

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: HTC 203

Number of Credits: 4

Title of the Course: ECONOMICS OF TOURISM

Objective:

At the end of the course, the student will have competence in explaining through economics the growth and development of tourism in particular contexts ,economic behaviour of firms involved in tourism, predicting behaviour of firms and tourism in a particular context to some extent and in suggesting policy and firm level interventions, explaining through economics the growth and development of tourism in particular contexts ,economic behaviour of firms involved in tourism and predicting behaviour of firms and tourism in a particular context to some extent and in suggesting policy and firm level interventions

Contents:

Tourism demand - Concept of Demand & supply in tourism: Demand, Supply Holiday Choice. Consumer decision making process, Determinants & indicators of demand. Measurement of demand. Tourism supply, tourism product. Process of product development. Tourism supply and costs-Pricing in tourism: Determinants of Price. Types of price in tourism, pricing a new product project feasibility study. Cost benefits analysis. SWOT Analysis, check list. Tourism market structure. Structure, performance and conduct of tourism firms. Five forces analysis in understanding competitive advantage for firms. Impact of the New Economy. Impact of tourism: Economic impacts. Social Impacts, Environmental Impacts, Multiplier effects in tourism, Environment impact assessment (EIA) Generic Strategies for Firms. Macroeconomic environment of tourism. Public and Private sector in tourism. Government role in tourism. Community and tourism. Need for Public – Private sector co- operation in tourism. Regular role of government in tourism. Tourism and externalities: Environment, sustainability. Emerging areas in economics of tourism. Tourism's contribution in the global economy and in Indian Economy. Tourism demand forecasting, sources of finance for tourism, TFCl.

Pedagogy:

The subject will be handled through exercises in economically interpreting contemporary tourism news items as well as articles on tourism industry in different parts of the world. Students will be required to make industry and firm level analysis of the firms in which they work or attached for Internship.

Minimum depth of coverage will be at the level of the following books.

1. Lundberg, Donald E., M. Krishnamoorthy and Mink H. Stavenga, 'Tourism Economics', John Wiley & Sons, Inc., New York, 1995
2. Sinclair M. Thea and Mike Stabler, 'The Economics of Tourism', Routledge, London, 1997
3. Tribe, John, 'Economics of Leisure and Tourism', Butterworth Heinemann, Oxford, 1999
4. Cullen, Peter, 'Economics for Hospitality Management', Thomson Business Press, UK, 1997
5. Journals such as the Annals of Tourism Research, Journal of Travel Research, etc. and materials from newspapers, popular magazines and the Internet