



AMITY UNIVERSITY
— UTTAR PRADESH —

Annexure ‘CD – 01’

Course Title: ECONOMICS OF HOSPITALITY AND TOURISM

Credit Units: 2

Level: UG

Course Code: ECON103

L	T	P/ S	SW/ FW	TOTAL CREDI T UNITS
2	-	-	-	2

Course Objectives:

The course is oriented to help the students in understanding the nature of Indian Economy in general & economic planning for tourism & hospitality in general.

Pre-requisites:

The student should have prerequisite knowledge of

- a) Basic Economics

Course Contents/Syllabus: Theory

	Weightage (%)
Module I - Meaning of Economics	10%
Brief Introduction of Economics in Hospitality & Tourism Relevance of Economics in Hospitality & Tourism	
Module II- Meaning of Demand	20%
Demand Analysis Demand Curve Analysis Factors Affecting Demand Demand and methods of Forecasting	
Module III – Inflation	10%
Concept of inflation and types of inflation	

Module IV - GDP (Gross Domestic Product) & GNP (Gross National Product)	10%
GDP (Gross Domestic Product) & GNP (Gross National Product)	
Module V- Fiscal Policy	20%
Fiscal Policy and its Feature and Mechanism	
Module VI- Economic Growth and Economic Development	20%
Economic Growth and Economic Development, Growth Patterns of Indian Economy Market Structure and Hospitality and Tourism Industry.	

Module VII- Macro Economics in Hospitality & Tourism	10%
Macro Economics in Hospitality & Tourism	

Student Learning Outcomes:

On completion of the course the student will be able to:

- a) Understand the basic mechanism of pricing of products in different sector of economy with a special focus on product formulation, packaging & pricing of tourist & hospitality product.
- b) Understand the concept of Demand
- c) Will acquire the requisite knowledge about GDP and GNP

Pedagogy for Course Delivery: The course pedagogy will include lectures, presentations and discussions.

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	H	VV	CT	A	EE1
Weightage (%)	5	5	15	5	70

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Abréviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce.

Text & References:

Text:

- Tourism Economics by Mathieson Alistor & Wall Gerllliej, Physical & Social Impacts.
- The Economics, Travel & Tourism by Anil Andirous, Lengman Cheshues, Melbourne.
- International Travel & Tourism- Principles & Concepts by Dr. JM Negi, S. Chand & Co, New Delhi

References:

- Managerial Economics by Mote Lal & Gupta, Tata McGraw Hill, New Delhi
- Fundamentals of Economic Balances
- Indian Economy by AN Aggarwal
- Indian Economy by Dutta & Sundram
- Indian Economy by Saradesai.