

Think back to when you were a student...

What was your most meaningful learning as a student, a memory that still impacts you to this day?



Enriching Travel Experiences with Experiential Learning: *Examples from Washington DC*

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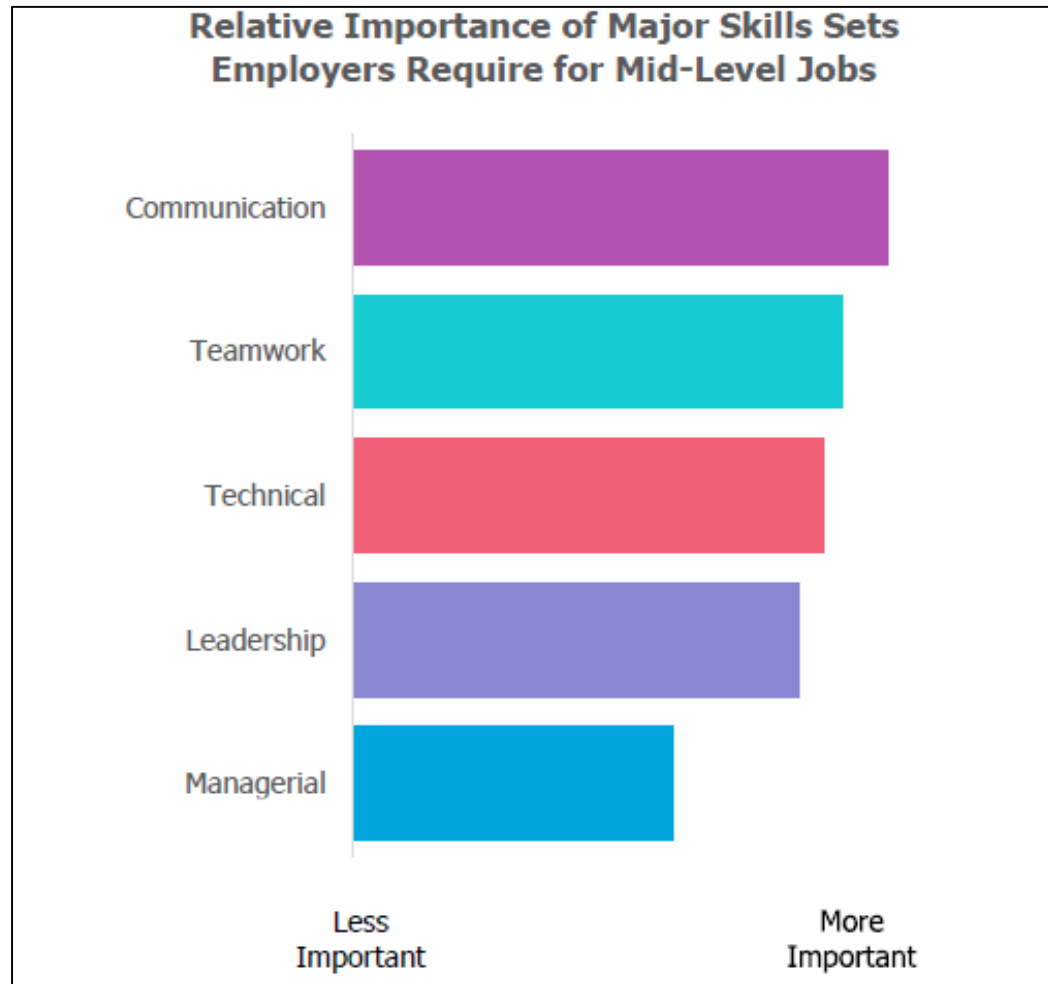




Business school education today...

