COURSE NUMBER: TSTD 6282

COURSE TITLE: Consulting Experience: Tourism Destination COVID-19 Impact Monitoring and Recovery Planning (Desk Study)

LOCATION: Online Course
June 29 - August 5, 2020
Monday, Tuesday & Wednesday, 4:00-6:00 p.m.

COURSE DESCRIPTION: This online course is designed as a cooperative effort between graduate students from GW School of Business and a destination partner “client”, on a real-life consulting assignment. In light of the global COVID-19 pandemic and the fact that tourism is not only affected by the crisis but irrevocably changed from it, students will assist a tourism destination to monitor the effects of COVID-19 on tourism and develop guidelines for recovery planning.

The consulting assignment is designed as a desk study project. It involves both directed research and practicum activities that will be conducted online. The course is based on a group experiential learning approach, which trains students to apply existing skills and knowledge in tourism development and international consulting.

The student teams prepare an inception report, conduct in-depth quantitative and qualitative research which will include virtual stakeholder consultations, analyze data, and develop a report outlining research findings and a set of strategic recommendations. In the week preceding the in-depth research, the teams prepare an inception report that outlines their background research findings, preliminary hypotheses and a work plan for the in-depth research. Based on the specific scope of the assignment and a stakeholder consultation period that spans several weeks, GW students will conduct relevant online surveys, virtual focus groups, online interviews and meetings, etc. At the end of the consulting assignment, the student teams present a set of recommendations and actions to the client and stakeholders via a webinar, and produce a detailed report for the client.

This course will utilize consulting guidelines and other relevant tools covered in TSTD 6214 Consulting Processes. It also builds upon background research conducted by students in TSTD 6214.

CREDIT HOURS: This is a 3-credit post-graduate class. Students will spend 6 hours per week in class preparing key consulting project deliverables, participating in coaching sessions, and troubleshooting challenges. In-depth quantitative and qualitative
research activities and team meetings are expected to average 15 hours per week. Over the course of the summer session, students will have approximately 36 contact hours in class and 90 hours in online research activities. Contact hours include coaching sessions, discussions, guiding key presentations to client, supervising research, guiding report writing. Please note that additional hours may be necessary for team meetings. Students are encouraged to plan accordingly.

PREREQUISITES: There are no academic prerequisites for this course.

PROFESSOR: Seleni Matus  
Executive Director, International Institute of Tourism Studies  
Department of Management  
Office: Funger Hall, Suite 301  
Virtual Office Hours: Wednesday 12:00-1:30 p.m. or by appointment. Please email and confirm your meeting even if during office hours  
Phone: 202.994.8197 (office); 571.201.7197 (mobile)  
E-mail: selenim@gwu.edu

COURSE OBJECTIVES: By the end of this course, students should be able to:  
- Assess destination-level COVID-19 impacts on tourism  
- Define good practices and guidelines for crisis recovery planning  
- Craft goals, priorities, and strategies for a recovery plan

METHOD OF INSTRUCTION: This course will use the following methods of instruction: lectures, guest presentations, class discussions, virtual stakeholder consultation activities, data collection and student/group presentations.

READINGS & MATERIALS: Required readings:  

**ASSIGNMENTS:**

The assignments for TSTD 6214 are integrated with the assignments for TSTD 6282. The matrix below outlines all assignments. Please review the Assignments section to obtain more details about course assignments listed below. All graded assignments should be submitted in Blackboard under the Assignments section.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>TSTD 6214 Point Value</th>
<th>TSTD 6282 Point Value</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Presentation of Desk Research Findings</td>
<td>20</td>
<td>-</td>
<td>May 27, June 1 &amp; 3</td>
</tr>
<tr>
<td>Group Presentation: Initial Plan for Consulting Assignment</td>
<td>20</td>
<td>-</td>
<td>June 10</td>
</tr>
<tr>
<td>Individual Research Report</td>
<td>30</td>
<td>-</td>
<td>June 17</td>
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<tr>
<td>Group Inception Report and Presentation</td>
<td>25</td>
<td>-</td>
<td>June 22</td>
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<tr>
<td>Inception Report Presentation to Client</td>
<td>-</td>
<td>20</td>
<td>June 29</td>
</tr>
<tr>
<td>Final Oral Presentations</td>
<td>-</td>
<td>30</td>
<td>July 28</td>
</tr>
<tr>
<td>Time Log</td>
<td>-</td>
<td>10</td>
<td>August 5</td>
</tr>
<tr>
<td>Final Written Report</td>
<td>-</td>
<td>40</td>
<td>August 5 (or 12 if needed)</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
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</table>

**Inception Report Presentation to Client.** The student consulting teams will work together to prepare and present an integrated inception Power Point presentation (and accompanying statement of work) to the client and local stakeholders.

The PPT presentation should summarize the main outputs from TSTD 6214 including but not limited to refined statement of work, methodology, findings from background research, work plan, and consulting assignment deliverables. The consulting team should plan to present a 45-minute presentation, followed by a Q&A segment.

