TSTD 3303 / TSTD 6282 Course Syllabus
Customer Experience Management in Hospitality and Tourism

General Course Information

TSTD 3303 / TSTD 6282
On Campus Class: 12-3PM, December 13 (Duques Hall 250)
In Argentina/Brazil: January 2-11, 2017

Instructor: Stuart Levy, PhD
Office: Funger Hall 310
Office Hours: By Appointment
Phone: (202) 994-1706
E-mail: slevy@gwu.edu

Course Description and Objectives

In today's competitive marketplace, customers have become increasingly sophisticated and demanding in their consumption experiences. As a result, organizations need to pay close attention to all of the touch points to ensure memorable service experiences. These experiences must satisfy and delight customers in order to foster repeat purchase and word-of-mouth. This is particularly true of tourism-related services — such as festivals, tours, attractions, hotels, and restaurants — all of which are very experience-oriented.

During this winter-break study abroad course to Argentina and Brazil, students will learn to analyze and manage a variety of customer experiences, utilizing customer relationship management and service marketing frameworks as well as participant observation methods. In addition, students will incorporate cutting-edge social media listening techniques and user experience (UX) evaluations in order to substantiate their project analyses and recommendations.

Students will learn and apply relevant management and marketing skills within the context of tourism, which is one of the largest contributors to the Argentinian and Brazilian economies. Students will be evaluating a popular "Iguazu and Beyond" tour itinerary by the course client, international tour operator G Adventures. In addition, students will appreciate how sustainability and corporate responsibility play in positioning the company, and how responsible practices contribute to the visitor experience.

After completing this course, students should be able to:

- Evaluate visitor experiences through a multi-method approach
- Understand customer experience concepts and frameworks as applied to hospitality and tourism
- Learn and implement social media monitoring methods
- Understand the impact of sustainability and corporate responsibility on the visitor experience
- Build upon important workplace skills (e.g., communication, teamwork, analytics) through experiential learning activities and client presentations
Course Readings

Krug (2014): Don't Make Me Think, Revisited

Tip (2013): Looptail

Additional course material will be provided via blackboard, handouts, and internet links. This course includes lectures, projects, student presentations and reports.

Class Policies and Group Paper

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. The following will determine your grade in the participation grade component: quality participation in class discussions as well as prompt attendance for activities and destination departures throughout the course. Negative participation (e.g., chatting, personal computing/texting during class, late arrivals, early departures) during both class and out-of-class activities will also affect your participation grade.

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) unless indicated.
4. Be well prepared for class, and be prepared to participate.
5. Dress appropriately

Attendance Policies
You are expected to attend every class and activity, with attendance taken at the beginning of class. No makeup assignments for absences will be given.

Assignment Policies
Course work must be handed in on the assignment due date by the beginning of class. Presentations must be delivered on the date assigned.

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.

Other Policies
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/~ntegrity/code.html. Also, 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.

Group Paper and Presentations
For this project, student teams will be conducting comprehensive evaluations on the Iguazu and Beyond tour itinerary, and will then write a report and deliver in-country presentations to our G Adventures client. All project deliverables should include substantive, thoughtful content, and have proper formatting, spelling and grammar.
Grading

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>15%</td>
</tr>
<tr>
<td>Blog/Discussion Postings</td>
<td>20%</td>
</tr>
<tr>
<td>Individual Report</td>
<td>15%</td>
</tr>
<tr>
<td>Group Paper</td>
<td>20%</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>15%</td>
</tr>
<tr>
<td>Quiz</td>
<td>15%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</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>
</tr>
<tr>
<td>B</td>
<td>87-82</td>
</tr>
<tr>
<td>B-</td>
<td>81-80</td>
</tr>
<tr>
<td>C</td>
<td>79-78</td>
</tr>
<tr>
<td>C-</td>
<td>77-72</td>
</tr>
<tr>
<td>C+</td>
<td>71-70</td>
</tr>
<tr>
<td>F</td>
<td>below 70</td>
</tr>
</tbody>
</table>

TSTD 3303 / TSTD 6282 Course Itinerary

Mon: 1/2/17 Student Arrival to Buenos Aires, Argentina from USA
On own, throughout the day
Taxi from airport to hotel; Check in to hotel
Welcome dinner

Tues: 1/3/17 Quiz and Afternoon Class
10:30AM-5PM: Quiz on readings; Discussion of individual reports; Review of techniques
G Adventures orientation

1/4/17-1/11/17 Iguazu and Beyond Tour Itinerary

Tues: 1/10/17: Mock Presentations and Farewell Dinner

Wed: 1/11/17 Student Departure from Rio to USA
On own, throughout the day
Taxi from airport to hotel

During Week of 1/17: Client Presentations

Mon: 1/30/17 Class Papers Due