

## 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	1

#### 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:

- Provide the basic concepts of tourism as well as the fundamental role played by tourism in developed and developing countries.
- Analyze Different aspects of tourism such as sustainability, economic impacts, demand, supply, costs and benefits.
- Explore 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.
<b>c. Professional and Practical Skills: :</b>	
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.
<b>d. General and Transferable Skills: :</b>	
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.

<b>Course Topic And Contents :</b>			
<b>Topic</b>	<b>No. of hours</b>	<b>Lecture</b>	<b>Tutorial / Practical</b>
Introductory Lecture and Course Outline	3	1	
Introduction <ul style="list-style-type: none"> <li>"Basic concepts.</li> <li>"What is tourism economics?</li> <li>"The nature of the tourism product</li> <li>"Creating Value for consumers, income for workers and owners.</li> <li>"Government regulation.</li> <li>"Tourism industry organizations</li> <li>"Income and value added in tourism</li> </ul>	6	2	
Demand for Tourism <ul style="list-style-type: none"> <li>"Consumer objectives</li> <li>"Types of variables influencing tourism demand</li> <li>"Consumer restrictions and decisions</li> </ul>	6	2	
Supply of Tourism <ul style="list-style-type: none"> <li>"Firm objectives</li> <li>"Inputs of tourism</li> <li>"Outputs of tourism</li> <li>"Types of variables influencing tourism supply</li> <li>"Market structures and their equilibriums.</li> <li>"Competition in the Tourism Industries</li> </ul>	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) D	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.