



Course Outline

EE382: ECONOMICS OF SERVICE SECTORS

Semester 1/2022 (August 8 – November 26, 2022)

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.

Instructor:

Name: Asst. Prof. Dr. Nessara Sukpanich

Office Hours: By appointment

Email: nessara@econ.tu.ac.th

Class Time and Logistic

Class day: Tuesday and Thursday

Class time: 12.30 – 2.00 p.m.

Class venue: Faculty of Economics Room 206

Teaching Materials Platform: BE Moodle

Enrollment key for BE Moodle: 9105 (<http://bemoodle.econ.tu.ac.th/>)

Meeting Platform: Zoom (in case needed)

Topic: EE382_1_2022_A_Nessara_Zoom_class

Time: This is a recurring meeting Meet anytime

Join Zoom Meeting

<https://zoom.us/j/93823298426?pwd=RnpOdIFCTXNPNE1XUm12R1NQeHlxZz09>

Meeting ID: 938 2329 8426

Passcode: 130934

Assignment submission:

To submit individual assignment, students shall upload files of your work on google drive shared by myself or my teaching assistant (TA) via your department email address. The name of the folder is [EE382_seat number_student ID First name Last name](#). It is noted that individual assignment submitted anywhere else rather than the aforementioned google drive will not be graded. If you have problem access to this folder please contact me and my TA (My TA name and contact will be announced in the class Moodle later).

To submit group assignment, students shall upload files of your work on google drive shared by myself or my teaching assistant (TA) via your department email address. It is noted that individual assignment submitted anywhere else rather than the aforementioned google drive will not be graded. The name of the folder is [EE382_Group_number](#). If you have problem access to this folder please contact me and my TA (My TA name and contact will be announced in the class Moodle later).



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:

Charoenporn, P. and Sukpanich N. (2022). Analysis of the Innovation Ecosystem in the Thai Service Sector, a research granted by National Research Council of Thailand (NRCT), written in Thai.

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.

Sukpanich, N. (2020). *Government policy supporting startups as a driving force of Thai economy*, a research granted by the Thailand Research Fund (TRF), written in Thai.

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	70%
Peer evaluation for group assignment contribution	10%
Individual assignments/participation	20%

Expected Learning Outcomes:

Application of relevant theories to selected service industry case study.

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 Issues

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 Cost of 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 ecosystem

7.3 Innovation strategy

Reading:

Paper: Edvardsson and Olsson (1996), Charoenporn and Sukpanich (2022).

8. Service startup

Reading:

Paper: Sukpanich (2020)

9. International Trade in Service

Reading:

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

Note:

Content in the outline is subjected to changes and update

ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2022

Semester 1/2022 (August 8 – November 26, 2022)	
Registration at REG TU (*ID.62-64)	July 11 - 14, 2022
Registration at REG TU (*ID.65)	July 26, 2022
Tuition Fee Payment Period (Via TU Greats App)	July 15 - 17, 2022
Classes Begin	August 8, 2022
Add-drop period	August 8 – 21, 2022 <i>(from 9.00 AM of August 8 to 10.30 PM of August 21)</i>
<i>H.M. Queen Sirikit The Queen Mother's Birthday*</i>	<i>August 12, 2022</i>
Tuition Fee Payment Period (Via TU Greats App)	August 22 – 24, 2022 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	September 25 – October 2, 2022
Withdrawal period with "W" on record	August 26 – October 16, 2022 <i>(from 9.00 AM of August 26 to 10.30 PM of October 16)</i>
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2022</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2022</i>
<i>Substitution for King Chulalongkorn's Day*</i>	<i>October 24, 2022</i>
Last day of class for Semester 2/2021	November 26, 2022
Final exam period	November 28 – 30, December 1 – 4, 6 – 9, 13 – 16, 2022
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2022</i>
<i>Constitution Day*</i>	<i>December 10, 2022</i>
<i>Substitution for Constitution Day*</i>	<i>December 12, 2022</i>
Submitting Forms for Degree Conferral	August 8 – 21, 2022

Remark * Holiday, No classes during this period