Syllabus – Spring 2015

TSTD 6260: Destination Economics

Course Instructor: Sheryl Elliott, Ph.D., Associate Professor of Marketing

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T.A.: No T.A. has been assigned this course. If enrollments reach 30 students, a T.A. will be assigned.

Course Description

[This course is designed to build upon and expand the foundations concepts of the course, TSTD 6249, Sustainable Destination Development].

This course focuses on the microeconomic theories and their application in a range of tourism issues at the consumer, business, national and international level. Key focus is on how economics and financial analysis tools can be used to manage tourism growth and development.

Course Objectives

- To create understanding of the destination as a key organizing principle for the supply of tourism services
- To provide an understanding of the economic perspectives of multiple public and private sector stakeholders in the supply and delivery of destination visitor services To build skills in the use of financial statements, ratio and economic analysis techniques
- To explore emerging trends and their impact on tourism development and tourism investment promotion

Course Structure

This course is delivered in 14 learning units. Please do not work ahead, though, as I will be updating the units with new content throughout the semester. The learning units contains the following (please consult table below for the schedule of required discussions and written assignments):

1. Lecture--In this course the learning units will be utilizing different technologies for delivering the lecture content including multimedia tutorials, podcasts, as well as traditional lecture notes.

2. Reading Assignments are posted within each unit, primarily drawn from the two course textbooks.

3. Unit Assignment--these assignments must be completed before the next week’s unit begins. A unit ends on Sunday midnight (EST), and the next unit begins on Mon, 9:00 a.m. (EST). You must complete the assignment in a word document, edit and spell check it, and then copy and paste it into the
assignment form textbox area. An exclamation point will appear in the gradebook letting you know that your assignment has been uploaded to the Blackboard server. The instructor/facilitator grade assignment Monday-Wednesday. You can check late Wednesday or Thursday for your grade and the instructor's comments in Blackboard "Gradebook." By clicking on the graded assignment you can get the instructor's comments. For this course there are eight written assignments. They appear in Units 3-10. The assignments are limited to one page single spaced, or two pages double spaced. Note (and this is REALLY important): In your assignments be sure to reference all publications, including Internet sites, where you obtained information. It is better to over-reference and under reference. Please see The Owl at Purdue for more information on following APA rules on referencing.

4. **Discussion Room Topic**--there are 8 discussion topics and two "report outs." The discussion topics involve research and personal reflection, whereas a "report out" is simply a recording of personal observations and opinions. Each week a new discussion topic appears in the discussion room. Participating in the discussions counts towards your final grade. The discussions are asynchronous—meaning you can check in at anytime and respond to the central question or to respond to postings of other classmates. See table below to see the learning units where the required discussions are assigned.

The discussion room will also play a key part in this course for sharing ideas and discussing issues and problems related to tourism development. For this week, please introduce yourself in the discussion room and relate one example (it can be through personal experience or Internet research) where financing a tourism related project required public sector involvement. I will lead off the discussion with a project I am involved with in southern Maryland. Again, welcome. . . I am looking forward to "seeing" you in class.

**Evaluation**

The formal grading system serves three functions: motivation, evaluation and reinforcement of learning. The most important of the three is learning reinforcement. The final grade will be determined based on the following weights:

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<th>Learning Unit</th>
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<tr>
<td>Learning Unit 1</td>
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| Learning Unit 9 | Spring Break  | Spring Break  
| Learning Unit 10 |                | Spring Break Report Out  
| Learning Unit 11 | Assignment #5 | Discussion #8  
| Learning Unit 11 | Assignment #6 | Discussion Topic #8  
| Learning Unit 12 |                | End of Class Report Out  
| Learning Unit 13 | Exam Review    | Exam Review  
| Learning Unit 14 | FINAL EXAM     | FINAL EXAM  

Course Textbook


Hospitality Financial Management, first edition. Chatfield, Robert and Dalbor, Michael. Upper Saddle River, New Jersey. You do not need to purchase this book unless you want the full book as a future resource. We have taken selected chapters and made them downloadable pdf files. The actual files are in the unit in which they are required reading.

TIPS- Opening Files (lectures, readings, etc.) Right click the mouse (select open in new window) to launch all hyperlinks. This will allow you to save the document to your computer.

Do not work ahead! The instructor may be adding or updating some articles, and even assignments, so do not work ahead.

Comfort Zone - I realize some of you may not be as comfortable as others with some of the financial analysis aspects of this course as we know from our admission data, that a good percentage of our graduate students' previous majors were outside a business school. If you have any difficulties in understanding any of the "numbers" part of this course (for the most in Units 5 and 6) please feel free to call on either myself or the course facilitator for individual assistance.