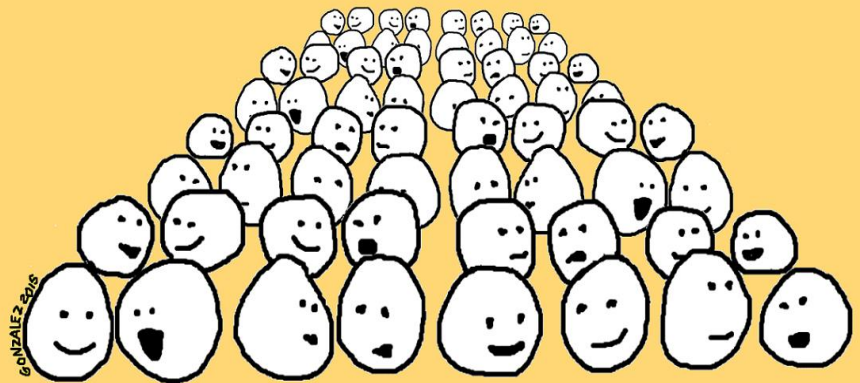
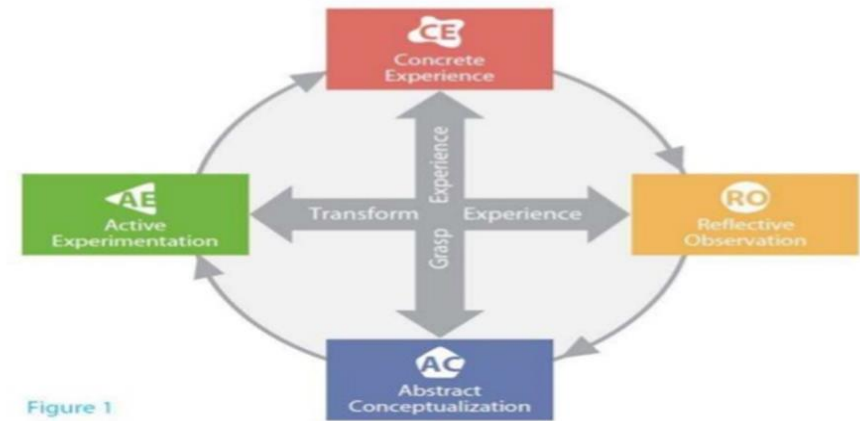


Wait... what do b-school students need to learn?



