|  |  |  |
| --- | --- | --- |
|  | LICENCIATURA EN GESTIÓN Y DESARROLLO TURÍSTICO  EN COMPETENCIAS PROFESIONALES | descarga |

**ASIGNATURA DE ECONOMICS FOR TOURISM**

|  |  |
| --- | --- |
| 1. **Competencias** | Manage the sustainable development of the tourism sector, through the design and implementation of innovative products and administration of tourism organizations, considering public policies, the current legal framework, tourism management and distribution technologies, as well as applicable quality systems, to contribute to the collaborative planning and competitiveness of the tourism industry. |
| 1. **Term** | Seventh |
| 1. **Theory hours** | 26 |
| 1. **Practial hours** | 49 |
| 1. **Total number of hours** | 75 |
| 1. **Hours per week** | 5 |
| 1. **Learning objective** | The student will evaluate tourism supply and demand, through the analysis of the impact of economic indicators and trends, in order to propose tourism products and services. | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Learning units** | **hours** | | |
| **Theory** | **Practice** | **Total** |
| I. Microeconomics | 10 | 20 | 30 |
| II. Macroeconomics | 10 | 20 | 30 |
| III. Economic trends applicable to Tourism | 6 | 9 | 15 |
| **Total** | **26** | **49** | **75** |

**FINANCE FOR TOURISM**

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit** | Microeconomics |
| 1. **Theory** | 10 |
| 1. **Practice hours** | 20 |
| 1. **Total hours** | 30 |
| 1. **Learning unit objective** | The student will determine the behavior of tourism supply and demand in order to make market decisions. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Economics and its classification | Identify the concept of economics and its classification according to its field:  - Microeconomics  - Macroeconomics  Explain the concept of productive resources and their classification:  - Land factor  - Labor factor  - Physical, human and financial capital  Explain the importance of tourism in the economy. |  | Responsible  Punctual  Disciplined  Ability to communicate correctly  Tolerant  Researcher  Respectful  Team work |
| The economy and the satisfaction of needs | Explain the concept and classification of basic economic activities:  - Production  - Distribution  - Consumption  Distinguish the concept of needs, primary and secondary needs.  Explain the concept of good and its classification according to its:  - Character  - Materiality  - Nature  - Function  - Consumption  Distinguish the productive sectors and their classification according to the North American Industrial Classification System (NAICS):  - Primary sector  - Secondary sector  - Tertiary sector | Classify goods and services | Responsible  Punctual  Disciplined  Ability to communicate correctly  Tolerant  Researcher  Respectful  Decision maker  Team work |
| Consumption | Distinguish the concept of demand, tourism demand and its types:  - Effective or current  - Non-effective (potential and deferred)  - Non-demand  To understand the Law of Demand and its determinants:  - Tastes  - Income  - Price of Substitute Goods  - Price of Complementary Goods  - Size of the population  Identify the determinants of tourism demand:  - Economic.  - Relative to the demanding units.  - Random.  - Related to marketing systems.  - Related to production.  To understand the concept of demand elasticity and its classification:  - Price elasticity  - Cross elasticity  - Income elasticity | Determine the behavior of the demand for tourism goods and services. | Responsible  Punctual  Disciplined  Ability to communicate correctly  Tolerant  Researcher  Respectful  Decision maker  Team work |
| Production | Distinguish the concepts of supply, tourism supply, scarcity, opportunity cost and potential production.  To understand the Law of Supply and its determinants:  - Costs  - Production Technique  - Taxes  - Subsidies  - Number of suppliers  To understand the concept of supply elasticity in relation to price elasticity. | Determine the behavior of the supply of tourism goods and services. | Responsible  Punctual  Disciplined  Ability to communicate correctly  Tolerant  Researcher  Respectful  Decision maker  Team work |
| The functioning of markets | Explain the concept of market and degrees of competition.  Distinguish perfect competition, monopoly, oligopoly and monopolistic competition.  Distinguish market types:  - By geographic area.  - Based on what is offered  - Based on the satisfiers  - According to the time of price formation  - According to  competition  - Informal and illegal  Identify the market equilibrium point and its calculation procedure:  - Equilibrium price  - Equilibrium quantity  - Shortage  - Surplus | Determine the market equilibrium point in tourism services. | Responsible  Punctual  Disciplined  Ability to communicate correctly  Tolerant  Researcher  Respectful  Decision maker  Team work |

