

COURSE SYLLABUS

Course title: Basics of Tourism Economics

Study programme and level:

Tourism Enterprise
Management, 1st / Bachelor's
degree study programme

Content (Syllabus outline):

1. Introduction to the Economics of Tourism
 - Basic economic concepts.
 - The modern market economy and tourism.
2. Macroeconomic Elements and Tourism
 - Economic growth, GDP, and tourism.
 - Prices, inflation, and tourism.
 - The labour market and tourism.
 - Exchange rates and tourist flows.
3. Tourism market
 - Introduction into the tourism market and digitalisation
 - Market structures
 - Tourism demand factors and demand elasticity, sustainable aspects of tourism demand.
 - Tourism supply, factors and supply elasticity, sustainable aspects of tourism supply
4. Economic analysis of costs - Types of costs
 - Economics of scale
 - Supply digitalization and costs
 - Break-even point and indifference point