



Course Outline

EE382: ECONOMICS OF SERVICE SECTORS

Semester 1/2021 (August 9 – November 27, 2021)

Number of Credit: 3

Prerequisite: a) EE210 or b) EE211 and EE212 or c) EE213 and EE214

Course Description:

Organization and components of service sector in an economy. Importance of service sectors. Applying economic and management aspects to selected service sectors, for example telecommunication and broadcasting, tourism, transportation, health and wellness, wholesale and retail trades. Case studies in the service sector relating to development and inclusive growth.

Course Objectives:

Students can apply microeconomics and macroeconomic theories to analyze service sector in various aspects such as development in service sector, contribution of service sector to economy, trade and investment in service sector, measurement in service sector and the analysis of selected service sectors markets, etc.

Class Time and Logistic

Class day: Tuesday and Thursday

Class time: 12.30 – 14.00 p.m.

Teaching Materials Platform: BE Moodle

Enrollment key for BE Moodle: 1235 (<http://bemoodle.econ.tu.ac.th/>)

Meeting Platform: Zoom

Topic: EE382_1_2021_A_Nessara_Zoom_class

Time: This is a recurring meeting Meet anytime

Join Zoom Meeting

<https://zoom.us/j/98174385228?pwd=bDc4eGtXMW84bHYybzF3Q1R4WmVSZz09>

Meeting ID: 981 7438 5228

Passcode: 385039

Other communication method: Line Group

Line group name: EE382_1_2021_A_Nessara

Add to the group using the following QR code





Instructor:

Name: Asst. Prof. Dr. Nessara Sukpanich

Office Hours: By appointment

Email: nessara@econ.tu.ac.th

Recommended Texts & Materials:

Fitzsimmons, J. A., Fitzsimmons M. J. and Bordoloi, S., ***Service Management Operations, Strategy, Information Technology***, 8th Edition, McGraw-Hill, 2014

Jansson, J. O., ***The Economics of Services: Microfoundations, Development and Policy***, 2nd Edition, Edward Elgar, 2013

Zhou, Z., ***The Development of Service Economy: A General Trend of the Changing Economy in China***: Truth & Wisdom Press and Springer Science+Business Media Singapore, 2016

Suggested Readings:

Edvardsson, B. and Olsson, J. (1996). Key concepts for new service development. *The Service Industries Journal*; Apr 1996; 16, 2; ABI/INFORM Global, PP. 140-164.

Goff, P.M. (2015). The Trade in Services Agreement Plurilateral Progress or Game-Changing Gamble? *CIGI Papers, No. 53*.

Navarro, T. M. and Roura, D. R. (2010). Growth and Productivity in the Service Sector: The State of the Art. *Working Papers, the Institute of Social and Economic Analysis*.

OECD (2000). The Service Economy. *Science Technology Industry: Business and Industry Policy Forums*.

Park, D. and Shin, K. (2012). The Service Sector in Asia: Is it an Engine of Growth. *ADB Economics Working Paper Series, No. 332*.

World Travel & Tourism Council (2015). How Does Travel & Tourism Compare to Other Sectors, *Benchmark Report*.

World Travel & Tourism Council (2017). *Travel & Tourism Economic Impact 2017 Thailand*.

United Nations (2008a). *Tourism Satellite Account: Recommended Methodological Framework 2008*.

United Nations (2008b). *International Recommendations for Tourism Statistics 2008*.

Grading Criteria:

Group project/group assignments	50%
Entrepreneur evaluation	20%
Peer evaluation for group assignment contribution	10%
Individual assignments/participation	20%

Expected Learning Outcomes:

Application of relevant theories to selected service industry case study.

Enrollment key for BE Moodle: 1235 (<http://bemoodle.econ.tu.ac.th/>)

Entrepreneurs contributed to class

- 1. Chak Cherdstirkul**
Business Development Manager
Kaomai Lanna Resort/ Kaomai Estate 1955
- 2. Patikon Jarugosol**
Owner Daddy's Running Page
- 3. Sansanee Limpong**
General Manager
P.Patcharloil Group
- 4. Thapanee Anutarachotikul**
Managing Director
Just in Time Solution Co., Ltd.)

