COURSE NUMBER: TSTD 6282


LOCATION: Overseas dates: June 14-27, 2020
On campus dates: July 6 and July 8, 2020
Duques Hall, Room 453
2201 G St NW, Washington, DC 20052

COURSE DESCRIPTION: This course involves travel to a foreign country to conduct a real-life consulting assignment. It involves both directed research and practicum activities. 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. GW students work in close collaboration with peers from a partner university in the foreign country.

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. Students will spend two weeks in a tourism destination conducting fieldwork and preparing a set of strategic recommendations for a client.

The fieldwork involves students conducting stakeholder interviews, site visits, assessments of existing and potential tourist attractions and tourist facilities. At the end of the fieldwork period, the students present their recommendations. Upon their return to the U.S., students produce a detailed report which they send to the client for wider distribution.

CREDIT HOURS: This is a 3-credit post-graduate class. The course includes an estimated 90 hours of supervised student field studies and 75 contact hours with GW faculty in a foreign country. In addition, there are 5 classroom hours over two class periods on campus.

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
Office Hours: Wednesday 12:00-1:30 p.m. or by appointment. Please email and confirm your meeting even if during office hours
COURSE OBJECTIVES: By the end of this course, students should be able to:

- Assess current tourism products in a tourism destination, and to develop recommendations for the establishment of new products, experiences and local creative services that are aligned with the greater region’s common goal for promotion.
- Assess the potential of attracting specific market segments.
- Craft a tourism plan that will provide an overview of the current situation and articulate goals, priorities, and strategies for regional tourism development.

METHOD OF INSTRUCTION: This course will use the following methods of instruction: lectures, guest presentations, class discussions, online discussions, and student/group presentations, and fieldwork in a foreign country.

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 &amp; June 1</td>
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<tr>
<td>Group Presentation: Initial Plan for Consulting Assignment</td>
<td>20</td>
<td>-</td>
<td>June 3</td>
</tr>
<tr>
<td>Individual Research Report</td>
<td>30</td>
<td>-</td>
<td>June 8</td>
</tr>
<tr>
<td>Project / Assignment</td>
<td>Duration</td>
<td>Grade</td>
<td>Date</td>
</tr>
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<td>--------------------------------------------</td>
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<tr>
<td>Group Inception Report and Presentation</td>
<td>25</td>
<td>-</td>
<td>June 12</td>
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<tr>
<td>Inception Report Presentation to Client</td>
<td>-</td>
<td>25</td>
<td>June 12</td>
</tr>
<tr>
<td>Final Oral Presentations</td>
<td>-</td>
<td>30</td>
<td>June 27</td>
</tr>
<tr>
<td>Penguin Award Paper</td>
<td>5</td>
<td>-</td>
<td>July 6</td>
</tr>
<tr>
<td>Time Log</td>
<td>-</td>
<td>15</td>
<td>July 6</td>
</tr>
<tr>
<td>Final Written Report</td>
<td>-</td>
<td>30</td>
<td>July 13 (or 17 if needed)</td>
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<tr>
<td><strong>TOTAL POINTS</strong></td>
<td>100</td>
<td>100</td>
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**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 12. Students will receive feedback by July 13. The final report should be submitted by 5:00 p.m. ET on July 17 (July 24 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:** Letter grades are assigned based on the distribution of total points for the course:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
<td>(93%-100%)</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
<td>(90%-92%)</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
<td>(87%-89%)</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
<td>(83%-86%)</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
<td>(80%-82%)</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
<td>(77%-79%)</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
<td>(73%-76%)</td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
<td>(70%-72%)</td>
</tr>
<tr>
<td>F</td>
<td>below 70</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/](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/](counselingcenter.gwu.edu/)