

Graduate Studies in Tourism Administration

The George Washington University
School of Business and Public Management



...because life is a journey

**“Our
primary
mission is
education.
We are
dedicated to
giving our
students the
richest
educational
experience
possible.”**

Department Chair’s Message

Some people say that tourism is the largest industry in the world. Others say it is the fastest-growing business. One thing we all agree on is that it is one of the most dynamic and challenging human activities throughout the world today. And that goes for the businesses, government agencies, universities, and other not-for-profit institutions that have grown up to service it, as well.

Over the last 25 years or so, we have developed a graduate degree program to prepare U.S. and international adults from all walks of life for leadership positions in these institutions, and to help them enjoy the career and lifestyle benefits that tourism has to offer.

We teach the contemporary skills and best practices required to thrive in management in tourism, hospitality, sport, events and meetings, and related industries. Both in and out of the classroom, our students receive critical training in analysis, strategic planning, impact assessment, technology applications, team projects and decision-making.

We believe that tourism should help improve the quality of life globally. In every way possible, the Department of Tourism and Hospitality Management is committed to the realization of this vision as we strive to be recognized by students and professionals as one of the world’s outstanding centers of tourism and hospitality management education and research.

But we believe it is important as well to equip our students with an appreciation for the benefits that tourism can offer. These include contact with and appreciation for different cultures, contributions tourism can make to sustainable development, the educational advantages of seeing more of the world first-hand, and the use of technology to improve the individual travel experience.

D. C. Frechtling, Ph.D.
Chair
Department of Tourism and
Hospitality Management

For more than two decades The George Washington University has been a leader in tourism management education and research. At GW you will benefit from a program that sets the worldwide standard for graduate studies in tourism.

Our status as one of the premier institutions in tourism administration began in 1974, when GW became the first university in the world to offer a master’s degree in tourism administration. In 1988 the University and the World Tourism Organization (WTO) created the International Institute for Tourism Studies (IITS) at GW. This was the first university-based WTO Center for Tourism Education.

The Department of Tourism and Hospitality Administration at The George Washington University has established a long tradition of “firsts”:

- Endowed chair in tourism policy
- Named professorship in Event Management
- Master’s degree concentrations in Travel Marketing plus Event, Sport and Destination Management
- Internationally broadcast radio program, *The Travel Minute*
- Developed curricula on tourism forecasting and ecotourism studies
- Study tours to the Olympic Games and other mega-events
- Professional career education certificate program in Event Management
- Ecotourism and Event Management archives at the Gelman Library
- Sport Tourism conference
- University to host the White House Conference on Aviation Safety and Security
- Distance Education delivery of the Master of Tourism Administration degree
- Ranked in 2001 and 2002 by *US News and World Report*: Best Online Graduate Degrees: Business—The only Tourism degree ranked on that list



Master of Tourism Administration

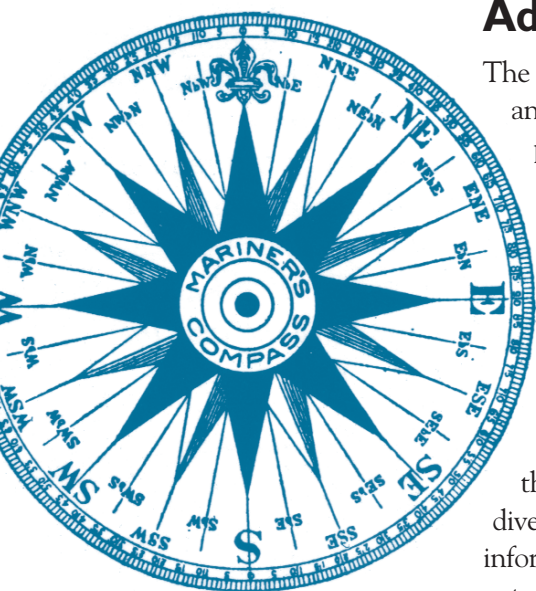
Student Views

“Although I completed my master’s degree from George Washington in 1993, even today I continue to benefit from it. I realize more and more, as I travel and work in the tourism industry, how extremely well organized and respected this program is – and not just domestically, but around the globe! The program provides many out-of-the-classroom opportunities such as seminars, industry events, and excellent internship/practicum assignments. I attended a colloquium at GW on Space Tourism in 1999 and it was then that I was exposed to this exciting and cutting edge segment of the tourism industry... So, thanks, GW.”