GMAC 2017

Plan for our session today

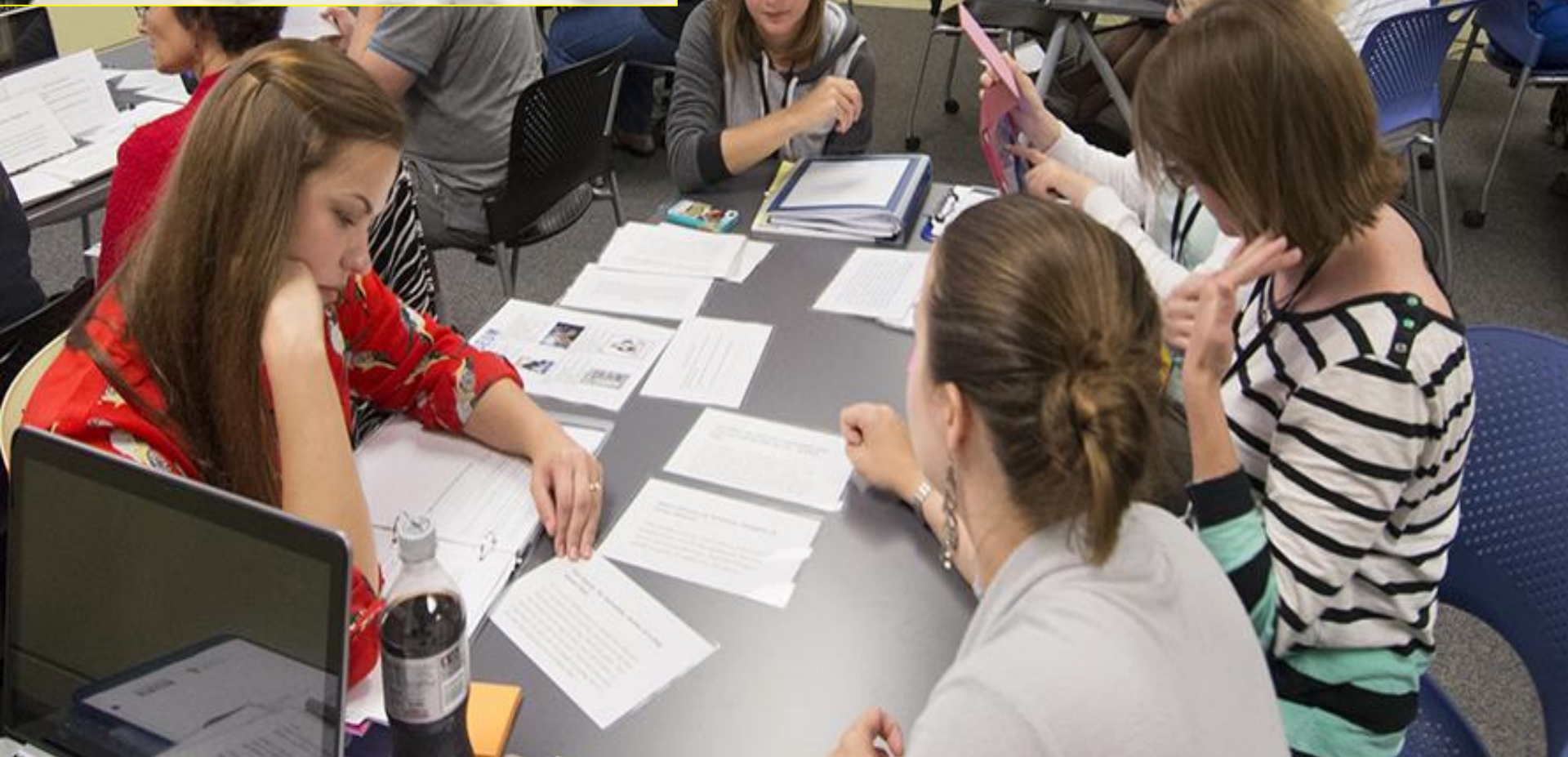












Evolution of Learning through Travel

INNOVATION

IS CHANGE

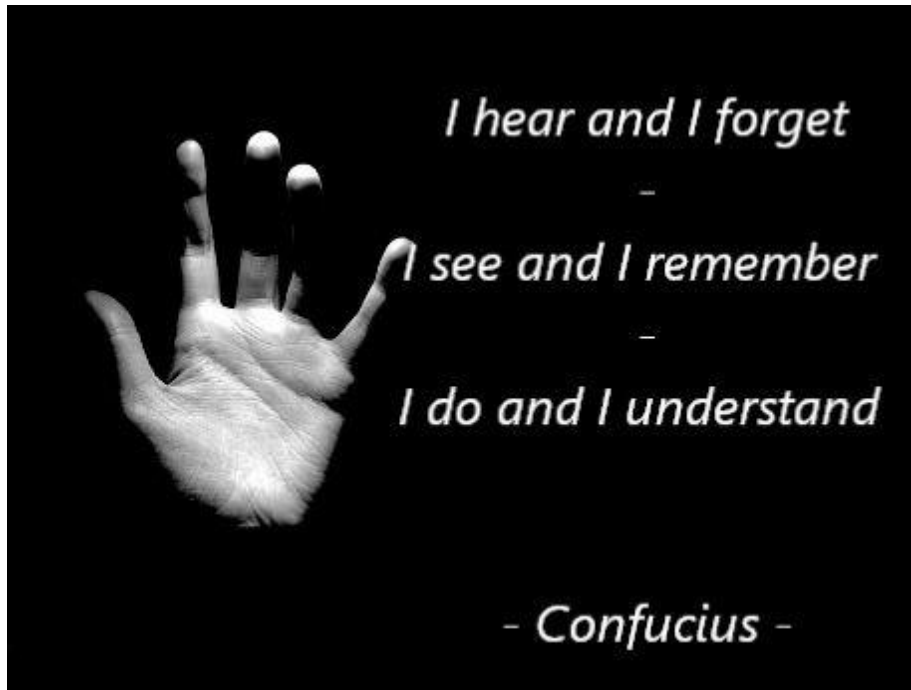
THAT UNLOCKS

NEW VALUE.

~JAMIE NOTTER

- ❖ *Travel is Transformative*
- ❖ *The Experience Economy*
- ❖ *Youth Market Demand Trends*

Philosophical roots: experiential learning



“FOR THE THINGS
WE HAVE TO
LEARN BEFORE
WE CAN DO,
WE LEARN
BY DOING.”

ARISTOTLE

Modern roots of experiential education



We do not learn from
experience...we learn from reflecting
on experience.

— John Dewey —

AZ QUOTES



Learning is more effective when it is
an active rather than a passive
process.

— Kurt Lewin —

AZ QUOTES



Learning is the process whereby
knowledge is created through the
transformation of experience

— *David A. Kolb* —

AZ QUOTES



A perspective on learning and memory

ACTIVE LEARNING & STUDENT PERFORMANCE

People Remember: when...

