

**COURSE DATA****DATA SUBJECT****Code:** 35098**Name:** Introduction to economics**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	1	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1317 - Degree in Tourism	Economics	BASIC

**COORDINATION**

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**SUMMARY**

Introduction to Economics is a basic course of 6 ECTS credits (150 hours) placed in the first semester of the degree. The contents of this course lead to the principles of Economics. It shares the so-called Economic Analysis of Tourism with Conjunctural Analysis, which is in turn addressed in the course Analysis of the Conjuncture in Tourism during the third year. In consequence, the contents of Introduction to Economics lead to a conceptual ground for Economic Analysis of Tourism, where some of the contents have their own development. Additionally, Economics provides with the tools required in other courses such as the second-year course Market Structure in Tourism.

Introduction to Economics yields the first contact with the economic analysis, and thus with the contents and methodology that characterise it. Hence, this course combines a conceptual introduction with a basic toolkit, so that the student is provided with a ground to complete his/her studies with an open and rigorous attitude. This is achieved through a presentation of economic theory from both a microeconomic and a macroeconomic perspective. By applying this broad view to the economics of tourism, the student will be able to identify and examine issues such as the main agents in tourism, markets in this sector, and the relationship of the sector with the rest of the economy.

The main contents of the course are: supply and demand; analysis of the behaviour of consumers and firms; analysis of markets; national income, prices and employment; macroeconomic analysis.



## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

### OTHER REQUIREMENTS

No previous specific knowledge is required, but both the ability to work with graphical representations and a basic knowledge of mathematics.

For foreign students from non-Spanish speaking background it is required to complete the subject the accreditation of a Diploma of Spanish as a Foreign Language in at least level B2 or "Certificat de Coneixements de Valencià" level B2 ("Intermedi").

## COMPETENCES / LEARNING OUTCOMES

### 1317 - Degree in Tourism

Analyse the economic dimension of tourism.

Recognise the main tourist agents.

Turn an empirical problem into an object of study and draw conclusions.

## DESCRIPTION OF CONTENTS

### 1. BASIC PRINCIPLES OF ECONOMICS

- 1.1 The economics of scarcity and economic approach.
- 1.2 Fundamental principles in economics: opportunity cost and decisions.
- 1.3 Economic models: the production possibilities frontier and the diagram of circular flow of income.

### 2. DEMAND AND SUPPLY

- 2.1 The demand curve: concept and shifts.
- 2.2 The supply curve: concept and shifts.
- 2.3 The market equilibrium.
- 2.4 Changes in the equilibrium.
- 2.5 The supply, the demand and the economic policy.

- 3.1 The elasticity of the demand with respect to the price.
- 3.2 Elasticity of the demand and producers' income.



### **3. ELASTICITY AND ITS APPLICATION**

- 3.1 The elasticity of the demand with respect to the price.
- 3.3 Other demand elasticities.
- 3.4 The elasticity of the supply.

### **4. PRODUCTION AND COSTS**

- 4.1 Production function: returns to scale vs. productivity of a variable factor.
- 4.2 The law of diminishing returns.
- 4.3 Types and measures of cost.
- 4.4 Short-run costs.

### **5. MARKET STRUCTURES: INTRODUCTION TO PERFECT COMPETITION AND MONOPOLY**

- 5.1 Types of markets: differential features.
- 5.2 Assumptions of perfect competition.
- 5.3 Production decision of a competitive firm: supply curve in the short term.
- 5.4 Characteristics of non-competitive markets.
- 5.5 The equilibrium of a monopoly and comparison with the perfect competition.

### **6. MACROECONOMIC DATA**

- 6.1 Basic aggregates.
- 6.2 Production, income and spending: nominal and real GDP.
- 6.3 CPI and GDP deflator: inflation.
- 6.4 Activity, employment and unemployment.

### **7. DETERMINANTS OF NATIONAL INCOME IN THE SHORT AND LONG TERM**

- 7.1. Economic growth versus economic fluctuations.
- 7.2. Economic growth and productivity.
- 7.3. The aggregate demand and supply curves: the macroeconomic equilibrium.