Sarah Dalton Vassiliou, MTA '93
President
Dalton Global Executive Search

“In the AMTA Distance Learning Program I have learned a tremendous amount about tourism and the event management fields. Although being far away has been an educational challenge, the rewards have been endless. George Washington is an urban progressive university that is equipped to handle high tech education. The professors have been extremely communicative and supportive which is crucial in this kind of learning. I strongly encourage anyone who wants to advance in the field of tourism and event management to participate in this program; it will raise your level of professionalism and value in the field.”

Heather Lynn Hawes, MTA '01
Production Coordinator
Turner Sports
Atlanta, GA



The Master of Tourism Administration Program

The Master of Tourism Administration is an internationally oriented degree that prepares students for management positions in tourism, hospitality, sport, event and meeting management and aviation careers. As part of The George Washington University's School of Business and Public Management, the Department of Tourism and Hospitality Management attracts students from all regions of the United States and more than 50 countries. This international diversity offers endless opportunities for sharing information while building a world-wide network of colleagues and contacts. The tourism, hospitality, sport, event and meeting industries require professionals who have the management knowledge and communications skills to operate successfully in the public and private sectors, the capacity to work with other cultures, and the desire to excel. These are the qualities that characterize GW's Master of Tourism Administration Program.

The Distance Learning Accelerated Master of Tourism Administration (AMTA) Degree Program

What is the AMTA distance-learning program?

The Master of Tourism Administration degree program is now available through GW's Off-Campus Programs Office in an accelerated, distance-learning format. The AMTA (Accelerated Master of Tourism Administration) program is designed to meet the changing educational and career development requirements of mid-career professionals. The AMTA program now offers concentrations in Event & Meeting and Sustainable Destination Management leading to career opportunities in those disciplines as well as Sport/Event Management. As with the MTA, the AMTA is taught by GW's internationally recognized faculty.

Apart from two required brief residency experiences, the courses are delivered via Internet and multimedia formats. The first of the two residencies, at the very beginning of

the 18-month program is a workshop designed to teach students how to use the software utilized in our courses. The second residency is a capstone experience at the end the program that culminates in the graduation ceremony. The AMTA program features affordable off-campus tuition rates; individualized guidance based upon personal and career goals; networking opportunities with tourism management professionals, and links with international and domestic tourism organizations locally and worldwide.

Where do AMTA graduates work?

Graduates from the GW Event and Meeting Management concentration currently work in convention centers, hotels, government agencies, amusement parks, trade associations, festivals, museums and other leading organizations worldwide. Graduates from the Sustainable Destination Management concentration currently work in Chambers of Commerce, economic development offices, national tourism organizations, and other destination management and marketing organizations worldwide. Graduates of the Sport Management concentration work for sports organizations such as league offices, professional teams and sports marketers.

The Bachelor of Business Administration/Master of Tourism Administration Five-Year program

Students working toward a Bachelor of Business Administration at the University may be admitted to the Master of Tourism Administration program during their third year of studies, earning both degrees in five years. After completion of 75 credit hours, the student may apply for admission to the graduate program. A student who has maintained a grade point average of at least 3.25 may be admitted to the dual degree program without taking either the GRE or GMAT tests. (See the GW Undergraduate Program Bulletin for details).

Programs for Working Professionals

GW also offers career development opportunities for working professionals through distance learning accelerated programs, short courses, and certificate programs in Event Management, Sustainable Destination Management and Aviation Management.

Student Resources

The Tourism Administration Student Association provides students with a forum for professional development, networking and social interaction within the tourism, hospitality, sport, events and meetings industries.