10% OF WHAT THEY READ

READING

20% OF WHAT THEY HEAR

ATTENDING A LECTURE

30% OF WHAT THEY SEE

VIEWING IMAGES

50% OF WHAT THEY SEE AND HEAR

WATCHING MOVIES & DEMOS

**PASSIVE
LEARNING**

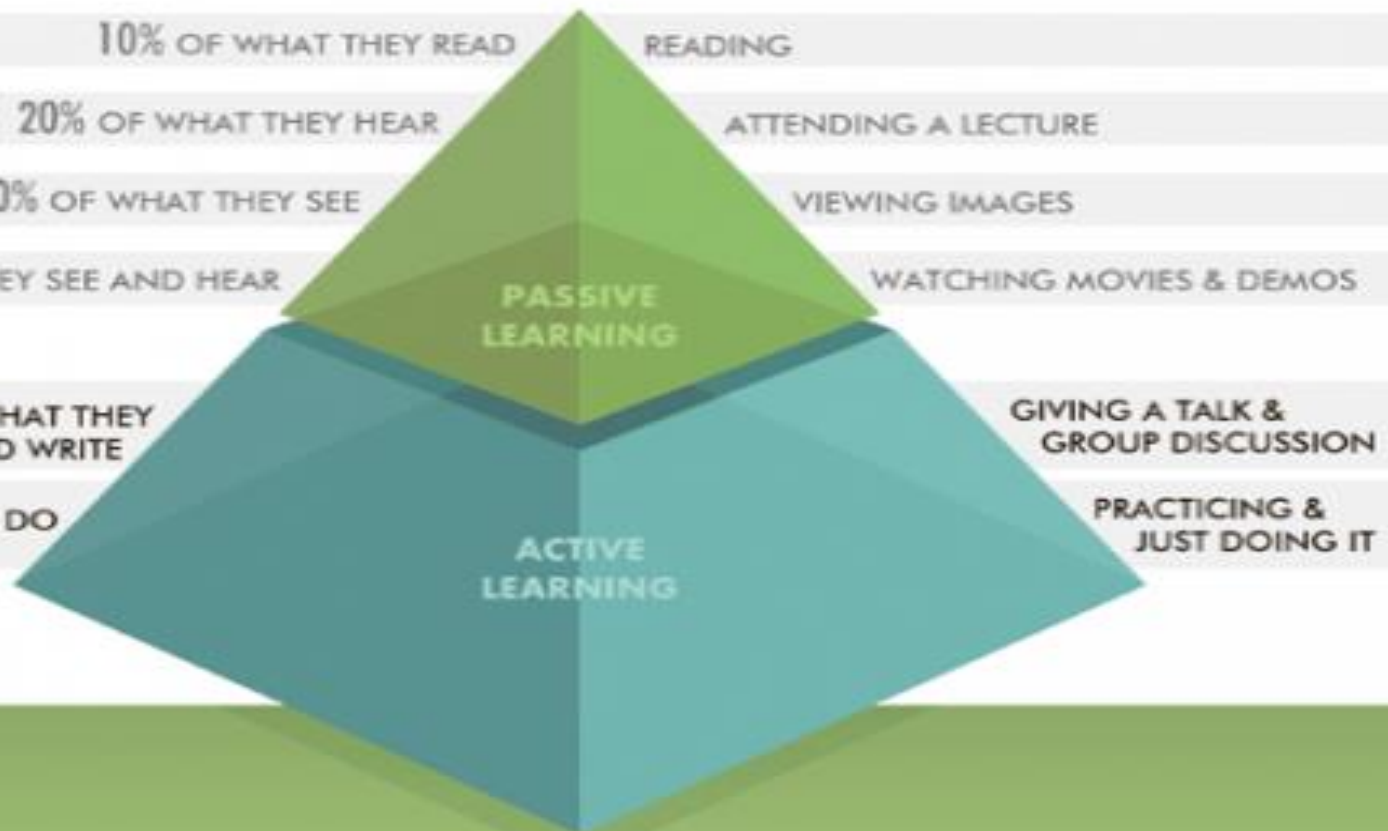
70% OF WHAT THEY
SAY AND WRITE

GIVING A TALK &
GROUP DISCUSSION

90% OF WHAT THEY DO

PRACTICING &
JUST DOING IT

**ACTIVE
LEARNING**



What is experiential education?