Topics:**1. Introduction to service sectors**

- 1.1 Overview
- 1.2 Relevant definitions
- 1.3 General characteristics of service
- 1.4 Classification of service and service industry
- 1.5 Measurement of service Economy
- 1.6 Service sector in Thailand

Reading

Text: Fitzsimmons, Fitzsimmons and Bordoloi (2014), Ch. 1; Zhou (2016), Ch. 3

Paper: OECD (2000), Park and Shin (2012), World Trade Organization (1991)

2. Economic Impact of Service Sector

- 2.1 Service in National Accounts
- 2.2 Economic impact of service sector: the case study of travel and tourism industry

Reading

Text: Fitzsimmons, Fitzsimmons and Bordoloi (2014), Ch. 1

Paper: OECD (2000); World Travel & Tourism Council (2015); World Travel & Tourism Council (2017); United Nations (2008a), United Nations (2008b)

3. Development of Service Industry and Service Economy

- 3.1 Service industry evolution mechanism and track characteristics
- 3.2 Basic features of service economy development trend
- 3.3 Factors affecting service sector growth and service economy development

Reading

Text: Fitzsimmons, Fitzsimmons and Bordoloi (2014); Ch. 1, Ch. 3; Zhou (2016); Ch. 3, Ch. 4, Ch. 5, Ch. 6

Paper: OECD (2000); Park and Shin (2012)

4. Service Market Analysis (Structure Conduct and Performance)

Reading

Text: Fitzsimmons, Fitzsimmons and Bordoloi (2014), Ch. 2, Zhou (2016), Ch. 4, any

standard textbook in Industrial Organization

Paper: TBA

5. Service Demand and Service Costs

5.1 Demand for service (macro perspective)

5.2 Service costs

Reading

Text: Jansson (2013), Part II, Fitzsimmons, Fitzsimmons and Bordoloi (2014), Ch. 1,
Zhou (2016), Ch. 4

Paper: TBA

6. Service Quality and Measurement

6.1 Dimension of service quality

6.2 Service quality GAP model

6.3 Measuring service quality

6.4 Quality service by design

6.5 Achieving service quality

6.6 Service recovery framework

Reading:

Text: Fitzsimmons, Fitzsimmons and Bordoloi (2014), Ch. 6

7. Service Innovation

7.1 Service innovation categories

7.2 Service innovation model

7.3 Innovation strategy

Reading:

Paper: Edvardsson and Olsson (1996)

8. International Trade in Service

Reading

Paper: Goff (2015); OECD (2000); others TBA

Tentative Class Schedule and Assignments:

	Topic	Individual assignment	Group assignment	Project development	Weekly schedule with entrepreneurs (tentative)
Week 1 Aug 10, Aug 12 (Holiday)	1. Introduction to service sector	<u>Assignment 1</u> Six characteristics of service sector			
Week 2 Aug 17, Aug 19	2. Economic impact of service sector	<u>Assignment 2</u> - Economic impact of service sector			
	3. Service sector development	<u>Assignment 3</u> - Service economy evolution mechanism			
Week 3 Aug 24, Aug 26	Introduction to case study (First Meeting with entrepreneurs)		<u>Assignment 1</u> - Case study and mentor selection	- Introduction to case study - Case study and mentor selection	
Week 4 Aug 31, Sep 2	3. Service development (Continue)		<u>Assignment 2</u> - Basic feature of economic development trend <u>Assignment 3</u> - Service sector productivity, service sector growth and economic growth	- Announcement of case study allocation - Entrepreneur contact distribution	- First group meeting with entrepreneur - Discuss direction and rules for future meeting with entrepreneur - Discuss various possibilities for group project objectives
Week 5 Sep 7, Sep 9	4. Market analysis (Structure conduct performance)		<u>Assignment 4</u> - Analyze the market of service sector from case study <u>Assignment 5</u>	- Analyse market of service sector from case study	- Discuss with entrepreneur regarding service market structure, conduct (and non-price strategy) and performance measures

