

ABSTRACT

Despite the increasing importance of tourism in economic development and the rise of "pro-poor" tourism development strategies, properly designing and implementing tourism projects remain generally a difficult process. There are both theoretical and practical challenges in justifying public sector investments in tourism and properly measuring the projects' benefits and sustainability. There is a need to come up with an analytical framework that would address these challenges and help evaluate a tourism project's economic viability. This technical note introduces a simple framework that could underpin the systematic economic analysis of tourism projects.