The School of Business and Public Management's Graduate Career Center assists students in job search and career placement activities. Continuous announcements of internships and jobs through the MTA student listserv keep students informed of opportunities in the industry.

Applied Learning

Through class projects, GW tourism students tackle real-world problems for organizations such as the World Bank, the Walt Disney Company, ARAMARK, the Coca Cola Company, World Wildlife Fund, U.S. Agency for International Development (USAID), local tourism offices, embassies, professional sports teams and agencies, event management firms, hotel corporations, airlines, and destination management organizations.

Most students choose to participate in field-based internships and practicum experiences as part of their MTA program. Students have worked with many tourism, hospitality, sport, events and meetings management organizations.

Mentor Program

The Mentor Program encourages a dynamic relationship between students and professionals within the tourism, hospitality, sport, events and meetings industries. Students who elect to participate in this program gain a real-world perspective to their learning experiences and opportunities to identify career directions.

The Distance Mode of Course Delivery

When a Tourism and Hospitality Management course is offered as part of the Accelerated Master of Tourism Administration program, students register on the web at gweb.gwu.edu. In distance learning courses, classroom attendance and lectures are replaced by multimedia presentations delivered via the Internet. The traditional fixed schedule of classes is also replaced by your ability to participate in each course's weekly activities on your own schedule.

What are on-line courses like?

New information technologies make it possible for you to learn on-line. You will hear and see animated graphic lectures, engage in weekly on-line asynchronous discussions with the professor and other students, be given articles to read on-line, test your own knowledge for each learning unit module through an interactive quiz, do projects and papers on-line, and take your final exam on-line.

Much of the work you will do will utilize a web site that was developed at The George Washington University expressly for the purpose of supporting distance learning. This system, called Prometheus (prometheus.gwu.edu), is an on-line courseware product that provides a framework for course delivery and organization. Prometheus facilitates course interaction and instruction, and allows your professor to publish course information and content in a way that is convenient for you to work with. Prometheus also provides virtual classrooms, e-mail, chat rooms, and discussion groups.

"The MTA program has provided me with the tools necessary to recognize and capitalize on opportunity in disastrous circumstances. The MTA program assisted me in facing the challenge of effectively marketing an active volcano as a tourism product for the island of Montserrat. Having been trained in the MTA program, I was able to use the publicity generated by the active volcano to attract adventure travelers to the island. This market has ultimately become our niche."

Ernestine Cassell, MTA '97
Director of Tourism
Montserrat Tourist Board



Required Courses for MTA and AMTA

TSTD 249:
Economic, Cultural, and Environmental Aspects of Tourism

TSTD 251:
Statistical Application in Tourism & Hospitality Management

TSTD 270:
Tourism Research

TSTD 296:
Tourism Information Management Systems

The MTA and AMTA Curriculum

The MTA and AMTA curriculum requires 14 courses for a total of 36 credit hours. To fulfill your goals and the requirements of the MTA (and AMTA) degree, you will take four core courses (TSTD 249, Economic, Cultural, and Environmental Aspects of Tourism; TSTD 251 Statistical Applications in Tourism & Hospitality Management; TSTD 270, Tourism Research; and TSTD 296, Tourism Information Management Systems for a total of 9 credit hours) that provide a solid foundation in management and a practical understanding of how these principles apply to the tourism, hospitality, sport, events and meetings industries. After you have completed your core courses, you will take 21 credit hours from one of our fields of concentration. In the on-campus MTA, you also have the option of designing a field of concentration to fit your own career objectives with the guidance of your advisor. This alternative has been used to create a specialization in areas such as hospitality management, eco-tourism, heritage tourism, and the airline industry. For the final 6 credits of your capstone courses, you may choose either to complete a practicum experience (TSTD 283) and the advanced topical studies (TSTD 297) course in your area of concentration, or write a thesis (TSTD 299 & 300). The Accelerated MTA (AMTA), has been designed to provide the same world-class education as the on-campus MTA but in the interest of making it possible for students to complete their degrees in this accelerated program, virtually all course options have been predetermined according to the concentration chosen by the student upon enrollment.