**FINANCE FOR TOURISM**

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Based on a case study of market equilibrium in the tourism sector, prepare a report that includes:  - Classification of goods and services  -Analysis of the demand  - Supply analysis  - Equilibrium price  - Equilibrium quantity  - Shortage  - Surplus  - Analysis of microeconomic indicators  - Conclusions and recommendations | 1. Understand the classification of the economy, productive resources, the importance of tourism in the economy and the classification of basic economic activities.  2. To understand the concept of good, productive sectors and their classifications.  3. To identify the Law of supply and demand, its determinants and elasticities.  4. Determine the market equilibrium point.  5. Identify microeconomic indicators. | Case studies  Rubric |

# FINANCE FOR TOURISM

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Case study  Practice exercises  Research work | Printed materials  Multimedia equipment  Internet  Digital library  White board  Calculator |

*TRAINING FACILITIES*

|  |  |  |
| --- | --- | --- |
| **Classroom** | **Lab / workshop** | **Company** |
| **X** |  |  |

# FINANCE FOR TOURISM

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit** | 1. **Macroeconomics** |
| 1. **Theory** | 10 |
| 1. **Practice hours** | 20 |
| 1. **Total hours** | 30 |
| 1. **Learning unit objective** | The student will value the influence of macroeconomics for decision making in the development of tourism activities. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Fiscal Policy | Identify the concepts of fiscal policy, economic cycles, sources of government financing and budget.  Distinguish the classification of fiscal policy:  - Expansionary, contractionary and Neutral.  Explain the effects of expansionary, contractionary and neutral fiscal policy on economic growth:  - Output  - Employment  - Price  Explain the impact of fiscal policy on domestic and foreign tourism inflows to tourist destinations. | Assess the impact of fiscal policy on the inflow of domestic and foreign tourism in a tourist destination. | Analytical  Responsible  Punctual  Honest  Disciplined  Ethical  Ability to communicate well  Researcher  Respectful  Decision maker  Team player |
| Monetary Policy Identify the concept of monetary policy and exchange rate. | Identify the types of money:  - Sign  - Commodity  - Legal tender  - Banker's Note  - Promissory note  - Electronic  - Credit  Distinguish the functions of money and the central bank.  Distinguish the classification of monetary policy:  Expansionary and contractionary.  Explain the effects of expansionary and contractionary monetary policy on price stability and economic growth.  Explain the effects of monetary policy on domestic and foreign tourism inflows. | Assess the impact of monetary policy on the inflow of domestic and foreign tourism in a tourist destination. | Analytical  Responsible  Punctual  Honest  Disciplined  Ethical  Ability to communicate well  Researcher  Respectful  Decision maker  Team player |
| National Accounts | Identify the concept of national accounts and their classification:  - National Income and Product Account  - Flow of funds account  - Input-output matrix  - Balance of payments  - Balance of trade  Identify macroeconomic indicators that support decision-making in the tourism sector:  - Consumer price index  - Unemployment rate  - Gross Domestic Product  - Interest rate  - Consumer confidence index  - Inflation  - Foreign exchange  Identify the relationship of macroeconomic indicators in the development of tourism activity. | Assess the impact of macroeconomic indicators on tourism activity. | Analytical  Responsible  Punctual  Honest  Disciplined  Ethical  Ability to communicate well  Researcher  Respectful  Decision maker  Team player |

