

KU1DSCECO103: ECONOMICS OF TOURISM AND DEVELOPMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC-Minor	100-199	KU1DSCECO103	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description:

This course examines the intersection of tourism and economic development, focussing on how tourism can drive economic growth. This also analyses the economic impacts of tourism at local, regional, and national levels. And it also assesses the challenges and opportunities associated with tourism. Additionally, the field visits incorporated with the syllabus will help the students to get practical knowledge about various concepts and impacts associated with tourism.

Course Prerequisite: NIL

Course Outcomes:

At the end of the course, the student will be able to;

CO No.	Expected Outcome	Learning Domains
1	Understand fundamental concepts and principles of tourism economics.	R, U
2	Understand the factors that influence the demand and supply of the tourism industry.	R, U
3	Learn the negative and positive impacts of tourism.	R, U
4	Acquire the ability to apply economic principles to tourism	U, A
5	Students will gain exposure to tourism products in various tourist spots.	R, U

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

COs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓						✓
CO 2			✓				
CO 3				✓		✓	✓
CO 4		✓					
CO 5			✓		✓		✓

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	INTRODUCTION TO TOURISM		10
		a) Definition and Scope of Tourism	2
		b) Types of Tourism – Cultural tourism, Eco tourism, Medical Tourism, Heritage Tourism, Health Tourism, Beach Tourism, Backwater Tourism, Adventure tourism	3
		c) Resources in Tourism, Components of Tourism	2
		d) Tourism Industry, Characteristics of Tourism Products.	3
2	Module 2: Economics of Tourism		15
		a) Tourism Demand - Types of Tourism Demand, Determinants of Tourism Demand, Measurement of Tourism Demand	4
		b) Cost and Supply in Tourism- Cost Structure, Pricing Strategies, Factors influencing Tourism Supply – Equilibrium in Tourism Market	4
		c) Propensity and Measurement of Tourist Statistics	3
		d) Volume, Expenditure, and Profile of tourism – Recent trends in Kerala and India	2
		e) Tourism Barometer - Spenders and Earners in International Tourism	2

3	Module 3: Impacts of Tourism		10
		a) Positive and Negative Impacts of Tourism - Economic, Socio-Cultural, and Environmental Impact, Global Environmental Issues and Tourism.	4
		b) Foreign exchange, Taxes in Tourism, Employment Generation, Investment and Development	4
		c) Multiplier effect, Types of Multipliers, Regional Development, Tourism as a Foreign Exchange Earner	2
4	Module 4: Tourism Planning and Development		15
		a) Tourism planning - Process and Techniques - Tourism Management	3
		b) Environmental Dimensions of Tourism, Carrying Capacity, Sustainability, Conservation Policy	3
		c) Features of Tourist Destinations, Essential Facilities, and Services for Tourism Development	3
		d) Tourism Development in Kerala, India - Tourism organizations – WTO, PATA, IATA, WTTC - Functions of ITDC, KTDC, DTPC	3
		e) Kerala Tourism at a Glance – Financial Performance, Tourist Arrivals in Kerala, Major Tourist Destinations in Kerala.	3
5	Teacher Specific Module		10
	1	<p>This module would be preferably designed as activity oriented. A few suggestions are as follows (pick up any one and need to be evaluated);</p> <ol style="list-style-type: none"> 1) The students may be instructed to prepare and present travel experiences which they have made in innovative forms like video presentations, narratives in document forms, documentaries and the so forth (preferably group presentations). 2) The students may be instructed to conduct interview of the tourists in the nearest tourism destination and present feedback in any innovative forms (report, video presentation, documentaries and so forth). (survey must be in holidays). 3) Pick up a foreign nation and identify major tourism destinations and their features and present in any innovative form which the student likes to. Different You-tube channels on travel would also be used as references. 4) Conduct study tour (inside Kerala and maximum of 2 days) and submit reflections in any innovative forms which the students prefer to. <p>(10 hour may be preferably devoted for the presentations and evaluation of the activity)</p>	10

Essential Readings:

1. Vanhove, N (2005), The Economics of Tourism Destinations, Elsevier Ltd.

2. Sinclair, M & Stabler, M (1997), The Economics of Tourism, Routledge
3. Robert Woodrow McIntosh, Charles R. Goeldner (2010), Tourism: Principles, Practices and Philosophies, Wiley.
4. Arjun Kumar Bhatia (2006), International Tourism Management, Sterling Publishers Pvt. Ltd, New Delhi.
5. Jagmohan Negi (2004) International Tourism and Travel, S. Chand and Company Ltd, New Delhi.
6. Krishnan Kamra (1997) Tourism: Theory, Planning, and Practice, Indus Publishing
7. Kunal Chattopadhyay (1995) Economic Impact of Tourism Development: An Indian Experience, Kanishka Publishers.
8. Mike J. Stabler, Andreas Papatheodorou, M. Thea Sinclair (2009), The Economics of Tourism, Routledge
9. Sipra Mukho padhay (2010). Tourism Economics, Ann Books Pvt. Ltd.
10. Ghosh Bishwanath Ghosh (2009) Tourism and Travel Management, Vikas Publications House Pvt. Ltd.
11. Chris Cooper (2005) - Tourism: Principles and Practices, Pearson Education
12. Economic Reviews (2024), Kerala State Planning Board, Government of Kerala
13. <https://www.keralatourism.org/>
14. <https://www.globaltourismindia.com/states/kerala/>
15. <http://www.unwto.org/asia/responsible-tourism-initiative-kerala>
16. <https://spb.kerala.gov.in/economic-review/>
17. <https://tourism.gov.in/>
18. <https://www.india.gov.in/topics/travel-tourism>
19. <https://www.niti.gov.in/verticals/tourism-and-culture>
20. <http://www.unwto.org/tourism-statistics>

Reference Distribution:

Module	Reference No.	REMARKS
1	Essential Readings 4,8,9 and 10	-

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2	Essential Readings 1,2,8 and 9	-
3	Essential Readings 2,3,5,7,8 and 10	-
4	Essential Readings 1,3,4,6,11 and 12	-
5	Websites, Reports, Travel Vlogs, Travel Channels (The reference is open ended)	Preferably

Suggested Readings:

1. Robert C Mill and Alastair M Morrison (2002) Tourism Systems, Kendall/Hunt Publishing Company.
2. Sinha P C (1998), Tourism Management: International encyclopedia of tourism management series, Anmol Publications Pvt. Limited.
3. William C. Gartner (1996), Tourism Development: Principles, Processes, and Policies, Van Nostrand Reinhold
4. Pran Nath Serh (2006) Successful Tourism, Vol.1, Sterling Publishers Pvt. Ltd, New Delhi.
5. Sangar J P (2006), Tourism Management, Anmol Publications Pv1.Ltd, New Delhi.
6. Kunal Chattopadhyay (1995) Economic Impact of Tourism Development: An Indian Experience, Kanishka Publishers.
7. Mario D' Soula (1998) Tourism Development and Management, New Delhi

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	-
d)	Seminar	-
e)	Book/ Article Review	-
f)	Viva-Voce	-

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g)	Field visit report	10
Total		100