A ***philosophy*** that informs many **methodologies** in which educators ***purposefully engage with learners*** in ***direct experience*** and focused ***reflection*** in order to increase ***knowledge***, ***develop skills***, ***clarify values***, and develop people's capacity to ***contribute to their communities***.

Association of Experiential Education, 2018

Common approaches to experiential learning

- ❖ *Problem Based Learning*
- ❖ *Project Based Learning*
- ❖ *Service Learning*
- ❖ *Place Based Learning*



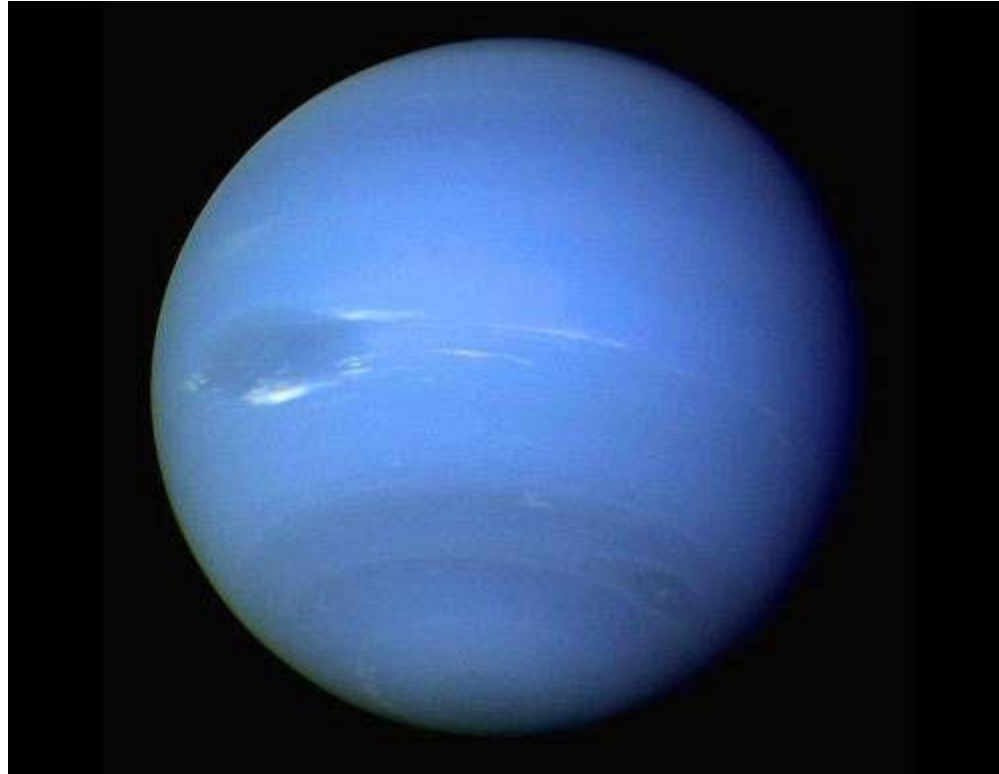


I WANT YOU
FOR

THIS CRITICAL MISSION!

NEAREST RECRUITING STATION

The probe to our furthest planet has returned!

