General Course Information

**TSTD 3001: Introduction to Tourism and Hospitality Management**
Bell Hall 108, Mondays: 3:30-6PM, CRN: 40579

**Instructor:** Dr. Stuart Levy, slevy@gwu.edu  
**Office:** Funger Hall 310  
**Office Hours:** Tuesdays 10AM-12PM; By Appointment  
**Phone:** (202) 994-1706

Course Description and Objectives

This course provides an introduction to the study of tourism and hospitality from a managerial perspective. The intent of this course is to introduce, discuss, and analyze a variety of topics important to the hospitality and tourism fields. Sector components to be studied in this course include hotels, foodservices, events, travel distribution, transportation, and tourism destination management. After completing this course, students should be able to:

- Understand and analyze the elements of the tourism and hospitality experience.  
- Be familiar with hospitality industry practices, issues and trends.  
- Analyze and reflect upon hospitality service experiences.  
- Explain the impacts of tourism from a variety of perspectives.  
- Build upon important workplace skills (e.g., presentation, teamwork, analytics) through active learning activities and other classroom exercises.

Additionally, the course assignments have been designed to continue to improve students’ verbal, written, and thinking skills in preparing them for positions in the business world.

Required Text and Readings

**TOURISM: The Business of Travel**  
Authors: Cook, Yale, Marqua  
ISBN#: 0133113531  
Publisher: Pearson/Prentice Hall  
Available for purchase in the bookstore

Additional course material will be provided via blackboard, handouts, on library reserves, or through internet links.
Course Schedule

The methodology for this course includes lectures, discussions, projects, student presentations and a final paper. The following is a schedule of course progression for your reference in preparing and planning for assignments and discussion. It is expected that the material referred to below will be covered during or approximately on the dates indicated; however, I may make discretionary changes and modifications to the syllabus and to the schedule when necessary in order to meet course objectives. Students are expected to read and to be prepared to discuss the material assigned for the date indicated.

Jan 12  Course Introduction
Jan 26  Marketing and Service Quality / Project Review
Feb  2  Destination Management and Marketing
Feb  9  Sustainable Tourism
Feb 23  Lodging
March 2  Restaurants
March 16  Events
March 23  Sports / Attractions
March 30  Travel Intermediaries
April 6  Transport
April 13  Exam
April 20  Innovations / Future of Tourism
April 27  Group Presentations/Reports Due
April 29  Group Presentations (continued)

Course Policies

Participation Standards
Your active involvement during class discussions and activities is a key factor in making your overall learning experience a success. Therefore, you will be expected to participate. You are expected to attend every class, arrive on time, be completely prepared and participate fully until the end of class. The following will determine your grade in the participation grade component:
(a) quality participation in class activities, discussions, and short homework assignments
(b) respectful, non-disruptive class behavior (see class behavior and etiquette rules 1-7 below).

Expected class behavior and etiquette:
1. Be in class on time.
2. Stay in class the entire period outside of breaks, unless it is an emergency.
3. Turn off ALL electronics (e.g., laptop, cell phone).
4. Be well prepared for class, and be prepared to participate.
5. Sit in assigned seats.
6. While beverages are permitted, no food will be allowed in the classroom during the class session.
7. Do not chat during the class period.
Attendance Policies
You are expected to attend every class, with attendance taken at the beginning of class. You are allowed to miss one class (not including your exam and any presentation dates, which are required attendance) during the semester with no penalty assessed to your participation grade. Absences from additional classes will be assessed a two percentage point deduction from your final grade for each class missed. Your participation grade will also be penalized for negative participation (see expected class behavior above). No makeup assignments for absences will be given.

Assignment Policies
Course work must be handed in on the assignment due date by the time requested. Group and individual project details will be reviewed in class.

Communication Policies
I will periodically send emails to you via Blackboard. Please be sure to check the email account which receives blackboard messages on a daily basis. If weather conditions may affect the University class schedule, please call (202) 994-5050 to find out whether classes are cancelled. Alternatively, go to the Campus Advisories link on the homepage of the GW website.

Disability Support Services
Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss specific needs. Please contact the Office of Disability Support Services at 202-994-8250 in Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to http://www.gwu.edu/dss.