“The MTA program provided me with the opportunity to make influential contacts across the United States and throughout the world. MTA professors are leaders in the tourism field and brought to the classroom real world knowledge.”

Robert Miller, MTA '95
Manager
Star Travel

MTA Fields of Concentration

Sustainable Destination Management

The Sustainable Destination Management concentration focuses on the comparative advantage and competitive positioning of tourist destinations. Emphasis is placed on minimizing the negative impacts of tourism and preserving cultural and natural resources, while optimizing tourism's overall contribution to economic development in host communities.

Event and Meeting Management

The Event and Meeting Management concentration enables students to gain a practical and theoretical understanding of special events, expositions, festivals, conferences, meetings, and celebrations. Experiential learning through internships, field trips, and guest speakers is provided.

Sport Management

The Sport Management concentration prepares students to market and manage sport events, organizations, products, and athletes as well as sport tourism destinations and facilities. Students learn how to succeed in a competitive marketplace through practical assignments with leading professionals and organizations in the sport industry.

Individualized Studies

Students also have the option to design a program of study to fit their individual career objectives in an area such as eco-tourism, tourism marketing, heritage tourism, aviation management, hotel management, hotel development and others.

Students are increasingly choosing to pursue individualized studies in international hospitality management and hotel development. This field prepares students to become competent managers for domestic and international hospitality operations. The international hotel development focus combines the functional skills necessary to deliver outstanding service with the conceptual skills required for strategic decision-making in a highly competitive global marketplace.



Core Courses:

TSTD 249

Economic, Cultural, and Environmental Aspects of Tourism

Relationship of tourism and sustainable development; specific emphasis on cultural, environmental, and economic impacts and trends.

TSTD 251

Statistical Applications in Tourism & Hospitality Management

This course introduces students to the applications of quantitative methods in tourism and hospitality management research. Students study the procedures and methodology for collecting data, summarizing data, interpreting data and drawing conclusions based on the data. Methods of analysis and applications are emphasized in this course.

TSTD 270

Tourism Research

Analysis of specific research methods and tools and their application to the study of tourism.

TSTD 296 Travel Information Management Systems

Database utilization, information analysis, reservation systems, computer applications including the Internet, and related travel management systems.

Elective Courses:

TSTD 220 International Hotel Management

Presents basic concepts and techniques beneficial to international hospitality management. Topics include political, economic, cultural, financial and legal aspects inherent in the international business environment and their impacts on international hospitality management and operations.

TSTD 230 Organization and Management of Airlines

Overview of domestic and international passenger air transportation systems. Analysis of planning, financing, operating, marketing, and evaluating airline transportation systems. Legal and regulatory aspects of airline operations. Development of infrastructure and related support services

TSTD 250

Administration of Tourism & Hospitality Services

Organization and management concepts, theory and issues, stressing applications of theory through analysis of case examples drawn from the tourism and hospitality industry

TSTD 260 Tourism Development

Relationship of economic theory and planning principles to tourism development; application of pre-feasibility analysis to tourism projects

TSTD 261 Tourism Planning

Integrated planning for tourism organizations; development of comprehensive tourism projects; consideration of basic concepts, approaches, and models

TSTD 262 Tourism Policy Analysis

Components of tourism policy, including development of tools for tourism policy analysis and description of tourism organizations in the government and private sector.

TSTD 263 Tourism Marketing

Concepts and techniques employed in marketing travel industry products and services, including its public- and private-sector components. Assessment of the tourism product, development of marketing strategy, preparation of marketing plan, and analysis of promotional programs.

