

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM4363
Subject Title	Tourism Economics and Policy
Credit Value	3
Level	4
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	<p>The objectives of this subject are:</p> <ul style="list-style-type: none"> • To examine the decision-making processes of agencies, firms, and organizations involved in tourism by applying both micro- and macro-economic concepts • To interpret and model tourism demand data to communicate major issues to stakeholders • To critically assess the impact of tourism on a destination's economy, and evaluate the principles and processes of tourism planning • To analyze various tourism policy issues and trends (community-development and participation, sustainability, carrying capacity, etc.)
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professional</p> <ul style="list-style-type: none"> • Discuss the principles of tourism economics, the determinants of tourism demand and supply, and the environment in which tourism organizations operates in • Explain the role and nature of tourism policy, the tourism policy making process, and understand tourism policy issues <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Explain the decision-making process of tourists and tourism service providers in relation to economic decision-making • Analyze and evaluate the impacts of tourism on the destination's economy <p>C. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Apply the concepts of elasticities in tourism demand analysis and simple techniques of tourism demand modelling • Demonstrate an understanding of the nature of tourism contributions, as well as their implications <p>D. Effective Communicators</p> <ul style="list-style-type: none"> • Interpret and model tourism data to communicate major tourism issues to stakeholders

	<p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • Evaluate the impact of macro-economic forces on tourism <p>F. Ethical Leader</p> <ul style="list-style-type: none"> • Analyze and discuss case studies on the ethics behind the decision-making processes of leaders in tourism agencies <p>G. Socially Responsible Global Citizen</p> <ul style="list-style-type: none"> • Understand the need for CSR while meeting the continuously changing tourist market • Appreciate the value of tourism resources and sustainable development policies in tourism
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> Introduction to tourism economics and policy Tourism demand and modelling Tourism supply and costs Market structures and ethical pricing strategies Economic contribution of tourism Economic impact of tourism and policy management The balance of payments and international tourism Tourism Policy making and management Tourism policy issues and trends