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TITLE: ECONOMIC MODEL OF BUSINESS SIMULATION. APPLICATION TO A COMPANY OF THE TOURIST SECTOR IN THE CANARY ISLANDS

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ABSTRACT:

In this paper we have made a business Input-Output framework, and specifically for a company that belongs to the tourist sector. These tables show the interdependences that exist in the company productive structure and give us the possibility to set out, under some hypothesis, economic models of business simulation. We will show the great potential of these models in the taking of microeconomic decisions. In our study, first of all we make a demand analysis of the company. We break down that demand according to nationalities and groups of clients, studying which part of that demand provides the largest profit to the company. Subsequently, we make some simulations, from which we study the effects produced in the gross operating surplus of the different departments of the company, which are derived from a final demand increase of the company services.