

ACADIA UNIVERSITY  
ECONOMICS 3743X2  
ECONOMICS OF TOURISM  
COURSE OUTLINE

Dr. Brian VanBlarcom  
Office: BAC 342  
Tel: 585-1492  
Email: [brian.vanblarcom@acadiau.ca](mailto:brian.vanblarcom@acadiau.ca)

Winter Term 2018  
Tues & Thurs  
12:00-1:15 pm  
Class room BAC 236

Office hours: Tuesday and Thursday 8:30 to 10:00 am, 1:30 to 3:00 pm, or by Appointment

Economics 3743X2 will examine salient economic principles and themes as they relate to tourism. Such themes include; demand and supply characteristics, market structure and pricing strategies, micro/macroeconomic and social impacts and the role of government in tourism. The course will apply both a macro and microeconomic approach in analyzing the tourism industry. In doing so, it is hoped the course will create a lasting interest in the role economics plays in tourism and stimulate the spirit of critical inquiry into issues facing policy makers, practitioners, consumers and hosts.

**TEXT:** There is no text book. The course material will come from a variety of sources, including other texts, journal articles and notes produced by the instructor. This material will be found on the ACORN course site.

**Schedule of Topics:**

1. Defining tourism and the scope of tourism economics.
2. Tourism data and indicators.
3. Seasonality in tourism
4. Issues in tourism demand/supply.
5. Tourism market structure/pricing
6. The economic impact of tourism.
7. Estimating demand for tourism resources
8. Travel Cost Method of valuing tourism resources
9. Risk, Uncertainty and the provision of tourism opportunities
10. Current Issues in tourism economics.

Plagiarism and cheating of any kind will not be tolerated in this course. Consult the following website <http://library.acadiau.ca/guides/plagiarism/student/> over what constitutes cheating/plagiarism and the university policies regarding cheating/plagiarism. The **minimum** penalty for any student caught cheating/plagiarizing in this course will be expulsion from the class and a zero grade.

## GRADING SCHEME:

|   |            |
|---|------------|
| 5 tests (best 4 @ 22.5 each - see note 2 below) | 90%        |
| 8 quizzes (2% each - see note 3 below)          | <u>16%</u> |
|   | 106%       |

## IMPORTANT DATES

### Tests

Test 1, TBA

Test 2, TBA

Test 3, TBA

Test 4, TBA

Test 5, TBA

### Important Notes

1. Students who complete all five tests will have their test grade of 90% comprised by taking an average of the four highest tests (each test then becomes worth 22.5%). Any student who misses a test forfeits this right and will have a test grade made up of the four completed tests. Students must complete at least four tests to complete the course.  
**Students must average a passing grade on the (four best) tests to pass the course.**
2. There will be no advance warnings for the quizzes, no make-up quizzes will be written. The quizzes will be brief and based on recent material covered or assigned readings. These quizzes are designed to encourage (coerce is such a strong word) students to keep up with their reading and thereby promote class discussion.

*If you are a student with a documented disability who anticipates needing accommodations in this course, please inform me after you meet [Kathy O'Rourke](#) (902-585-1823) [disability.access@acadiau.ca](mailto:disability.access@acadiau.ca) or [Abu Kamara](#) (902-585-1291) [abu.kamara@acadiau.ca](mailto:abu.kamara@acadiau.ca) in Disability Access Services, Student Resource Centre, bottom floor Fountain Commons.*