

Faculty of Economics and Political Science

Economics of Tourism

Information :

Course Code : ECO 308

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Economics

Instructor Information :

Title	Name	Office hours
Lecturer	Rania Ramadan Moawad Mohamed	2

Area Of Study :

This course introduces economics of tourism through determining patterns of tourism, different types of tourism, and types of touristic facilities. It identifies the main determinants of investment in tourism, highlighting the interrelationship between tourism sector and different national economic sectors, as well as the share of the tourism sector in GNP, pinpointing the major challenges hindering tourism development and how to confront them, shedding the light on economic indicators of the Egyptian tourism sector.

Course Goals:

ÇProvide the basic concepts of tourism as well as the fundamental role played by tourism in developed and developing countries.

ÇAnalyze Different aspects of tourism such as sustainability, economic impacts, demand, supply, costs and benefits.

ÇExplore the social and environmental consequences of tourism as a potential factor to develop destination areas.

Description :

This course introduces economics of tourism through determining patterns of tourism, different types of tourism, and types of touristic facilities. It identifies the main determinants of investment in tourism, highlighting the interrelationship between tourism sector and different national economic sectors, as well as the share of the tourism sector in GNP, pinpointing the major challenges hindering tourism development and how to confront them, shedding the light on economic indicators of the Egyptian tourism sector.

Course outcomes :

a.Knowledge and Understanding: :

1 -	Gain knowledge in the different theories of tourism economics and its contribution to developing economies.
2 -	Understand various tourism issues and their consequences, including but not limited to: political, environmental and socio economic changes.
3 -	Designate the role environmental resources play in the tourism industry.

b.Intellectual Skills: :

1 -	Evaluate current solutions and theories on economics of tourism.
2 -	Develop new approach in management of tourism including advertisement.
3 -	Analyze different consequences of tourism and provide recommendations.
4 -	Analyze the factors that affect demand/supply of tourism services

5 -	Evaluate the policy tools governments use to influence tourism activity.
c. Professional and Practical Skills: :	
1 -	Find smart solutions to different tourism problems
2 -	Use quantitative data to the ethics of tourism.
3 -	Describe the motivation for government involvement in tourism markets.
d. General and Transferable Skills: :	
1 -	Think critically on tourism issues.
2 -	Develop oral and written communication skills.
3 -	Improve IT skills in word processing.
4 -	Participate in group discussions, and respect the reasoned view of others.

Course Topic And Contents :			
Topic	No. of hours	Lecture	Tutorial / Practical
Introductory Lecture and Course Outline	3	1	
Introduction ÇBasic concepts. ÇWhat is tourism economics? ÇThe nature of the tourism product ÇCreating Value for consumers, income for workers and owners. ÇGovernment regulation. ÇTourism industry organizations ÇIncome and value added in tourism	6	2	
Demand for Tourism ÇConsumer objectives ÇTypes of variables influencing tourism demand ÇConsumer restrictions and decisions	6	2	
Supply of Tourism ÇFirm objectives ÇInputs of tourism ÇOutputs of tourism ÇTypes of variables influencing tourism supply ÇMarket structures and their equilibriums. ÇCompetition in the Tourism Industries	6	2	
Midterm Exam		1	
Economic Impacts of Tourism	3	1	
Benefits and Costs of Tourism to the Host Community.	3	1	
Barriers to International Tourist Travel	3	1	
Taxing Tourism.	3	1	
Tourism and the Environment Sustainable Tourism Development	3	1	
Case studies and group presentations for the research papers	3	1	
Final Exam		1	

Teaching And Learning Methodologies :

Presentations

Group discussion

Research Paper

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Quizzes, Research Paper)	30.00		To assess understanding and to assess theoretical background of the intellectual and practical skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills.
Midterm Exam	30.00	8	To assess professional skills.

Recommended books :

William Reece, The Economics of Tourism, Upper Saddle River, N.J.: Prentice Hall, 2010.