TSTD 220
International Hotel
Management

TSTD 230
Organization and Management
of Airlines

TSTD 250
Administration of Tourism and
Hospitality Services

TSTD 260
Tourism Development

TSTD 261
Tourism Planning

TSTD 262
Tourism Policy Analysis

TSTD 263
Tourism Marketing

TSTD 264
Sport Marketing

TSTD 265
Sport Law: Contracts and
Negotiations

TSTD 266
Sport and Event Facility
Management

TSTD 277
Event Management

TSTD 278
Conference and Exposition
Management

TSTD 280
Advanced Workshops
(Ecotourism, Heritage Tourism,
Sport Tourism and Others)

TSTD 282
International Experience (Costa
Rica, China, Cuba, Palestine,
Olympic Games and others)

TSTD 283
Practicum

TSTD 290
Special Topic (Hotel Project
Management, Global Aviation
Mgt, Entertainment
Management, Tourism &
Hospitality Management
Techniques and others)

TSTD 297
Advanced Topical Studies

TSTD 298
Directed Reading and Research

TSTD 299
Thesis Seminar

TSTD 300
Thesis Research

“When I decided to make travel part of my life, I chose GW because its holistic approach let me find my niche. I pursued tourism research because it built on the skills I acquired as an undergraduate, and thanks to referrals from professors I had two job offers when I graduated.”

John Packer, MTA '91
Senior Consultant
D.K. Shiftlet and Associates Ltd.
President
Travel and Tourism Research
Association, 2002-03



“The information and experiences gained through the GW graduate program in sports marketing has offered invaluable opportunities in a very competitive sports marketing industry and put me ahead of the game by understanding the economic, environmental and social impacts that evolve from tourism and special events.”

Melissa Minker, MTA '97
Marketing Manager
USA Track & Field

TSTD 264 Sport Marketing

Application of marketing theories to sport events and properties. Case examples of marketing athletes, facilities, sport products, and events as well as using sports as a marketing tool for products. Writing sponsorship and endorsement proposals and incorporating sport into an integrated marketing plan.

TSTD 265 Sport Law: Contracts and Negotiations

Examination of legislation and specific case law as related to professional and amateur athletes, sport events, licensed merchandise, broadcast and sponsorship rights. Topics include labor and anti-trust law; contract negotiation, specifications, and interpretation.

TSTD 266 Sport and Event Facility Management

Examination of the financing, development and operation of sports facilities. Students will receive exposure to revenue generating activities including special events booking, foodservice and concessions, ticket sales and corporate sponsorship.

TSTD 277 Event Management

An introduction to the theoretical and practical foundations of event management. Fundamentals of planning, budgeting, and evaluating events.

TSTD 278 Conference and Exposition Management

Site selection, program planning and management, exhibits, selection and use of facility, volunteers, and budget management.

TSTD 280 Advanced Workshops

Workshops with emphasis on contemporary issues and opportunities; development of advanced professional competencies in areas such as Eco-Tourism, Heritage Tourism, Sport Tourism and Others. May be repeated for credit with permission of advisor.

TSTD 282 International Experience

Travel to a foreign country for study of specific topics. Destinations have included: Costa Rica, China, Cuba, Palestine and the Olympic Games. May be repeated for credit with approval of advisor.

TSTD 283 Practicum

For graduate students enrolled in a degree program or field offered through the department. Fieldwork, internship, and/or instructional practice, including conference and/or seminar. May be repeated once for credit with permission of advisor.

TSTD 290 Special Topics

Experimental offerings, new course topics and teaching methods. Special Topics have included: Hotel Project Management, Global Aviation Management, Entertainment Management, Tourism & Hospitality Management Techniques and others. May be repeated twice for credit.

TSTD 297 Advanced Topical Studies

Required capstone experience for tourism administration students who do not select the thesis option. Analysis of case situations involving policy formulation or management decision making; emphasis on applied strategic planning and management approaches.

TSTD 298 Directed Reading and Research

Supervised readings or research. Admission by prior permission of instructor. May be repeated for credit.

TSTD 299 Thesis Seminar

TSTD 300 Thesis Research

Admission Requirements

An admissions committee reviews the qualifications of applicants and determines admission to the master's degree programs. Important factors include previous academic experience and performance, managerial work experience, and professional objectives.

Admission to the MTA Program requires:

- An undergraduate degree from a regionally accredited college or university
- A TOEFL score of 600 or better for international students from programs where English is not the formal language of instruction
- A completed application form
- Graduate Record Examination (GRE) or the Graduate Management Admission Test (GMAT) Scores

The GRE/GMAT requirement may be waived for AMTA applicants on a case-by-case basis during the interview process.

