

COURSE OUTLINE

1. GENERAL

SCHOOL:	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	TOURISM AND HOSPITALITY MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	3102095	SEMESTER OF STUDY	5
COURSE TITLE	Tourism Economics		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
	Lectures and Workshops-Project Work	5	6
COURSE UNIT TYPE	Specialization Course		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://moodle.tepir.gr/course/info.php?id=277		

2. LEARNING OUTCOMES

Learning Outcomes

Tourism Economics is the study of economic actions of individuals and well defined groups of individuals in the tourism field. The fundamental economic principles as they apply to the tourism industry and explore the impacts of leisure and tourism on regional and national economics are examined and analyzed. Topics include the determinants of consumer demand for leisure travel; structure of competition among suppliers of tourism services; benefits and costs of tourism development to the host community. Topics also include international tourism development and economic growth, planning tourism development and the basic principles of tourism education.

Upon successful completion of the course students will be able to:

- a) Understand the operation of tourism enterprises
- b) Consolidate the technical operation of tourism enterprises and the formation of prices of goods and services offered by tourism companies
- c) Analyze the impact of changes in economic parameters in the mode of tourism business
- d) Understand the complexity of economic variables underlying microeconomic and macroeconomic tourist environment

General Skills

1. Search.
2. Analysis and development of skills.
3. Good understanding of the complication of the tourism economic variables.
4. Good knowledge of the techniques used to investigate the environment in which a tourism firm operates.
5. Planning and management of projects in Tourism

3. COURSE CONTENTS

1. Determinants of consumer demand for leisure travel.

2. Structure of competition among suppliers of tourism services.
3. Benefits and costs of tourism development to the host community.
4. Government's role in the taxation, subsidy, regulation and protection of the tourism industry.
5. Tourism's impact on the environment.
6. Sustainable tourism development.
7. International tourism development.
8. Economic growth, planning tourism development and the basic principles of tourism education.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Power point	
TEACHING METHODS	Method description	Semester Workload
	Lectures	39
	Class work/Workshop	26
	Preparation of Individual projects	30
	Independent and Directed Learning	55
	TOTAL	150
ASSESSMENT METHODS	I. Final Examination (60%) includes: - Multiple choice questions - Topics for elaboration II. Individual Project(s) (40%)	

5. Resources

1. Sinclair, T., Stabler, M. (1997). "The Economics of Tourism", Routledge.
2. Lundberg, D., Krishnamoorthy, M., Stavenga, M. (1995). "Tourism economics", Wiley.
3. Reece, W. (2009). "The Economics of Tourism", Prentice Hall.
4. Stabler, M., Papatheodorou, T. (2009). "The Economics of Tourism", Routledge.