

**UNIVERSITY OF MADRAS**  
**B.A. DEGREE PROGRAMME IN ECONOMICS**  
 SYLLABUS WITH EFFECT FROM 2023-2024

**SECOND YEAR-SEMESTER - III**

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
204E3B	<b>ECONOMICS OF TOURISM</b>	Generic Elective– III					3	4	25	75	100
<b>Learning Objectives</b>											
C1	To familiarise students with the basic concepts of Tourism.										
C2	To probe the tourism demand forecasting and its methods										
C3	To analyse the impact of tourism and its related aspects										
C4	To understand the contribution of the Tourism Industry										
C5	To examine the various international organisations in Tourism.										
UNIT	Contents									No. of Hours	
I	<b>Introduction</b> Introduction – Economics, and Tourism - Tourism Demand - Theoretical background - Types of Tourism Demand - Determinants of Tourism Demand									15	
II	<b>Tourism Demand</b> Tourism Demand Forecasting - Methods of Forecasting – Public and Private Sectors in Tourism - the Need for Public and Private Sector Co-operation in Tourism – Growth of Tourism Demand in India.									15	
III	<b>Tourism Impacts</b> Impact of Tourism - Economic Aspects - the Multiplier Effect - Displacement Effect and Tourism - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Aspects – Contingency Valuation Method									15	
IV	<b>Tourism in India</b> Major tourism circuits of India: Inter-State and Intra-State – Heritage Tourism – Wild life Tourism and Eco Tourism – Tourism in Tamil Nadu.									15	
V	<b>Tourism Organizations</b> Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Government of Tamil Nadu TTDC – IHA- IATA- TAAI- IATO.									15	
<b>Total</b>									<b>75 hours</b>		

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<b>Course Outcomes</b>		<b>Programme Outcomes</b>
CO	On completion of this course, students will	
1	Describe the importance of Tourism	PO1,PO2
2	Understand various methods to calculate demand for tourism	PO1, PO3,PO4
3	Analyse the impact of Tourism	PO1,PO2
4	Know the various Tourist circuits in India	PO6, PO8
5	Learn the role of Organisations in tourism development	PO1,PO2,PO8
<b>Textbooks</b>		
1	Stephen Ball (2007), Encyclopaedia of Tourism Resources in India,B/H.	
2	Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow	
3	Vanhove and Norber, “The Economics of Tourism Destinations”, T & F India, 2010	
4	<a href="#">Mike J. Stabler</a> , <a href="#">Andreas Papatheodorou</a> , <a href="#">M. Thea Sinclair</a> , “ Economics of Tourism”, Talyor& Francis, 2009	
5	Yong Chen, “Economics of Tourism and Hospitality:A Micro Approach”, Talyor& Francis, 2021	
<b>Reference Books</b>		
1.	Bhatia A.K (2020)Tourism Development : Principles and Practices Sterling Publishers Private Limited	
2.	Mishra P.K (2018) Tourism in India: Potential, Problems and Prospects(2018) New Century Publications	
3.	Prasanna Kumar (2017) Marketing for Hospitality and Tourism McGraw Hill Education	
4.	SnehaPathak and RiteshMishra(2019) Medical Tourism in India 93-88797-49-8	
5.	Geetanjali (2010)Tourism Management ABD Publishers	
<b>Web Resources</b>		
1.	<a href="https://www.unwto.org/">https://www.unwto.org/</a>	
2.	<a href="https://itdc.co.in/">https://itdc.co.in/</a>	
3.	<a href="https://tourism.gov.in/">https://tourism.gov.in/</a>	
4.	<a href="https://www.traveldailymedia.com/importance-of-travel-website-for-the-travel-company/">https://www.traveldailymedia.com/importance-of-travel-website-for-the-travel-company/</a>	
5.	<a href="https://www.oecd.org/cfe/tourism/">https://www.oecd.org/cfe/tourism/</a>	