

Course Syllabus

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| 1 | Course title | Economics of Tourism |
| 2 | Course number | 2603241 |
| 3 | Credit hours (theory, practical) | 3 |
| | Contact hours (theory, practical) | |
| 4 | Prerequisites/corequisites | - |
| 5 | Program title | Tourism Management |
| 6 | Program code | |
| 7 | Awarding institution | |
| 8 | School | Archaeology and Tourism |
| 9 | Department | Tourism Management |
| 10 | Level of course | 3 |
| 11 | Year of study and semester (s) | 2020/2021 1 |
| 12 | Final Qualification | |
| 13 | Other department (s) involved in teaching the course | N/A |
| 14 | Language of Instruction | English |
| 15 | Date of production/revision | 31/7/2020 |

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.

m.allan@ju.edu.jo

Ex: 25032

17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

18. Course Description:

As stated in the approved study plan.

This course examines the fundamental economic principles as they apply to the tourism industry and explores the impacts of leisure and tourism on regional and national economics. Applications of economic analysis to recreation and tourism include, but not limited to, estimation and prediction of

demand and supply, forecasting tourism market trends, estimating and forecasting or recreation and tourism use and demand, economic impacts of recreation and tourism, sources of capital provision, application of conversion studies techniques, and the use of economic analysis in management, marketing, financial, and policy decisions.

19. Course aims and outcomes:

A- Aims:

- Offering a fundamental knowledge of the main concepts in the context of tourism Economics
- Provide insight vision of the potential economic impacts for the different sectors of tourism and leisure industry
- Introducing the theoretical economic background for the international tourism phenomenon
- Exploring the recent trends in the economy of the international tourism

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to

- Enhancing the students' skills in different tasks in Economics of tourism
- Better understanding the current tendencies in the global tourism Economics
- Learning the best practices in international tourism Economics
- Improving the argumentative and analytic style for the students
- Developing the critical thinking skills for the students

20. Topic Outline and Schedule:

| Topic | Week | Instructor | Achieved ILOs | Evaluation Methods | Reference |
|--------------------------------------|------|--------------|---|-------------------------|------------|
| Overview of The Economics of Tourism | 1 | Mamoon Allan | Enhancing the students' skills in different tasks in Economics of tourism | Lecture and discussions | Section 25 |
| Economics of Definition and Concepts | 2 | | Enhancing the students' skills in different tasks in Economics of tourism | Lecture and discussions | |
| Tourism organizations & Markets | 3,4 | | Learning the best practices in international tourism Economics | Lecture and discussions | |

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| Tourism Supply & Demand | 5 | Enhancing the students' skills in different tasks in Economics of tourism | Lecture and Presentations |
| Markets structure & Pricing | 6 | Learning the best practices in international tourism Economics | Lecture and Discussions |
| The external operating | 7 | Enhancing the students' skills in different tasks in Economics of tourism | Lecture and Discussions |
| Investment | 8 | Enhancing the students' skills in different tasks in Economics of tourism | Lecture and Discussions |
| Tourism Economic | 9 | Developing the critical thinking skills for the students | Lecture and Discussions |
| Economic development & Regeneration | 10 | Learning the best practices in international tourism Economics | Lecture and Discussions |
| Cost-Benefit Analysis CBA | 11 | Enhancing the students' skills in different tasks in Economics of tourism | Students Presentations and Discussions |
| The Global Economy /Globalization | 12 | Better understanding the current tendencies in the global tourism Economics | Lecture and discussions |
| International Case Studies | 13 | Better understanding the current tendencies in the global tourism Economics | Lecture and Discussions and case studies |
| General Revision | 14 | Improving the argumentative and analytic style for the students | Lecture, discussion and case studies |

21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

This unit is lecture –based. It will include Presentation of the related lecture’s topics, Discussion, group activity, and other related activities.

22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Exams, presentation, marketing project and activities

23. Course Policies:

A- Attendance policies:

B- Absences from exams and handing in assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy: Mid-Exam:30%, Presentation:15%, Participation: 5%, Final Exam: 50%

F- Available university services that support achievement in the course:

All of the following policies and requirements will be followed in all potential cases according to the university regulations and procedure

24. Required equipment: (Facilities, Tools, Labs, Training....)

Data show, Laptop

25. References:

Required book (s), assigned reading and audio-visuals:

Lecture Notes (To be made available)

Recommended books, materials, and media:

Candela,G. & Figini,P.(2012). The Economics of Tourism Destinations, Springer Texts in Business and Economics, DOI 10.1007/978-3-642-20874-4,

Blake, A. T., Gillham, J., & Sinclair, M. T. (2006b). CGE tourism analysis and policy modelling. In L. Dwyer & P. Forsyth (Eds.), International handbook on the economics of tourism. Cheltenham: Edward Elgar.

Tisdell, C. ed. (2013). Handbook of tourism economics: analysis, new applications and case studies. World Scientific, Hackensack, New Jersey

Tribe, J. (2012). The economics of recreation, leisure and tourism. Routledge,London, New York

26. Additional information:

Name of Course Coordinator: Mamoon Allan Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: ----- -Signature: -----