Grading Rubric:
- **Content:** Assignment objectives, clarity and quality of content, main points well developed (1-15 points)
- **Organization:** Informative and clear project summary, smooth transitions between topics, logical flow of sections/ideas (1-5 points)
- **Delivery:** Professional presentation, professional and confident presenters, maintains client and stakeholders’ interest, audience engagement (1-5 points)
Final Oral Presentations. The student consulting team will collaborate to produce a final oral presentation for the clients and local stakeholders. The final presentation will outline main issues, proposed solutions and recommendations for implementation that address all objectives of the statement of work.

The student consulting team should present a one-hour program for the client and stakeholder that includes a 30-45-minute presentation, followed by a Q&A segment. Audience engagement is critical.

Grading Rubric:
- **Content**: Assignment objectives, clarity and quality of content, main points well developed (1-15 points)
- **Organization**: Informative and clear project summary, smooth transitions between topics, logical flow of sections/ideas (1-5 points)
- **Delivery**: Professional presentation, professional and confident presenters, maintains client and stakeholders’ interest, audience engagement (1-10 points)

Time Log. Each student consultant should submit a time log using the template attached. The time log will provide the instructors with insights about each student consultant's contribution to the main deliverables. You are encouraged to describe in detail your specific role(s) and contribution(s) for the activities undertaken as part of the consulting assignment.

Final Written Report. The GW team members will collaborate in formulating the final written report to the clients in Italy. Professors will provide feedback on the draft final report as well as the final draft submitted. The draft should be submitted to the professors’ emails by 5:00 p.m. ET on July 29. Students will receive feedback by August 3. The final report should be submitted by 5:00 p.m. ET on August 5 (August 14 only if needed and agreed to with Professors) via Blackboard.

Grading Rubric:
- **Content**: Content indicates clear purpose, synthesis of ideas, in-depth analysis and demonstrates original thought and support for the topic (1-10 points)
- **Development**: main points are well developed with specific evidence, facts and examples. High quality research is evident and sources are well integrated and these support main points argued in the paper. Quotations and Works are cited (1-10 points)
- **Organization**: Well-planned and well-thought out. Includes title, introduction, statement of purpose and main idea, transition and conclusion. All paragraphs have clear ideas that are adequately supported and have smooth transitions (1-5 points)
- **Style, Grammar, Mechanics**: Correct use of grammar, spelling, syntax and punctuation; all margins, spacing and indentations are correct; report is neat and correctly assembled with professional presentation. There is clear use of a personal style of writing, suited to purpose. The report holds the reader’s interest (1-5 points)
- The grading rubric includes a team work peer evaluation.

**GRADING:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100 points</td>
<td>(93%-100%)</td>
</tr>
<tr>
<td>Grade</td>
<td>Points</td>
<td>Percentage</td>
</tr>
<tr>
<td>-------</td>
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<tr>
<td>A-</td>
<td>90-92 points</td>
<td>(90%-92%)</td>
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<tr>
<td>B+</td>
<td>87-89 points</td>
<td>(87%-89%)</td>
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<tr>
<td>B</td>
<td>83-86 points</td>
<td>(83%-86%)</td>
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<tr>
<td>B-</td>
<td>80-82 points</td>
<td>(80%-82%)</td>
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<tr>
<td>C+</td>
<td>77-79 points</td>
<td>(77%-79%)</td>
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<tr>
<td>C</td>
<td>73-76 points</td>
<td>(73%-76%)</td>
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<tr>
<td>C-</td>
<td>70-72 points</td>
<td>(70%-72%)</td>
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<tr>
<td>F</td>
<td>below 70</td>
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COURSE PARTICIPATION: This course is based on dynamic group work and active participation during class sessions. At the start of every session students will participate in brief in-class exercises related to the assigned readings. Guest speakers will provide additional relevant insights about the consulting process. Through different interactive approaches (i.e. Discussion Board, Class Discussion) students will summarize key points and extract possible applications to the assigned field work.

ACADEMIC INTEGRITY: The code of academic integrity applies to all courses in the George Washington School of Business. Please become familiar with the code. All students are expected to maintain the highest level of academic integrity throughout the course of the semester. Please note that acts of academic dishonesty during the course will be prosecuted and harsh penalties may be sought for such acts. Students are responsible for knowing what acts constitute academic dishonesty. The code may be found at: [http://www.gwu.edu/~ntegrity/code.html](http://www.gwu.edu/~ntegrity/code.html)

UNIVERSITY POLICIES:

Religious Accommodation
Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations. Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities.

Disability Support Services (DSS)
Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: [gwired.gwu.edu/dss/](http://gwired.gwu.edu/dss/)

Mental Health Services 202-994-5300
The University's Mental Health Services offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations confidential assessment, counseling services (individual and small group), and referrals. [counselingcenter.gwu.edu/](http://counselingcenter.gwu.edu/)