



ington  
University



## The George Washington University

A WTO.TEDQUAL CERTIFIED CENTRE

# *Capitol View, Global Experience*

- The first university based WTO Center for Tourism Education and Research.
- A leader in tourism education & research for over three decades.
- Variety of challenging programs are available to fit individual needs for undergraduate, postgraduate and professional certificate education in the School of Business.
- Internationally recognized faculty.
- Networking opportunities with industry professionals.
- Specialties: Event & Meeting Management, Sport Management, Sustainable Destination Management, or Individualized Studies.
- Study and live in Washington, DC or participate online from anywhere in the world with our top ranked AMTA program.
- Be At the Center of It All.





### Students

Our students come from variety of cultural, academic and professional backgrounds and bring to their programs a wealth of experiences. As part of The George Washington University's (GW) School of Business, 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.



### Faculty

Our faculty are internationally recognized experts in such disciplines as tourism policy, tourism economics and forecasting, market research, destination planning, services marketing, eco-tourism, sports management, cultural heritage tourism, event and meeting management, international hotel management, and health tourism. GW's tourism faculty are actively involved in today's forces that shape the tourism industry while being on the cutting-edge of tomorrow's developments. Its founding director, Dr. Donald Hawkins was awarded the first WTO Ulysses Prize in 2003; an honor created by the WTO to recognize and highlight the professional achievement of outstanding individuals and institutions in contributing to innovation and knowledge creation in Tourism. Our former department chair, Dr. Douglas Frechtling, serves as Chair of the WTO Education Council.



### Job Placement

Once you complete your degree at GW, you will be among a select group of professionals hold-ing 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 services with national tourism administrations including Bonaire, China, Egypt, Malaysia, Montserrat and South Korea, to name a few.



### Infrastructure

The International Institute of Tourism Studies and the Department of Tourism and Hospitality Management are both located within the School of Business at GW. The Department of Tourism and Hospitality Management is positioned to offer a management perspective in each of its concentration areas. Its original program, the International Institute of Tourism Studies is the first university-based World Tourism Organization Center for Tourism Education and Research in the world. The Institute has three areas of focus:

- Technical Assistance
- Research
- Professional Career Education

### Management

The world-class faculty is supported by student-centered professional staff. The Department of Tourism and Hospitality Management and the International Institute of Tourism Studies' full-time administration comprises a multitalented group of professionals dedicated to the daily direction, management and operational functioning of all academic, research and program offerings.

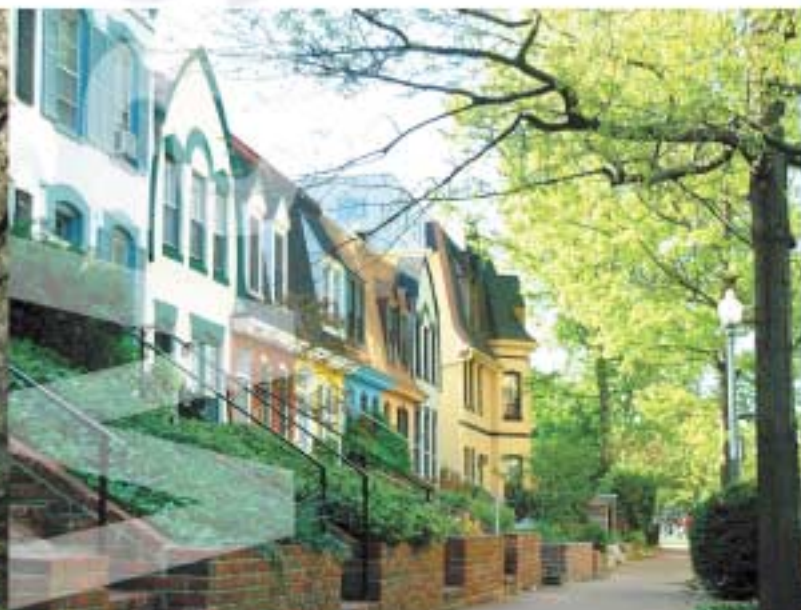


# Washington DC

## *The American Experience*



- The Nation's capital.
- Serves as the seat of the nation's government, as well as home to more than 572,000 people, scores of vibrant neighborhoods, countless historic landmarks and other tourist attractions, a thriving cultural and arts scene, many beautiful parks, loads of terrific restaurants, and boundless beauty.
- Washington teems with history, made and in the making; the arts; cosmopolitan culture; magnificent parks, gardens, and architecture.
- A world hub of power, diplomacy, beauty, and intellect.

