

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		06-8a	App. 4-11-07	App. 5-1-07

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Nicholas Karatjas	Email Address Nicholas.Karatjas@iup.edu
Proposing Department/Unit Economics	Phone 7-4855

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)

☒ New Course
 ☐ Course Prefix Change
 ☐ Course Deletion
☐ Course Revision
 ☐ Course Number and/or Title Change
 ☐ Catalog Description Change

ECON 365: Economics of Tourism

Current Course prefix, number and full title

Proposed course prefix, number and full title, if changing

2. Additional Course Designations: check if appropriate

☐ This course is also proposed as a Liberal Studies Course.
 ☐ Other: (e.g., Women's Studies, Pan-African)
☐ This course is also proposed as an Honors College Course.

3. Program Proposals

☐ New Degree Program
 ☐ Program Title Change
 ☐ Other
☐ New Minor Program
 ☐ New Track

Current program name

Proposed program name, if changing

4. Approvals

Date

Department Curriculum Committee

Chair(s)

David B. Meyer

8/16/06

Department Chair(s)

Will C. P.

8/16/06

College Curriculum Committee Chair

Carolyn Qi

9/6/06

College Dean

A. Am

9/6/06

Director of Liberal Studies *

Director of Honors College *

Provost *

Ch. B. Smith

7/10/07

Additional signatures as appropriate:

(include title)

UWUCC Co-Chairs

Gail S. Sechrist

4-11-07

* where applicable

Received

APR - 4 2007

Received

SEP 11 2006

Liberal Studies

Course Analysis Questionnaire

A. Details of the Course

- A1. This course is an elective for students majoring in economics (BA in Economics, Math/Econ, Social Science Education—Economics). It would also be an attractive elective for any student in the Hospitality program (see letter of support). There is too much material to include in any other course.
- A2. This course does not require changes in any other course in the department.
- A3. This course has been offered as ECON 281 in Fall 2002, Fall 2003, and Fall 2005. Twenty students were enrolled in Fall 2002, 20 were enrolled in Fall 2003, and 22 were enrolled in Fall 2005.
- A4. This course is not intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. Similar courses are offered at the following institutions, among others:
University of New Haven: Tourism Economics
University of Hawaii: Introduction to Tourism Economics
Florida International University: Tourism and Economics
- A7. No professional society, accrediting authority, law or other external agency recommends or requires the content or skills of this proposed course.

B. Interdisciplinary Implications

- B1. This course will be taught by one instructor.
- B2. The content of this course does not overlap with any other at the University.
- B3. This course is not cross-listed.
- B4. The course will be made available to Continuing Education students, provided they meet the prerequisite.

C. Implementation

- C1. No new faculty member is required to teach this course. The instructor will alternate this course with another of his/her courses. This course will be counted as one preparation and three hours of equated workload.
- C2. Other resources:
- a. Current space allocations are adequate to offer this course.
 - b. No special equipment is needed for this course.
 - c. No laboratory supplies are necessary for this course.
 - d. Library holdings are adequate.
 - e. No travel funds are necessary.

C3. No grant funds are necessary to provide support.

C4. This course will be offered every other Fall semester.

C5. One section will be offered at a time.

C6. Up to 25 students can be accommodated in this class in which each student is required to make a presentation.

C7. No professional society recommends enrollment limits or parameters for this course.

C8. This course does not involve the use of distance education.

D. Miscellaneous

Letters of Support or Acknowledgement

(Letter attached from the Department of Hospitality Management)

SYLLABUS OF RECORD

I. Catalog Description

ECON 365 Economics of Tourism

3 class hours

0 lab hours

Prerequisites: ECON 101, 121, or 122;
or permission of instructor

3 credits
(3c-0l-3cr)

The purpose of the course is to gain a better understanding of the importance of tourism and the travel industry. The course examines economic applications to tourism and each of the segments of the travel industry, including transportation, accommodations, food, and attractions and entertainment from both a domestic and international perspective.

II. Course Outcomes:

The subject of this course is the economics of the travel industry. The goal of this course is to provide a fundamental knowledge of economic concepts and analytical techniques as they apply to tourism and the travel industry. We will first review the body of economic theory pertinent to the analysis—a brush up on economic basics. Next, we will explore how economic theory applies to tourism and the travel industry. A variety of areas in economics will be utilized including microeconomic theory, macroeconomic theory, industrial organization, economic statistics, and labor economics to examine the problems this industry faces. References include scholarly periodicals, references to the general press, videos, and the world-wide web. Case studies will be utilized to where appropriate.

Students should be able to:

1. understand the historical development of travel and tourism.
2. identify the major components of the travel and tourism industries.
3. analyze the economic impact of travel and tourism.
4. examine the estimation and forecasting of tourism demand.
5. contrast different market structures and evaluate the impact of government.

