

St. Joseph's College of Commerce (Autonomous)

#163, Brigade Road, Bangalore – 560 025

LESSON PLAN – 2018-19

B.com Travel and Tourism- 1st Semester

Subject Name: Economics of Tourism

Lecture Hours : 60

Prepared by : Christina Aroojis

Objective: To Help students combine an understanding of Tourism Sector with proven economic tools

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology /Instructional techniques	Evaluation/ learning confirmation
UNIT I	Basic Concepts	2+2		
1.	Introduction to Economics, Meaning, Definition, Different Fields in Economics	1	Lecture/PPT	Question and Answer
2.	Tourism Economics - Meaning, definition, Scope and Magnitude of tourism	1	Lecture/PPT	Question and Answer
3.	Perspective on Tourism, Tourism Business	2	Lecture/PPT	
Unit II	Demand and supply analysis	7+1	Lecture/PPT	Question and Answer

	Introduction to the module - Meaning, Factors influencing demand	1	Lecture/PPT	Question and Answer
	Methods of calculating demand	1	Practical Problems	Problem solving
	Tourism Demand - Meaning- Types of tourism demand,	1	Illustrations	Illustrations
	Factors influencing tourism demand in India, Factors affecting International tourism demand	1	Illustrations	Illustrations
	Indicator of effective tourism demand	1	Lecture/PPT	Question and Answer
	Measurement and problems in tourism demand	1	Lecture/PPT	
	Supply - Meaning, determinants.	1	Lecture/PPT	Question and Answer
	Tourism supply, common features of tourism products.	1	Illustrations	Illustrations
	Application of Law of Demand and Supply in Tourism CIA on tourism demand	1	Activity	Activity July 2nd week to August 2 nd week
Unit 3	Demand Forecasting	5+1		
	Meaning, Definition, Objectives	1	Lecture/PPT	Question and Answer
	Different methods of forecasting tourism demand	2	Illustrations	Illustrations
	Case Study	1	Activity	Activity

Unit 4	Cost and Revenue Analysis	4+2		
	Cost – Meaning, types	1	Lecture/PPT	Question and Answer
	Cost curve -meaning, characteristics of long run cost curve	1	Lecture/PPT	Question and Answer
	Relationship between AC and MC Curve	1	Lecture/PPT	Question and Answer
	Revenue – meaning, types	1	Lecture/PPT	Question and Answer
	Practical problems	2	Illustrations	Illustrations
Unit 5	Market Structure and Pricing Strategies	11+5		
	Meaning of market structure – types	1	Lecture/PPT	Question and Answer
	Perfect competition - meaning, definition and features.	1	Lecture/PPT	Question and Answer
	Monopoly- meaning, definition and features.	1	Lecture/PPT	Question and Answer
	Monopolistic competition – meaning, definition and features.	1	Lecture/PPT	Question and Answer
	Tourism pricing, objectives	1	Lecture/PPT	Question and Answer
	Factors Affecting Tourism pricing	1	Lecture/PPT	Question and Answer
	Types of pricing	5	Illustrations	Illustrations
	Case Study	2	Activity	Activity
	Beyond Syllabus – Applying the pricing	3	Assignment	Assignment

	concepts in Tourism Products			
Unit 6	Macro Concepts	20		
	Business cycles – Meaning, Features	1		
	Phases of a business cycle	1	Illustration	Illustration
	Impact of Business cycles on tourism.	1	Illustration	Illustration
	Introduction – Fiscal policy – meaning, objectives	1	Lecture/PPT	Question & Answer
	Monetary policy – meaning- Objectives	1	Lecture/PPT	Question & Answer
	Foreign exchange – exchange rate determination	3	Illustration	Illustration
	Causes of changes in Exchange rate	1	Illustration	Illustration
	Fixed- meaning, definition advantages and disadvantages	1	Lecture/PPT	Question and Answer
	Flexible exchange rate- meaning, definition advantages and disadvantages	1	Lecture/PPT	Question and Answer
	Impact of Tourism – Economic	1	Illustration	Illustration
	Impact of Tourism – Social	1	Illustration	Illustration
	Impact of Tourism – Environmental	1	Illustration	Illustration
	PEST Analysis from the Tourism Perspective.	1	Lecture/PPT	Question and Answer
	Case Study - CIA	3		September 1 st week.

Books for Reference:

- Business of Tourism – Holloway C. Nandan

- Economics of Tourism – Kamra K.K. New Delhi, Kanisha
- Economics of Tourism – M. Thea Sindair, Mike Stabler
- Micro Economics – M.L Jhingan
- Managerial Economics – Mithani
- Economic Analysis – K.K. Dewett
- Economics – D.N. Drivedi