Application Process

Qualified applicants should submit the following items:

- Completed and signed GW Graduate Admissions application form
- Statement of Career Objectives
One or two pages describing how the program fits into your professional life and your career (or career changing) objectives.
- Resume (current & up-to-date)
- Three Letters of Recommendation
- All college and university transcripts
Please include an official transcript from each college or university attended, even if it did not lead to a degree and even if the credits appear on other transcripts. You may choose to start the application process with unofficial copies of your transcripts, but official or certified copies will eventually be needed from the issuing institution. If academic records are not in English, a certified English translation must be provided. Transcripts alone will not be accepted.

- Scores submitted for the Graduate Record Examination (GRE) or the Graduate Management Admission Test (GMAT) must be less than five years old
- Application fee

Application Deadlines:

Admissions are made on a rolling basis throughout the year, admitting students to the next academic semester.

To request an application or any additional information, send an email request to: amta@gwu.edu or mta@gwu.edu or call 202-994-6281.

Visit our web sites:

Master of Tourism Administration:
www.gwutourism.org
202-994-6281

International Institute of Tourism Studies:
www.gwutourism.org
202-994-6002

Aviation Institute:
www.gwvirginia.gwu.edu/academics/aviation/
202-994-6308



Alumni: Where They Work

Once you complete your degree at The George Washington University, you will be among a select group of professionals holding the Master of Tourism Administration degree. The success of our alumni is one of the most telling ways to evaluate our success as a department. Some GW graduates are industry leaders with airlines, hotels, event management companies, attractions, and sports organizations. Others have entered public service with national tourism administrations including, Bonaire, China, Egypt, Malaysia, Montserrat and South Korea, to name a few.

Sport

ABC Sports
Chicago Bulls
ESPN
National Basketball Association
Nike
NFL Players Association
Ski Industries of America
Snow Sports
ProServ/SFX Sports
USA Today
USA Track and Field
Washington Wizards
American Online

Travel

Academic Travel Abroad
American Express
Advantage International
Phoenix Tours
Intours Corporation
Travel Learning Conferences
VALU Travel Marketing Inc.

Technology

America Online
Globescope Internet Services
Primark Inc.
Verizon

Transportation

Amtrak
Delta Airlines
United Airlines
Japan Airlines

Consulting

Accenture
PKF Consulting
Arthur Consulting Group International

Education

ATI Institute
Australian International Hotel Institute
Chong Ju University, Korea
Hanyang University, Korea
Teikyo Post University, Japan

Hospitality

Beijing Millennium Hotel
Hotel Sofitel
Marriott International
The Washington Hilton
Arlington Hilton and Towers
Sandals Resorts International
Hospitality Valuation Services

National Tourism Organization/ Convention & Visitors Bureau

Arlington Chamber of Commerce
Carlsbad Convention & Visitors Bureau
National Tourism Administration of China
Department of Tourism, Post & Communication, Indonesia
Department of Tourism Development, Curacao
Fairfax County Convention & Visitors Bureau
Maryland Office of Tourism Development
Miami-Dade Chamber of Commerce
Prince George County Convention & Visitors Association
Puerto Rico Convention Bureau
Tourism Office of Bonaire
Washington Convention and Visitors Association
Montserrat Tourism Office
Virginia Beach Convention & Visitors Bureau

Associations

Council on Hotel, Restaurant and Institutional Education
Conservation International
International Hotel Sales & Marketing Association
American Hotel & Lodging Association
The Ecotourism Society
The Professional Guide Organization
Travel Industry Association of America

Attractions

Disney World
The Smithsonian Institution Cruises

Cruises

Funfest Cruises

Event Management

The TCI Companies
Giltspur Exhibit Design

Parks & Recreation

National Park Service

Financial Institutions

World Bank Group–Multilateral Investment Guarantee Agency (MIGA)
World Bank Group–International Financial Corporation (IFC)