Academic Integrity
All examinations, papers and other graded work products and assignments are to be completed in conformance with The George Washington University Code of Academic Integrity. The Code is printed in the Schedule of Classes and can be found on the GW website at http://www.gwu.edu/~integrity/code.html. Read http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml if you have any questions about identifying and avoiding plagiarism. Be sure to check Blackboard for upcoming class readings and assignments (under "Outline"). Power point slices will be posted on Blackboard the evening before class is held. It is your responsibility to check your GW email account daily for any news or changes that I may communicate with you.

Method of Evaluation

Grading: Final grades will be calculated based on the following factors:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Participation</td>
<td>20%</td>
</tr>
<tr>
<td>Journal Entries</td>
<td>20%</td>
</tr>
<tr>
<td>Group Project Paper</td>
<td>20%</td>
</tr>
<tr>
<td>Group Project</td>
<td></td>
</tr>
<tr>
<td>Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Pop Quizzes (2)</td>
<td>10%</td>
</tr>
<tr>
<td>Exam</td>
<td>20%</td>
</tr>
</tbody>
</table>

All exams and assignments will be awarded a letter grade consistent with the following:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-92</td>
</tr>
<tr>
<td>A-</td>
<td>91-90</td>
</tr>
<tr>
<td>B+</td>
<td>89-88</td>
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<tr>
<td>B</td>
<td>87-82</td>
</tr>
<tr>
<td>B-</td>
<td>81-80</td>
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<tr>
<td>C+</td>
<td>79-78</td>
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<tr>
<td>C</td>
<td>77-72</td>
</tr>
<tr>
<td>C-</td>
<td>71-70</td>
</tr>
<tr>
<td>D+</td>
<td>68-69</td>
</tr>
<tr>
<td>D</td>
<td>62-67</td>
</tr>
<tr>
<td>D-</td>
<td>60-61</td>
</tr>
<tr>
<td>F</td>
<td>below 60</td>
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Classroom Emergency Preparedness and Response Information
To Report an Emergency or Suspicious Activity
Call the University Police Department at 202-994-6111 (Foggy Bottom) or 202-242-6111 (Mount Vernon). If the line is unavailable or you are calling from another University location, dial 911.

Shelter in Place – General Guidance
Although it is unlikely that we will ever need to shelter in place, it is helpful to know what to do just in case. No matter where you are on campus, the basic steps of shelter in place will generally remain the same:

- If you are inside, stay where you are unless the building you are in is affected. If it is affected, you should evacuate. If you are outdoors, proceed to the closest GW building or follow instructions from emergency personnel on scene.
- Shelter-in-place in an interior room, above ground level, and with the fewest windows. If sheltering in a room with windows keep away from the windows. If there is a large group of people inside a particular building, several rooms may be necessary.
- Shut and lock all windows (locking will form a tighter seal) and close exterior doors.
- Turn off air conditioners, heaters, and fans. Close vents to ventilation systems as you are able. (Facilities staff will turn off ventilation systems as quickly as possible).
- Make a list of the people with you and call the list in to UPD so they know where you are sheltering.
- Visit GW Campus Advisories for incident updates http://campusadvisories.gwu.edu or call the GW Information Line 202-994-5050. If possible, turn on a radio or television and listen for further instructions. If your e-mail address or mobile device is registered with Alert DC, check for alert notifications.
- Make yourself comfortable and look after one other. You will get word as soon as it is safe to come out.

Evacuation
An evacuation will be considered if the building we are in is affected or we must move to a location of greater safety. We will always evacuate if the fire alarm sounds. In the event of an evacuation, please gather your personal belongings quickly (purse, keys, cell phone, GWorld card, etc.) and proceed to the nearest exit. Do not use the elevator.

Once we have evacuated the building, proceed to our primary rendezvous location (lobby of Duques Hall). In the event that this location is unavailable, we will meet in the lobby of Lerner Health and Wellness Center.

Alert DC
Alert DC provides free notification by e-mail or text message during an emergency. Visit GW Campus Advisories for a link and instructions on how to sign up for alerts pertaining to GW. If you receive an Alert DC notification during class, please share the information immediately.

GW Alert
GW Alert provides push notification to desktop and laptop computers during an emergency. In the event that we receive an alert to the computer in our classroom, we will follow the instructions given. You are also encouraged to download this application to your personal computer. Visit GW Campus Advisories to learn how.

Additional Information
Additional information about emergency preparedness and response at GW as well as the University’s operating status can be found on GW Campus Advisories http://campusadvisories.gwu.edu or by calling the GW Information Line at 202-994-5050.