General Course Information – Fall 2009
TSTD260.10 Tourism Development
Funger Hall, Room 220
Thursdays, 7:10 to 9:40 p.m.

Instructor
Dr. Douglas C. Frechtling
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Course Description
Economic aspects of sustainable tourism development approaches for local/regional destinations

Objectives
The student who successfully completes this course will be able to:
1. Enumerate economic issues confronting destination managers today and potential solutions
2. Explain economic theories useful for resolving destination development issues and their applications
3. Evaluate alternative methods of measuring the economic impact of visitors on a destination
4. Use financial analysis techniques to apply pre-feasibility analysis to a proposed facility development
5. Assess the financial state of a potential destination development corporate partner

Textbooks
- Additional readings will also be assigned.

Requirements
1. Weekly reading assignments
2. Oral presentation of report on destination topic
3. Final written report on topic
4. Corporate partner financial assessment
5. Final exam
6. Contributing to class discussions in a constructive manner

Note: the written report will be reduced in grade by 10 percent for each day or portion of a day late; a student’s presentation grade will be reduced by 20 percent for each week late.
Key Dates
Topic selection = Sept. 10
Corporate partner financial assessments = November 12
Final written report due = December 3
Final exam = December 17

Grading Policies
Oral report = 25%
Written report = 25%
Corporate partner financial assessment = 15%
Final exam = 20%
Class discussion contributions = 15%

GRADE SCALE
92 - 100 = A
90 - 91 = A-
88 - 89 = B+
82 - 87 = B
80 - 81 = B-
78 - 79 = C+
72 - 77 = C
70 - 71 = C-
br0th 70 = F

All examinations, papers and other graded work products and assignments are to be completed in conformance with The George Washington University Code of Academic Integrity. See http://www.gwu.edu/~ntegrity/code.html for this document (pay particular attention to Article II, section 1).

Bibliography


Pearce, Douglas C. and Richard W. Butler (1999), eds., Contemporary Issues in Tourism Development, Routledge-Thomson,


**NOTE CAREFULLY**

If it appears that inclement weather or other calamitous events might affect the University class schedule, call (202) 994-5050 for a taped message about whether classes are canceled or not, or click on the "Campus Advisories" link on the front page of the GW Web site, [http://www.gwu.edu/](http://www.gwu.edu/)

**Schedule of Classes**

> September 3, 2009 – Session 1: Introduction to Destination Economics

> September 10, 2009 – Session 2: Tourism Economic Concepts

> September 17, 2009 – Session 3: Measurement of Tourism

> September 24, 2009 – Session 4: Destination Product: The Hotel Development Process
>October 1, 2009 – Session 5: Financial Management Principles and Tools

>October 8, 2009 – Session 6: Hotel Prefeasibility Analysis

>October 15, 2009 – Session 7: Tourism Demand

>October 22, 2009 – Session 8: DMO Partner Assessment

>October 29, 2009 - Session 9: Partner Assessment Presentations; Tourism Supply

>November 5, 2009 – Session 10: Destination Competitiveness

>November 12, 2009 – Session 11: Economic Impact of Tourism

>November 19, 2009 – Session 12: DMO Strategy and Sustainable Tourism Development

>December 3, 2009 – Session 13: Forecasting Tourism Demand

>December 17, 2009 – Final Exam