

**ECO 252/457 - THE ECONOMICS OF TOURISM - SPRING 2010**  
**MONDAYS AND WEDNESDAYS, 11 AM – 1 PM**

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**Description:** In this course we investigate economic insights into tourism, including its implications on native cultures, impacts on the environment, and value to developing countries and conservation efforts. Students will study issues of tourism carrying capacity, the indirect effects of tourism spending on employment, exchange rates, and local economies, and the true costs and benefits for participants, suppliers, adjacent communities, countries and governments.

**Requirements:** Grades will be based on attendance and participation, journal writing, quizzes, presentations, and three exams. Attendance at all class sessions is required. The weights and grading scale are as follows:

Attendance / Participation	15%	93-100	A
Presentations	15%	90-93	A-
Midterms (2 @ 15%)	30%	87-90	B+
Journal	10%	83-87	B
Quizzes	10%	80-83	B- (and so on)
Final	20%		

**Journals:** Rather than formal papers, your writing assignment for this class is to keep a journal in a notebook with standard (8.5 x 11) ruled paper. This will be an opportunity to reflect on observations, store kernels of wisdom, and grapple with problems and solutions. Please write at least ½ page per day on average (3.5 pages per week). I will collect the journals a few times during the semester and read portions of them. If you might have writings that are private, please keep a separate diary for personal use. On some days there will be specific requests for something to brainstorm about in your journal. Please do not use the same notebook for your journal and for note taking because I will need to keep your journal for a few days when I collect it.

**Presentations:** Assigned groups of four students each will work together over the course of the semester to devise a plan for a tourism area or resort. Each plan should include the following items:

- A detailed landscape map of the 10+ acre area (hopefully we can find poster board for this)
- A detailed drawing of at least one building in the area (ditto)
- A detailed written description of the project's attractions and activities
- A detailed written assessment of the project's impact on the environment
- A detailed written assessment of the project's impact on the local economy

For each element, you will want to explain the reasons, pros, and cons of your decisions. On April 21 each group will have 15 minutes to present their plan to the class. The presentation will be graded on the basis of the quality of your work and the level of detail and specifics you provide.

**Book:**

*Treading Lightly: The Joy of Conservation, Moderation, and Simple Living* (2009, Pensive Press).

Be sure to check the calendario for all program events. This syllabus lists classroom events only.

Reading Assignments are tentative; some additions and adjustments will be made.

<b>Class</b>	<b>Topic / Reading Assignment (2<sup>nd</sup> line)</b>	<b>Location</b>
Feb. 12	The Economics of Mexico / Negotiation Tactics 10am special class time.	UNAM
15	The Economics of a Souvenir T-Shirt Handout	
17	Tourism – Lessons Given and Taken Ch. 2. Journal Entry – What lessons should we teach? Take?	
22	Information Problems – What to Believe Ch. 6	
24	Tourism and Development Alex Tooman Article	
March 1	Ecotourism Ch. 11	
3	<b>Exam 1</b>	
8	The Real Problem with Walmart Ch. 8	
10	Tourism and Trade, Exchange Rates Kulendran & Wilson article	
15	Morality Matters Ch. 9, Handout - Animal Vegetable Miserable	
17	Tourism Capacity and Economic Impact Daniel J. Stynes Article	
29	What Goes Around Comes Around Ch. 10	Case de Anderson
31	<b>Exam 2</b>	Case de Anderson
April 5	Tourism and Food	
7	Utopia Isn't so Bad Ch. 15, Journal: Describe your ideal tourism destination	
19	Tourism and the Environment Ch. 7	
21	Presentations	
26	Thinking Globally Ch. 18	
28	<b>Final Exam</b> - Comprehensive	UNAM