## **WORKLOAD**

### **PRESENCIAL ACTIVITIES**

<b>Activity</b>	<b>Hours</b>
Theory	30,00
Classroom practices	30,00



<b>Total hours</b>	<b>60,00</b>
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**NON PRESENCIAL ACTIVITIES**

<b>Activity</b>	<b>Hours</b>
Attendance at other activities	0,00
Individual or group project	15,00
Independent study and work	25,00
Preparation of lessons	40,00
Preparation for assessment activities	10,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>90,00</b>

**TEACHING METHODOLOGY****Theory**

The theoretical teaching attempts to present and explain most of the concepts that form each unit. Nevertheless, it is worth noting that it is unfeasible to deal with all the items in each unit with full detail. Consequently, it is necessary that the student develops the habit of using continuously the recommended textbooks. In addition, the notes taken in class must be used only for the purpose of guidance and help in studying the units, but in no case for the purpose of substituting textbooks.

**Practice**

Practices are designed to make the concepts acquired from both the theoretical teaching and the textbooks more solid. They are also designed to help the student in building up the ability to apply his/her knowledge to the real world as well as to obtain the habit of reasoning and analysing rigorously.

This teaching, which requires the student's participation in class and a weekly personal homework, attempts to cover three objectives:

- 1.- To inform the students about the progress and difficulties in their learning, and to suggest an approach tailored for their learning needs.
- 2.- To answer the students' questions on the units explained, to remark those aspects in the homework that arise as relatively more difficult, and to review the main concepts.
- 3.- To inform the professors about the learning by their students and about the effectiveness of the teaching method used.

**Personal work**

Personal work is compulsory for all students. This type of work is the instrument through which the student obtains knowledge and capabilities step by step. The professor, before the class, suggests some exercises



as well as the study of specific contents of the unit at issue. Students must deal with the exercises well before the class devoted to those exercises, so that any question can be addressed in class, if there is time available to do so, or in the office hours that the professor allocates to his/her students. In class, the student must submit the indicated exercises completely solved. Timely submissions and class participation, if required by the professor, will be part of the final mark.

### **Teamwork.**

The realization of group work allows students not only to exchange opinions about the topics covered in class with a technical and precise terminology, but also to propose solutions to economic problems in an environment similar to that which develops in a professional space. Cooperation and discussion are common in both academic and professional environments and a university student must be able to defend their arguments against other colleagues in the profession. This enriches their training and also enhances their personal development.

### **Office hours available to students**

Professors allocate a number of office hours to help students with their learning difficulties by answering their questions related to the units in the syllabus (place: professor's office, Department of Economic Analysis, Economics Faculty).

## **EVALUATION**

Marks are obtained from the following procedure:

- There is a final written exam or final synthesis proof with questions of different nature (theoretical, mixed, practical), including exercises on all the contents in the syllabus.

- Continuous assessment which, given its own nature, is unrecoverable and composed by the following activities:

\* Assessment of the practical work conducted by the students on the grounds on their homework and/or class presentations. Proofs or tests to be solved in class by students. Professor can ( or not) inform students about the exact date of these proofs.

\* Active participation of students in the teaching-learning process.

70% of the final mark (7 points) corresponds to the final written exam and the remaining 30% (3 points) to the continuous assessment.

The final written exam is compulsory and to overcome it successfully is an indispensable condition to pass the subject. The subject will be considered approved if the student gets 5 points out of 10, for which he can combine marks obtained in continuous assessment and final written exam. In case of choosing not to



perform the continuous assessment tasks, the student will only be able to obtain a 7 as final mark in the subject and consequently he would need to obtain a 5 out of 7 in the final written exam to pass the subject.

In the event of failure to pass the final written exam, the final note shall be determined from the weighted sum of the scores obtained in the continuous assessment and the synthesis proof but not exceeding 4.5 points.

## REFERENCES

- MANKIW, N.G.: Principios de Economía. Sexta edición. Paraninfo, 2012. MANKIW, N.G y TAYLOR, M.P.: "Economía". Paraninfo, 2017.
- BLANCO, J. M. y J. AZNAR: Introducción a la Economía: Teoría y Práctica. McGraw-Hill, 2008.
- LIPSEY, R.G., and K.A. CHRYSAL: Introducción a la Economía Positiva. Vicens-Vives, 1999.
- SAMUELSON, P.A. y W. NORDHAUS: Economía. McGraw-Hill, 2004.
- SCHILLER, B.: Principios Esenciales de Economía. McGraw-Hill, 2002.
- STIGLITZ, J.E.: Economía. Ariel, 1993.
- KRUGMAN, P.; WELLS, R. y K. GRADDY: "Fundamentos de Economía". Segunda Edición. Editorial Reverté. 2013
- -CASTEJÓN,R.,MÉNDEZ,E.,MARTÍNEZ,J.L. y PÉREZ,A.: "Introducción a la Economía para el Turismo". Pearson,2014.