

Need for the course: Not applicable for this paper.

Description of the course:

The course provides the students with the understanding of basic economics as applicable to the tourism industry.

Learning objective:

Learning outcomes:

The students will have the proficiency to:

1. Understand the drivers of demand and supplies of tourism and their interplay
2. Understand tourism industry micro structure
3. Understand economic costs

Course Methodology:

1. Lectures
2. Videos
3. Case studies

Syllabus:

UNIT 1: Fundamentals of Economics	8Hours
Definition of demand, Law of demand and its determinants. Definition of supply, Law of supply, Movement along the supply curve and shift in supply curve, Factors affecting supply, Market equilibrium.	
UNIT 2: Demand and Supply in Tourism	12 Hours
Concepts of elasticity, degree, determinants and types, Relationship between revenue and elasticity of demand, demand forecasting - Tourism Economics-Multiplier and its effect as applied to Tourism Sector.	
UNIT 3: Cost, Revenues, and Market Structure	16 Hours
Short run costs and long run cost, Relationship between LAC and SAC, Economies of Scale Revenue Analysis-TR, AR and MR - Types of markets, Perfect competition features, Price determination and equilibrium in the short run and the long run, Monopoly -features, equilibrium condition, Price discrimination. Monopolistic competition -features, Oligopoly-Kinked Demand curve.	

Suggested Readings:

1. Hailstones, Thomas J., & Rathwell, John C. Managerial Economics. (13th e). New Delhi: Prentice Hall International.
2. John Tribe. Economics of Recreation, Leisure and Tourism (4th e). BH Publications.
3. Sipra Mukhopadhyay. Tourism Economics (Latest e). ANE Books