# FINANCE FOR TOURISM

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Based on a case of a tourist destination, prepare a report on the impact of macroeconomics on its development, containing:  - Data on the destination  - Description of the fiscal policy  - Description of the monetary policy  - Explanation of the effects of fiscal and monetary policy on the influx of domestic and foreign tourism.  - Impact of macroeconomic indicators.  - Conclusions and recommendations | 1. Identify the concepts of fiscal policy, economic cycles, sources of government financing, and budget.  2. Distinguish the classification of fiscal policy, its effects and impact on tourism inflows in tourist destinations.  3. Identify the concept of monetary policy, its classification and effects on the influx of tourism in tourist destinations.  4. Understand the concept of national accounts and their classification.  5. Analyze macroeconomic indicators that support decision making in the tourism sector and their relation to the development of tourism activity. | Rubric  Case studies |

# FINANCE FOR TOURISM

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Cases analysis  Group discussion  Research work | Printed material  Multimedia equipment  Internet  Digital library  White board |

*TRAINING FACILITIES*

|  |  |  |
| --- | --- | --- |
| **Classroom** | **Lab / workshop** | **Company** |
| **x** |  |  |

# FINANCE FOR TOURISM

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit** | **III. Economic trends applicable to tourism** |
| 1. **Theory** | 6 |
| 1. **Practice hours** | 9 |
| 1. **Total hours** | 15 |
| 1. **Learning unit objective** | The student will propose services and actions of tourism innovation to be applied in destinations. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Collaborative Economy | Define the concept of collaborative economy and its importance in the tourism activity.  Explain the collaborative economy system and its influence on the tourism sector.  Identify tourism products and services companies that operate under the collaborative economy system, their offer and operation. | Propose tourism services operating under the collaborative economy system. | Analytical  Responsible  Punctual  Honest  Disciplined  Ethical  Ability to communicate well  Researcher  Respectful  Decision maker  Team player |
| Orange Economy | Explain the concepts of creative and cultural economy, orange economy, orange destination, orange tourism and orange tourist.  Explain the five drivers of change in the orange economy:  - Narratives: from a single model to inclusive representation.  - Geographies: from stable ground to permanent recalibration.  - Technologies: from physical to digital  - Finance: from exclusionary models to accessible and transparent financing  - Labor: from permanent employment to an ecosystem of  livelihoods  Identify areas of innovation applicable to tourism. | Propose tourism innovation actions | Analytical  Responsible  Punctual  Honest  Disciplined  Ethical  Ability to communicate well  Researcher  Respectful  Decision maker  Team player |

# FINANCE FOR TOURISM

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Based on a case study of a tourist destination, prepare a report on the prevailing trends, including:  -Destination data  -Advantages, disadvantages  -Proposals of tourism services that operate under the collaborative economy system.  - Proposals for innovation actions  -Conclusions | 1. Understand the concept of collaborative economy and its influence on the tourism sector.  2. To analyze companies operating under the collaborative economy system.  3. Identify the concepts of orange economy, orange destination, orange tourism and orange tourist.  4. To analyze the five drivers of change in the orange economy.  5. To analyze the areas of innovation in tourism. | Case studies  Rubric |

# FINANCE FOR TOURISM

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Cases analysis  Group discussion  Research work | Printed material  Multimedia equipment  Internet  Digital library  White board |

*TRAINING FACILITIES*

|  |  |  |
| --- | --- | --- |
| **Classroom** | **Lab / workshop** | **Company** |
| **X** |  |  |

