics
Edition: 1st Year: 2016
Local: Switzerland
Publisher: Springer Cham



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Ficha técnica MIP / MIP Datasheet	
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Colaborador(es) / Colaborator(s)	-
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