

TSTD 6282 - International Experiences
Celebrating Heritage, Fostering Community-based Tourism in Havana, Cuba
Summer 2017

Course Description

This course involves travel to a foreign country to conduct a real-life consulting assignment. It involves both directed research and consulting activities. The course is based on a group experiential learning approach, which trains students to mobilize and apply existing skills and knowledge as well as acquire and utilize new ones in an efficient manner. In their assignment students will work in close cooperation with peers from the Havana University.

General Guidelines

This course will utilize consulting guidelines and other relevant tools covered in TSTD 6214 - Consulting Processes.

This course will take advantage of the interactive mediated learning support made possible through Blackboard as well as other digital means of communication and cloud-based file sharing. Preparatory briefings, online chat sessions, and report writing may be organized via Blackboard.

Required Readings

1. Spencer, R. (2016). *Development Tourism: Lessons from Cuba*. NY: Routledge.
2. Gayle, D., & Goodrich, J. (2015). *Tourism Marketing and Management in the Caribbean*. NY: Routledge.
3. Honey, M. (2008). *Ecotourism and Sustainable Development: Who Owns Paradise?* Washington, D.C.: Island Press.
4. Thomas, J. H., Kitterlin-Lynch, M., & Lorenzo Del Valle, D. (2015). Cuba's future hospitality and tourism business: Opportunities and obstacles [*Electronic article*]. *Cornell Hospitality Reports*, 15(11), 6-16.
5. Hingten, N. et al. (2015). Cuba in Transition: Tourism Industry Perceptions of Entrepreneurial Change. *Tourism Management*, 50, 184-193.
6. Miller, M. et al. (2008). The Competitiveness of the Cuban Tourism Industry in the Twenty-First Century: A Strategic Re-evaluation. *Journal of Travel Research*, 46(3), 268-278.
7. Laitamaki, J. et al. (2016). Sustainable Tourism Development Frameworks and Best Practices: Implications for the Cuban Tourism Industry. *Managing Global Transitions*, 14(1), 7-29.
8. Martin de Holan, P. & Philips, N. (1997). Sun, sand and hard currency. *Annals of Tourism Research*, 24(4), 777-790.
9. Henthorne, T. et al. (2010). The Evolving Service Culture of Cuban Tourism: A Case Study. *Turismos: An International Multidisciplinary Journal of Tourism*, 5(2), 129-143.
10. Morris, R. (2016). Host and Guests in Early Cuba Tourism. *Journal of Tourism History*, 8(2), 167-183.

Assignments

The assignments for TSTD 6214 are linked with the assignments for TSTD 6282. The matrix below outlines all assignments.

Requirement	TSTD 6214 Point Value	TSTD 6282 Point Value	Deadline
Case Study: Presentation	20	-	TBD
Planning for Consulting Assignment: Report and Presentation	20	-	TBD
Individual Research Report	30	-	TBD
Group Inception Report	25	-	TBD
Inception Report Presentation to Client	-	25	TBD
Final Oral Presentation	-	30	TBD
"Penguin Award" Paper	5	-	TBD
Time Log	-	15	TBD
Final Written Report	-	30	TBD
TOTAL POINTS	100	100	

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 PP 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 30-45 minute presentation, followed by a Q&A segment.

The grading rubric is outlined below.

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.

Time Log

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

Final Oral Presentation

The student consulting team will collaborate to produce a final oral presentation for the client 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 stakeholders that includes a 30-45 minute presentation, followed by a Q&A segment. Audience engagement is critical.

The grading rubric for this assignment is outlined below.

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.

Final Report

The GW team members will collaborate in formulating the final written report to the client. Professors will provide feedback on the draft final report as well as the final draft submitted.

The grading rubric for this assignment is outlined below.

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, transitions 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.

Grading

Inception Report Presentation to Client: 25 points

Final Oral Presentation: 30 points

Time Log: 15 points

Final Written Report: 30 points

Letter grades are assigned based on the distribution of total points for the course:

A = 92- 100

A- = 90 - 91

B+ = 88 - 89

B = 82- 87

B- = 80- 81

C+ = 78 -79

C = 72-77

C- = 70-71
F = Below 70

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>

Since all assignments designated within this course represent a group effort, giving and receiving assistance is fine. Please note that the Time Logs will be used to assess individual contributions to the collective consulting assignment. We recommend that you incorporate adequate detail to help instructors understand your individual contribution to the consulting assignment deliverables.

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/

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/