

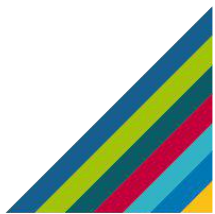


STUDY GUIDE

TOURISM ECONOMICS

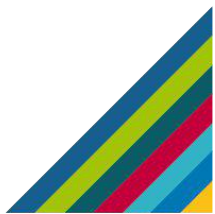
Organised by

Université Polytechnique Hauts-de-France





1. IDENTIFYING DATA.	
• Course Name.	<i>Tourism Economics</i>
• Coordinating University.	<i>Université Polytechnique Hauts de France</i>
• Partner Universities Involved.	
• Course Field(s).	<i>Economics (75%), Management (15%), Geography (10%)</i>
• Related Study Programme.	<i>As part of the Masters in Applied Economics program which is currently being set up, the course is expected to be offered from September 2026.</i>
• ISCED Code.	<i>7</i>
• SDG.	<i>Goal 8: Decent Work and Economic Growth Goal 11: Sustainable Cities and Communities Goal 12: Responsible Consumption and Production</i>
• Study Level.	<i>Master (M)</i>
• Number of ECTS credits allocated.	<i>2 ECTS</i>
• Mode of Delivery.	<i>Online self-study</i>
• Language of Instruction.	<i>English</i>
• Course Dates.	<i>1st February – 30th April</i>
• Schedule of the course.	<i>The course is divided into four sessions, each of which is four hours long. Each session will consist of five videos, making a total of 20 videos covering the theory, followed by a video with applications and exercises, making a total of four videos (TOTAL of videos: 24). Moreover, there will be two online sessions, each lasting for an hour, where students can discuss the course in more detail and ask questions.</i>
• Key Words.	<i>Tourism demand; tourism supply; elasticities; tourism economic impacts; price discrimination in tourism</i>
• Catchy Phrase.	<i>Understand the determinants of demand, supply and the market in tourism economics.</i>
• Prerequisites and co-requisites.	<p><i>Provide information on:</i></p> <ul style="list-style-type: none"> - <i>Fundamentals of microeconomics</i> - <i>The study levels this course is available for Master. But it can be open for students with a bachelor's degree in economics who wish to discover the tourism issues; or doctoral students seeking to expand their understanding</i>





	<i>of tourism economics.</i> - <i>English: B2 minimum</i>
• Number of EUNICE students that can attend the Course.	40 students
• Course inscription procedure(s).	

2. CONTACT DETAILS.

• Department.	ISH – UA EGHS
• Name of Lecturer.	Sylvain Petit
• E-mail.	sylvain.petit@uphf.fr
• Other Lecturers.	

3. COURSE CONTENT.

Lesson 1: Definitions and tourism impacts

1. Definitions of travellers, visitors, tourists, international tourism, tourism exports and imports; examples
2. Tourism impacts (direct, indirect and induced) and tourism leakages
3. Multiplier effect of tourism

Lesson 2: Tourism demand

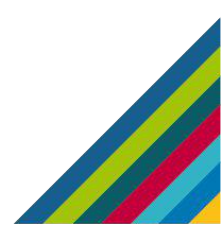
1. How to measure the tourism demand
2. Price and non-price effects
3. Elasticities and the different types of destinations
4. Rugg model (1973)

Lesson 3: Tourism supply and market structures

1. Determinants of the tourism supply
2. Value-added chain; tourism product and globalization
3. Market structures and examples of application in tourism

Lesson 4: Price discriminations and tourism

1. Tourism prices and costs
2. The three degrees of price discriminations
3. The foundations of yield management





4. LEARNING OUTCOMES.

The following are the key topics that will be covered in this course:

- A comprehensive understanding of tourism economics, including its various components and how they interact with each other.
- The ability to calculate various tourism economics indicators, such as the contribution of tourism to GDP, the number of jobs created by the tourism industry, and the economic impact of tourism on a local or national level.
- An understanding of how to measure the economic impact of tourism, including the various methods and tools that can be used to assess the benefits and costs of tourism development.
- A solid grasp of the theoretical foundations of yield management, including the principles of pricing, revenue management, and capacity utilization.

5. OBJECTIVES.

This course provides students with the opportunity to learn the fundamental concepts of tourism economics. This knowledge will enable them to pursue further training in tourism or to prepare for a doctorate program in economics with a focus on the tourism industry. By mastering the theoretical foundations of this field, students will be better equipped to understand the economics of tourism and its impact on various aspects of society.

6. COURSE ORGANISATION.

UNITS

1.	Video 1.1: Presentation of the course, objectives, definition used in tourism economics
2.	Video 1.2: Tourism impacts (direct, indirect and induced)
3.	Video 1.3: Tourism leakages
4.	Video 1.4: Multiplier effect of tourism (closed and opened economy)
5.	Video 1.5: Application and exercises chapter 1
6.	Video 2.1: How to measure tourism demand?
7.	Video 2.2: Price and non-price effects on tourism demand
8.	Video 2.3: Tourism elasticities
9.	Video 2.4: The model of Rugg
10.	Video 2.5: Application and exercises chapter 2
	1 st online session (1h)
11.	Video 3.1: The determinants of the tourism supply



12.	<i>Video 3.2: Value added-chain in Tourism</i>
13.	<i>Video 3.3: The international Division of Tourism Production (IDTP)</i>
14.	<i>Video 3.4: Market structures in tourism economics</i>
15.	<i>Video 3.5: Application and exercises chapter 3</i>
16.	<i>Video 4.1: Tourism prices and costs</i>
17.	<i>Video 4.2: Prices discrimination in tourism</i>
18.	<i>Video 4.3: Tourism prices discrimination at the third degree</i>
19.	<i>Video 4.4: Foundations of the Yield Management</i>
20.	<i>Video 4.5: Application and exercises chapter 4</i>
	<i>2nd online session (1h)</i>

LEARNING RESOURCES AND TOOLS.

The lessons will be recorded and filmed in capsule form using POD (UPHF video platform). Additionally, a video session will be organized, most likely using Big Blue Button (UPHF videoconferencing platform), to allow for an exchange of ideas. Finally, the exam will be conducted remotely through a website.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

*Lectures and some examples with exercises
Presentation of some academic articles in the field of Tourism Economics*

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

Written exam (2 hours) with QCM, exercises and general questions

OBSERVATIONS.

The technical organization of the evaluation process is currently under study.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

*Dwyer L., Forsyth P. and W. Dwyer (2010), Tourism Economics and Policy, Channel View Publications.
Sinclair T. and M. Stabler (1997) The Economics of Tourism, London: Routledge.
Figini, P. and Candela G. (2012), The Economics of tourism destinations, Springers.
Website of the UNWTO : <https://www.unwto.org/>*