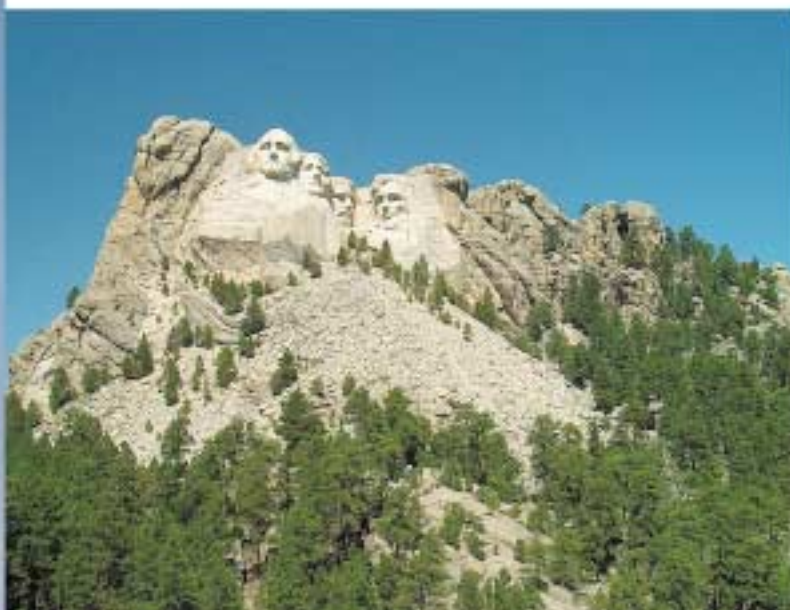




# USA

## *See America. Now More than Ever*

- "...a nation of people with the fresh memory of old traditions who dare to explore new frontiers..."
- From sea to shining sea. Vastly different natural wonders from snow capped rocky mountains to grand desert canyons to blue oceans to giant forests.
- Urban centers each with their own history and energy.





# The George Washington University



For more than three decades, GW 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 development and administration began in 1974, when GW became the first university in the world to offer a master's degree in tourism development and administration.

## WTO.TEDQUAL CERTIFIED PROGRAMS

### Master of Tourism Administration Degree Program

In 1988 the University and the World Tourism Organization (WTO) created the International Institute for Tourism Studies at GW. This was the first university-based WTO Center for Tourism Education. In 2002 the **Master of Tourism Administration Degree Program** earned the **WTO TedQual System Certification**. The MTA degree program is presented both in the a traditional classroom environment and online. Our online program has received top ratings from US News and World Reports.

### Event Management Certificate Program

The Event Management Certificate Program is part of GW International Institute of Tourism Studies. This program is offered by university partners throughout the world and is the first comprehensive program in higher education providing classroom and distance learning courses based on industry certification requirements. The Event Management Certificate Program has been certified by the WTO TedQual System.

## DESTINATION MANAGEMENT CERTIFICATE PROGRAM

The International Institute of Tourism Studies at GW has provided professional tourism education for nearly one quarter of a century. Leaders in the field of tourism destination management have completed our courses and earned prestigious positions in government, associations, and the private sector. Whether you enroll in one course or complete the entire certificate program, each course affords you an excellent opportunity to acquire the knowledge and skills needed to improve your professional standing and help ensure your successful future in the competitive tourism industry. The Destination Management Certificate Program has *been* certified by the WTO TedQual System.

### FOR MORE INFORMATION

Please visit our website [www.gwutourism.org](http://www.gwutourism.org)

Or call us at **(202) 994-6281**