			- Search and explain relevant pricing and non-pricing strategy theories		
Week 6 Sep 7, Sep 9	How to write academic paper	<u>Assignment 4</u> - Write introduction for group project <u>Assignment 5</u> - Write literature review for group project	<u>Assignment 6</u> - Write conceptual framework and research method for group project	- Decide on project topic and key objectives - Find and summarize relevant literature review - Brainstorm for research framework and research method	-Discuss and decide on project key objectives
Week 7 Sep 21, Sep 23	Present the service market analysis findings, research idea and research methodology to class	<u>Assignment 6</u> - Comment other groups research idea and research methodology	<u>Assignment 7</u> - Write introduction and literature review for group project <u>Assignment 8</u> - Design questionnaires and/or interview questions for group project	- Overall project proposal preparation	- Discuss about conceptual framework and research method for group project
Week 8 Sep 28, Sep 30	Midterm week		<u>Assignment 9</u> - Submit group project proposal (including questionnaires and/or interview questions) <u>Assignment 10</u> - Prepare proposal presentation to entrepreneur (draft)	- Project proposal submission (with questionnaires or interview questions) - Prepare proposal presentation to entrepreneur	
Week 9 Oct 5, Oct 7	Discuss about group project with instructor and practice proposal presentation to		<u>Assignment 11</u> - Revise proposal presentation to entrepreneur	- Plan on data collection - Revise questionnaires and/or interview	- Further discuss about data collection method - Submit proposal presentation to entrepreneur

	entrepreneur with instructor		<u>Assignment 12</u> - Revise questionnaires and/or interview questions based on professor's comment	questions based on instructor's comment	
Week 10 Oct 12, Oct 14	Proposal presentation to entrepreneur		<u>Assignment 13</u> - Response to entrepreneur comments <u>Assignment 14</u> - Revise project proposal, questionnaires and/or interview questions based on entrepreneur's comment	- Proposal presentation to entrepreneur - Revise questionnaires and/or interview questions based on entrepreneurs' comment	- Submit questionnaire and/or interview questions to entrepreneurs and get feedback - Discuss about steps of project implementation/collecting necessary data
Week 11 Oct 19, Oct 21	5. Service quality and measurement		<u>Assignment 15</u> - Service quality questionnaires <u>Assignment 16</u> - Other service quality assignment	- Finalize questionnaires and/or interview questions - Collect data	- Update with entrepreneur
Week 12 Oct 26, Oct 28	6. Service demand & Service costs		<u>Assignment 17</u> - Service demand <u>Assignment 18</u> - Service costs	- Collect data	- Update with entrepreneur
Week 13 Nov 2, Nov 4	6. Service demand & Service costs		<u>Assignment 19</u> - Project update with A. Nessara	- Collect data and analyse data	- Update with entrepreneur
Week 14 Nov 9, Nov 11	7. Service innovation 8. International trade in service		<u>Assignment 20</u> - Service innovation <u>Assignment 21</u> - Prepare final presentation to class	- Analyse data and write suggestions	- Update with entrepreneur

Week 15 Nov 16, Nov 18	Final presentation to class	<u>Assignment 7</u> - Comment other groups projects final results	<u>Assignment 22</u> - Prepare final presentation to entrepreneur	- Revise project based on class and instructor comments	- Update with entrepreneur - Submit final presentation to entrepreneur
Week 16 Nov 23, Nov 25	Final presentation to entrepreneur			- Revise project based on entrepreneurs' comments	Final comments from entrepreneur
Final paper submission is date to be announced	Final paper submission		<u>Assignment 23</u> - Final project paper submission		Entrepreneur evaluation

Note

Content in outline is subjected to change and update

ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2021

Semester 1/2021 (August 9 - November 27, 2021)	
Classes Begin	August 9, 2021
Add-drop period	August 6 - 15, 2021
Tuition Fee Installment Plan For ID.61-63 only <i>(9 AM - 10.30 PM)</i>	#Round 1 (July 16 – 18, 2021) #Round 2 (August 30 – September 3, 2021) #Round 3 (September 20 – 22, 2021)
<i>H.M. Queen Sirikit The Queen Mother's Birthday*</i>	<i>August 12, 2021</i>
<i>Prince Mahidol Day*</i>	<i>September 24, 2021</i>
Mid-term Examination Period	September 27 - October 3, 2021
Withdrawal period with "W" on record	October 11 - November 15, 2021
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2021</i>
<i>Substitution for King Chulalongkorn's Day*</i>	<i>October 22, 2021</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2021</i>
Last day of class for Semester 1/2021	November 27, 2021
Final exam period	November 29-30, December 1-3, 7-9, 11-17, 2021
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2021</i>
<i>Substitution for H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 6, 2021</i>
<i>Constitution Day*</i>	<i>December 10, 2021</i>

Remark * Holiday, No classes during this period