

Econ 320/TIM 320: Introduction to Tourism Economics

Course Description

Tourism is one of the fastest growing industries in the world. It is Hawaii's largest industry. This course examines tourism from an economic perspective. Topics include the determinants of consumer demand for leisure travel; structure of competition among suppliers of tourism services; benefits and costs of tourism development to the host community; government's role in the taxation, subsidy, regulation and protection of the tourism industry; tourism's impact on the environment; and sustainable tourism development. The course uses extensive examples from Hawaii and the Asia-Pacific region.

Prerequisite: Econ 120 or Econ 130 or consent of the instructor

Instructor: James Mak, Professor of Economics

Class: MWF 9:30 a.m.- 10:20 a.m. in Webster 104.

Office: Saunders Rm 532

Phone: 956-8280

Email: jmak@hawaii.edu

Office Hours: MW 10:30 – 11:20, and by appointment. I also encourage you to communicate with me via email.

Texts: James Mak, *Tourism and the Economy* (Honolulu: University of Hawaii Press, 2003).

There will be other assigned readings.

See attached outline of topics and weekly reading assignments.

Useful information websites:

The most up-to-date day-to-day news about travel and tourism:
<http://www.twcrossroads.com/>

State of Hawaii, Department of Business, Economic Development and Tourism (DBEDT): <http://www.hawaii.gov/dbedt/tourism.html>

Course requirements: In addition to your weekly reading assignments, there will be frequent homework assignments requiring your analysis of economic issues related to the tourism industry. Each student is also expected to submit one short research paper (about 6 pages

long plus endnotes and references); we will likely all work on a common topic but each student is expected to submit his/her own paper. A mid-term (essay variety) and a final exam (essay variety) comprise the other requirements of the course. **I do not accept late homework assignments or term papers.**

Grading: Homework assignments, research paper, mid-term exam and final exam will each comprise 25% of your semester grade. Grades will be adjusted based on attendance, which will be taken daily. You can withdraw online without a "W" grade on your transcript until January 20.

Final Exam Date: Monday, May 10, 2004 at 9:45 a.m. Make sure that your travel arrangements enable to take the final exam at this scheduled time.