III. Course Outline

A. Introduction (6 hours)

1. What is tourism?
2. What is "tourism economics?"
 - a. Demand and supply
 - b. Tourism and exchange rates
 - c. The multiplier effect
 - d. Tourism as an engine of growth

B. Hotel Economics (6 hours)

1. Types of hotels
2. Economic analysis of hotels

C. Restaurant economics (6 hours)

1. Types of restaurants

2. Economic analysis of restaurants

Exam 1 (1 hour)

D. Transportation (7 hours)

1. Airline economics
 - a. Economic analysis of the airline industry
 - b. Pricing in the airline industry
 - c. Forecasting demand
 - d. The future of the airline industry
2. Rail travel

E. Economics of other tourism sectors (4 hours)

1. Commercial attractions: Theme parks and amusement parks
2. Gaming
3. Shopping
4. Live entertainment

F. Tourism and the environment (4 hours)

1. Environmental impact of tourism
2. Ecotourism

G. Student presentations (throughout the semester) (8 hours)

Final Exam - During Final Exam Week

IV. Evaluation Methods

The course will be a mixture of lecture and class discussion. Students are expected to read the material when assigned and participate in classroom discussion. Students are expected to express their ideas and opinions in class and watch the news media for topics of interest to the class. The final grade will be determined by the weighted average of grades on the following activities: midterm activity, final activity, written assignments, and notebook/presentation. Criteria for grading are 1.) evidence of some critical thinking about topic; 2.) precision in stating arguments; and, 3.) originality of ideas.

The weights are as follows:

Midterm = 30%

Notebook/Presentation = 30%

Final exam = 30%

In-class writing = 10%

Students are encouraged to discuss course material with the instructor at any time.

Description of activities:

- Examinations/Activities - There will be two examinations: a midterm and a final. Students are responsible for assigned readings and videos, as well as the lectures/presentations. Makeups will be given to persons with valid reasons for missing the scheduled exam. If a student must miss a scheduled exam, the instructor should be informed as soon as possible.

The midterm exam will cover material from the first half of the course. The final exam will cover material from the second half of the course.

- Travel Industry Notebook - As part of this course students are required to keep a weekly notebook. They will also make a short presentation on this notebook (see below). See the notebook information sheet for details.
- In-class Writing Assignments - In addition, there will be a number of short, in-class written assignments (e.g., reaction papers to readings or videos) to reward attendance and provide feedback for both the instructor and students. They will not be returned. If the assignment is completed in class, students will receive full credit. Since one of these assignments is dropped, there will be no makeups. Also, they may not be handed in late. Examples of these assignments and appropriate responses will be discussed in class.
- Class Presentations - Students are required to make a presentation related to the travel industry. The presentation will run approximately 5-10 minutes on the topic selected for the notebook. Topics/projects the instructor has not specifically approved will not be accepted. After the presentation, students are expected to answer questions and lead a discussion of the issues raised. The presenter may use some type of media to illustrate his/her ideas. Also, four multiple choice questions (with answers) related to the presentation need to be submitted by each student. Some of these questions will be used on the final exam. Instructions and the schedule for presentations will be discussed in class.

V. Grading Scale

Grading Scale: A: $\geq 90\%$ B: 80-89% C: 70-79% D: 60-69% F: $< 60\%$

VI. Attendance Policy

Although there is no formal attendance policy for this class, student learning is enhanced by regular attendance and participation in class discussions.

VII. Required textbooks, supplemental books and readings

Since there is no one textbook which can be used, a packet of articles will be placed on EReserve. Some of the readings will come from the bibliography below. The references marked with an asterisk are considered classics in the field of economics of tourism. The other texts are general tourism texts with sections relevant to the course. If there are updated versions or substitutes available, they will be used.

VIII. Bibliography

Baum, Thomas and Ram Mudambi. Economic and Management Methods for Tourism and Hospitality Research. New York: John Wiley & Sons, Inc., 1999.

*Bull, A. (1995) *The Economics of Travel and Tourism*, 2nd edition, Longman.

Dittmer, Paul R. and Gerald G. Griffin. Dimensions of the Hospitality Industry. New York: Van

Nostrand Reinhold, 1993.

*Eadington, W.R. and M. Redman. "Economics and Tourism" Annals of Tourism Research 18.1 (1991).

Gee, Chuck Y., James C. Makens, and Dexter J.L. Choy. The Travel Industry. New York: John Wiley & Sons, Inc., 1997.

Goeldner, Charles R. and J.R. Brent Ritchie. Tourism: Principles, Practices, Philosophies. Hoboken: John Wiley & Sons, Inc., 2005.

*Gray H. P. "The Contribution of Economics to Tourism," Annals of Tourism Research, 9.1 (1982).

*Lundberg, Donald E., M. Krishnamoorthy, and Mink H. Stavenga. (1995) *Tourism Economics*, Wiley.

*Vogel, Harold L. Travel Industry Economics: A Guide for Financial Analysis. New York: Cambridge University Press, 2001.