# FINANCE FOR TOURISM

*SKILLS DERIVED FROM THE PROFESSIONAL COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES*

| **Skills** | **Performance criteria** |
| --- | --- |
| Formulate tourism planning proposals for destinations based on the results of the diagnosis of destinations, applicable models and sector trends, in accordance with the guidelines of responsible tourism to strengthen the competitiveness of destinations and the well-being of the communities | Prepare a tourism planning proposal for a destination that contains:  - Objectives  - Diagnostic results of the destinations: Baseline study: physical and ecological environment, economic structure, tourism supply and demand, political and institutional framework and tourism environment.  - Model used and its justification  - Formulation of strategies:  a) Governance  b) Sustainability  c) Accessibility  d) Connectivity  e) Tourism intelligence system  f) Online marketing  g) Commercialization  h) Innovation  - Follow-up and control of execution |
| Evaluate the potential for tourism development considering the model of the tourism operating system and the diagnosis of vocation, to determine the products to be developed within the framework of sustainability. | Present a technical report about the tourism vocation including:  - Cover page  - Background information  - Contextual framework of the region (geographic, demographic, cultural, social, economic, environmental and political aspects).  - Work methodology  - Inventory of tourist attractions  - Inventory of tourism facilities  - Infrastructure inventory  - Situational analysis (Supply, Demand, Competition, Market trends)  - Tourist operators  - Results of the tourism vocation diagnosis  - Conclusions and recommendations  - References consulted |
| Design innovative tourism products considering the detected potential, the analysis of sector trends, public policies and applicable regulations to diversify the tourism offer. | Elaborate an executive report of a tourism product containing:  - Cover page  - Introduction  - Justification (analysis of the tourist vocation, analysis of statistical data of the sector, market trends, demand, competition).  - Approach to the innovation proposal (Name of the tourism product, attraction, service, infrastructure, tourism plant, superstructure, tourism supply, tourism demand, host community, perception-image-emotion, needs covered, target market and description of the innovation).  - Public policies and applicable regulations  - Presentation of the tourism product (layout, diagram, mapping).  - Conclusions  - References consulted |
| Integrate tourism product business plans based on the design proposal, market, technical, financial and organizational analysis, and applicable regulations, for resource management and implementation. | Elaborate a business plan for tourism products containing:  - Cover page  - Executive summary  - Introduction to the plan  - Definition of the tourism product or service  - Market study (demand, supply, product, target market, price, marketing strategies).  - Technical study (Macro and micro location, inputs, machinery, equipment, load capacity, layout, processes, applicable quality standards and indicators, integration of the value chain, regulations and environmental impact).  - Organizational study (organizational philosophy, organizational manual and procedures).  - Financial and economic study (investment budgets and sources of financing, operating budgets, projected financial statements, break-even point, profitability indicators).  - Conclusions and recommendations  - References consulted |
| Implement tourism products through resource management and follow-up of the business plan to contribute to the sustainable development of the region. | Present a report of evidence of the implementation of tourism products that integrates:  - Description of the tourism product proposal  - Justification of the selected financing program(s)  - Evidence of financing management procedures.  - Evidence of business plan follow-up  - Conclusions and recommendations  - References consulted |

# FINANCE FOR TOURISM

*REFERENCES*

| **Author** | **Year** | **Title** | **City** | **Country** | **Editorial** |
| --- | --- | --- | --- | --- | --- |
| Parkin, Michael | 2018 | *Economía* | Ciudad de México | México | Pearson  ISBN: 9786073243391 |
| Graue, Ana | 2014 | *Introducción a la Economía* | Ciudad de México | México | Pearson  ISBN: 9786073222860 |
| Parkin, Michael | 2015 | *Macroeconomía*  *Versión para Latinoamérica* | Ciudad de México | México | Pearson  ISBN:  9786073233408 |
| Ramos Valdés, Minerva Evangelina y Flores Estrada, Ma. Aurora | 2018 | *Microeconomía. Ejercicios prácticos.*  *Ciencias Sociales* | Ciudad de México | México | Pearson  ISBN: 9786073243292 |
| Flores Estrada, María Aurora | 2015 | *Macroeconomía ejercicios prácticos* | Ciudad de México | México | Pearson  ISBN: 9786073234559 |
| Vázquez Bermudez, Isabel y González Limón, Myriam | 2014 | *Introducción a la Economía en el sector turístico* | Madrid | España | Síntesis  ISBN: 9788490770412 |