



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON DC

**GW News Center**  
Office of University Relations



October 8, 2005

|| Media Relations || *ByGeorge!* || *GW Magazine* || Publications || Advertising || Graphic Design || Community || Photography ||

**August 29, 2005**

**CONTACT:**

Sarah Kunkleman: (202) 994-4413; [sarahek@gwu.edu](mailto:sarahek@gwu.edu)

Matt Nehmer: (202) 994-6467; [nehmer@gwu.edu](mailto:nehmer@gwu.edu)

**GW SCHOOL OF BUSINESS RECOGNIZED FOR  
EXCELLENCE IN TOURISM EDUCATION**

**The World Tourism Organization Names GW's Tourism and Hospitality Management Program  
as One of the World's Leading Tourism Programs**

**WASHINGTON** - The World Tourism Organization (WTO) recognized The George Washington University's Tourism and Hospitality Management program with its "TedQual" certification, a status for education, training, and knowledge institutions that have achieved the highest quality in the field. The WTO also showcased GW in its publication *TedQual: The World's Leading Tourism Programs*.

The WTO began TedQual certification in 1999 to establish standards of quality and excellence for institutions with tourism education and training programs. To be TedQual certified, programs must not only make contributions to the study of tourism, but also play a role as advisors to government and the private sector on tourism and sustainability issues.

"Being recognized as one of the world's leading tourism programs by the WTO is a great honor for our Tourism and Hospitality Management program, International Institute of Tourism Studies, and School of Business," said Larry Yu, associate professor of hospitality management. "Our status as one of the premier institutions in tourism education and research will continue to attract high quality students to our master's, undergraduate, and professional development programs as well as to our online master's program."

GW launched the world's first master's program in tourism administration (M.T.A.) in 1974. GW again made tourism education history in 1988 when it partnered with the WTO to establish the International Institute for Tourism Studies (IITS) at GW, the world's first university-based WTO Center for Tourism Education.

GW continued its leadership role during the intervening 30 years, building a global reputation for tourism research and academic programs. Today, the business school's Department of Tourism and Hospitality Management offers academic opportunities in tourism administration, event management, sport management, and sustainable destination management for undergraduate, master's, and professional students.

GW's School of Business prepares students for professional management careers. The depth and variety of its academic and professional programs, including five specialized master's programs, provide rich opportunities for students in the school's core Bachelor of Business Administration, Master of Business Administration and doctoral programs. GW's undergraduate- and graduate-level international business programs rank among the world's best.

**For more information about GW's School of Business, visit [www.business.gwu.edu](http://www.business.gwu.edu).**

**CALENDARS**

University, School & Local

**PHOTOS**

GW Image Bank & Galleries

**GW ON THE AIR**

CNN, Kalb, XM Radio

**NEWSROOM**

GW Coverage and Experts

**SUBSCRIBE**

Weekly E-mail News

**ASK GW**

Online Forum For Discussion

**Current Headlines**

**[GW's 2005 Bender Teaching Awards Announced](#)**

Posted on 10/05/2005

**[GW Receives Advisory Panel Report for Square 54 from Urban Land Institute](#)**

Posted on 10/03/2005

**[GW Receives Federal Grant To Support Suicide Prevention](#)**

Posted on 09/29/2005

**For more news about GW, visit the GW News Center at [www.gwnewscenter.org](http://www.gwnewscenter.org).**

**- GW -**

©1996-2005 The George Washington University Office of University Relations, Washington, D.C.  
[Submit](#) questions/comments