

Economics of Event Tourism
TCEM 562 (3 credits)
Prerequisite: (ECON E201 or equivalent)
Instructor: Dr. Carina King
Office: PE 258F
Phone: 2741978
Email: carking@indiana.edu

**Course Description
And Rationale**

The course examines the fundamental economic principles as they apply to the leisure and tourism industry. The economic complexities of the tourism product, including travel behavior, tourism spending, demand and supply of tourism services, costs and benefits of tourism events, tourism development by governments, etc will be investigated. Trends in travel and tourism, and related socio-economic impacts are examined. The pre-requisite for this course is undergraduate micro-economics.

**Educational
Objectives**

As part of TCEM's on-going effort to assess each course and consequently the program as a whole, course objectives are based on 3 learning domains: foundation, application and execution. Students will have the opportunity to:

1. Acquire knowledge and demonstrate an understanding of:
 - a. the relationship between recreation, leisure, tourism and economics
 - b. travel behavior, tourism consumption and demand analysis
 - c. Tourism Satellite Accounts, travel and tourism spending
 - d. market structure and competitive advantage in the tourism industry
 - e. tourism development and economic impact of events
2. Learn to perform under constraints and demonstrate an ability to work in a group through collaboration and cooperation.
3. Demonstrate an ability to apply knowledge, collect data, extract and synthesize information, and present research findings and solutions.
4. Demonstrate an ability to work independently and verbally present and/or write scholarly papers, to express opinions and arguments with respect to contemporary event tourism economics issues and trends.

Course Content

The topic areas to be covered will follow the schedule below:

Date	Topic	Submissions
Week 1	Syllabus overview and class introductions	
Week 2	Library workshop	
Week 3	Economic characteristics of tourism	Journal Critique 1
Week 4	Tourism Satellite Accounts and tourism spending	Group Discussion 1
Week 5	Tourism demand and travel statistics	Quiz 1
Week 6	Tourism supply	Group Discussion 2
Week 7	Market structures	Team Project Outline
Week 8	Competition in the tourism industry	Group Discussion 3
Week 9	Lodging and restaurants in hospitality	Quiz 2
Week 10	Tourism development and external environments	Group Discussion 4
Week 11	Tourism externalities and costs	Journal Critique 2
Week 12	Tourism events and economic impact	Group Discussion 5
Week 13	Airline loyalty and switching costs	Quiz 3
Week 14	Casinos and sex tourism	Team Project Paper
Week 15	Presentations	Team Project Powerpoint

Week 16	Presentations	
Week 17		Take Home Exam

The delivery format is lecture and discussion group. In-class activity is intended to encourage idea generation and provide access to more diverse perspectives. Readings and other multi-media resources reinforce and supplement teaching material, and formalize understanding. Oncourse is used to facilitate communication, submissions, etc. High speed internet access is required. Mac and other users with compatibility issues can use university PCs located throughout the campus. Contact University Information Technology Services at <http://ithelplive.iu.edu> or 317.2744357 for technical assistance. For more information about available services, please use the Knowledge Base at <http://kb.iu.edu/>.

Required Texts

Vanhove, N. (2005). *The Economics of Tourism Destinations*. Oxford, U.K.: B. Heinemann.

Reece, W. (2010). *The Economics of Tourism*. New Jersey: Pearson Prentice Hall.

Evaluation and And Grading

The course components are:

Moderated Group Discussion: 10 points (10%) - To encourage idea generation and provide access to more diverse perspectives, student moderated discussion forums are essential. Prepare for group discussions. Being familiar with readings and lectures will create value added and engaging discussions. Each student will participate in periodic discussions and moderate one discussion forum. Use scientific writing style and avoid text messaging phrases (e.g. lol, ttyl, etc.) in the moderated group discussion forums. Moderators will evaluate and report on the "conversations" and peer participation, based on an objective grading rubric.

Quizzes: 15 points (15%) - Materials for testing purposes are extracted from handouts, lectures, assignments and/or information presented by guest speakers. The format of the quizzes will be short answers.

Journal Critiques: 10 points (10%) - Students must attend library workshops about leisure and tourism specific databases, RSS feeds, etc. Thereafter, students will identify and critique 2 journal articles.

Team Project and Presentation: 25 points (25%) - Students will work in small groups to conduct field research. Prior to the field research, a 10 page team research proposal with a minimum of 15 references must be submitted to the instructor for approval. Teams will present their research methodology and findings in a 15 minute PowerPoint presentation. The final report, with results and conclusions, should be 15 pages.

Case Study Take Home Exam: 15 points (20%) - Students will be given a tourism industry related case to simulate the experience of real world tourism economics decisions. Students will analyze the case and submit an analysis with recommendations.

Grading Scale:

- A: 92 -100 % of total points
- B: 82 – 91 % of total points
- C: 72 – 81 % of total points
- D: 65 -71 % of total points
- F: 0 – 64 % of total points

Bibliography

In addition to the three texts, students will critique 2 tourism related articles from Hospitality and Tourism Complete Database, and Leisure, Recreation and Tourism Abstracts Database.

Other resources: IUPUI Library - <http://www.ulib.iupui.edu/subjectareas/tcem>

Cheating And Plagiarism

Forms of academic misconduct include, but are not limited to, the following: multiple submissions, fabrication, plagiarism, falsifying attendance, grade alteration, facilitating academic dishonesty, etc. Failure to adhere to these policies may be grounds for receiving a failing grade for the ENTIRE course as well as being subjected to further disciplinary action. Please refer to the Code of Student Rights, Responsibilities, and Conduct http://www.iupui.edu/code/CSR_0106.pdf for further clarification. This serves as a warning and subsequent notice is not required.

Americans With Disabilities Act

Course materials are screened to ensure appropriate content is presented. The instructor should be notified immediately, if select components are offensive to a student's religion, culture, etc. With advance notice, alternative lectures/submissions can be tailored. Reasonable accommodation will be made for students with documented disabilities. Please notify the instructor and/or contact Adaptive Educational Services via <http://www.iupui.edu/~divrsity/aes/> at CA 001E or call 317.274.3241, at the start of the semester.

Course Evaluation

At the end of the semester the course and instructor will officially be evaluated via Oncourse, in a manner that maintains integrity of the process and anonymity of student evaluators. The instructor does not handle completed forms but receives a summary of the comments. Informal feedback is welcomed ANYTIME during the semester.