



AMITY UNIVERSITY

— UTTAR PRADESH —

COURSE CURRICULUM

Course Title: ECONOMICS OF TOURISM

Course Code: TTA125

Credit Units: 3

Course Level: UG

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	1	-	-	3

Course Objectives:

- The purpose of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems.
- Students who successfully complete the course will have a good understanding of economic concepts and tools that have direct managerial applications.
- The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques.

Pre-requisites: Nil

Course Contents/Syllabus:

1	Module I Descriptors/Topics	Weightage%
	Introduction to economics. Micro-economics and its application to the tourism industry (Opportunity costs, economic problem, Demand & supply Analysis, Price system, Market structures, factor market behaviour	20
2	Module II Descriptors/Topics	
	Tourism demand and supply and their determinants; estimation and forecasting of these concepts, Supply chains of tourism; Consumer behaviour in tourism demand; Measurement of the impact of tourism, Types of tourism and their trends in demand and supply; Local and regional economic development through tourism	20

3	Module III Descriptors/Topics	
	Basics of macro-economics and its application to tourism industry (such as economic growth and development, inflation, employment, exchange rate and international trades etc, and tourism and the hotel industry)	20
4	Module IV Descriptors/Topics	
	Role of Government in tourism, taxation and budget policies, tourism planning and issues, national, regional, and local tourism management structures	20
5	Module V Descriptors/Topics	
	Basic Principles of Development Economics, Environmental economics, Welfare Economics etc and their application to tourism development	20

Student Learning Outcomes:

- Analyze the various aspects of economics in relation to tourism
- Demonstrate the knowledge of economics
- Apply the knowledge imparted at a higher perspective

Pedagogy for Course Delivery:

- Power point presentations
- case studies
- Discussions

Lab/ Practicals details, if applicable:NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100%	-	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment	
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Components (Drop down)	Class Test	Home Assignment	Viva	Attendance	End Term Examination
Weightage (%)	15	5	5	5	70

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination		
Components (Drop down)	NA						
Weightage (%)							

REFERENCE BOOKS

1. Damodaran Suma – Managerial Economics (Oxford 2006)
2. Hirschey Mark – Economics for Managers (Thomson, India Edition, 2007)
3. Petersen Craig H. etal. – Managerial Economics (Pearson Education, 2006)
4. Dominick Salvatore - Managerial Economics (Oxford, 2007)
5. Atmanand – Managerial Economics (Excel Books, 2007)
6. Mithani D.M. - Principles of Economics (Himalaya Publishing House, 2005).
7. Dwivedi D.N. - Managerial Economics (Vikas Publication, 7th Edition)
8. Koutsyannis A - Modern Microeconomics (Macmillan, 2nd Edition)