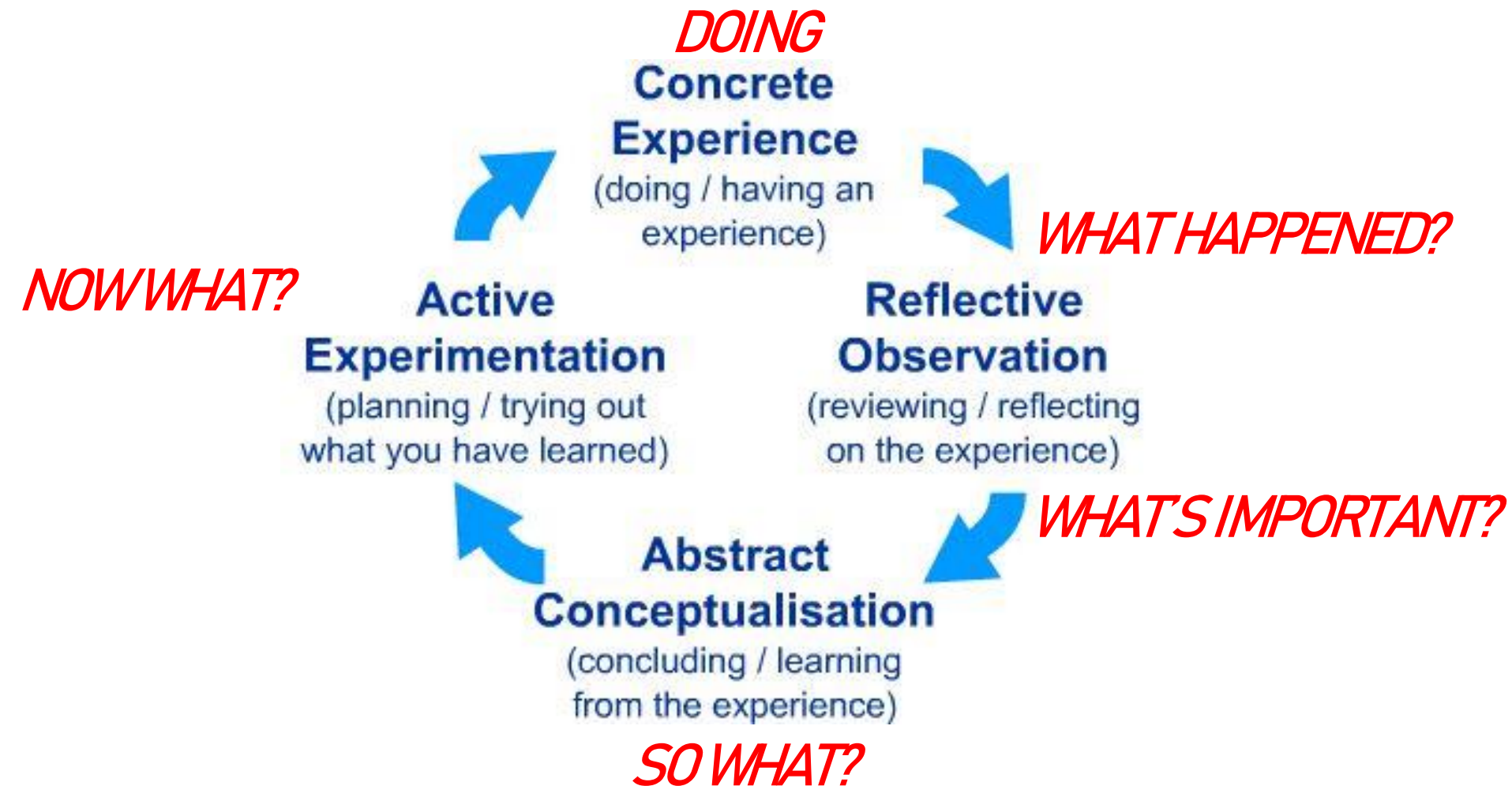


Experiential learning principles (AEE)

- ❖ *Experiences are structured to require the student to take initiatives and be accountable for results*
- ❖ *EL occurs when experiences are supported by reflection, critical analysis and synthesis*
- ❖ *Students are engaged intellectually, emotionally, socially, and/or physically*



Kolb's experiential learning cycle



Phone Interviews:

Attractions: 4

Tour companies: 5

Local tour guides: 1



Thanks to my interviewees!



Thanks to my interviewees!

- ❖ *Close Up Foundation*
- ❖ *CCIS Travel Inc.*
- ❖ *Ellen Malasky, President, NFTGA*
- ❖ *Tour Services Inc.*
- ❖ *Unique Tours*
- ❖ *Worldstrides*



INSIGHT 1: Traditional industry pressures

- ❖ *If It's Tuesday, This Must Be Belgium*
- ❖ *Size Matters*
- ❖ *\$\$\$ Concerns Work Both Ways*



INSIGHT 2: Internal and external disconnections

- ❖ *Who's Responsible?*
- ❖ *Competing Interests Within Attractions*
- ❖ *Tour Operations as Intermediaries*



INSIGHT 3: Know your audience



- ❖ *Teachers... Look Within Your Schools*
- ❖ *The Role of Tour Guides and Trip Leaders*
- ❖ *Attractions Can Customize To Audience*

INSIGHT 4: Prime your visitor

- ❖ *Who's Using Pre-Visit Resources and Apps?*
- ❖ *Setting the Mood*



INSIGHT 5: Concrete experiences

- ❖ *Gamifying the Experience*
- ❖ *Using What Kids Have*
- ❖ *Making it Fun and Memorable*



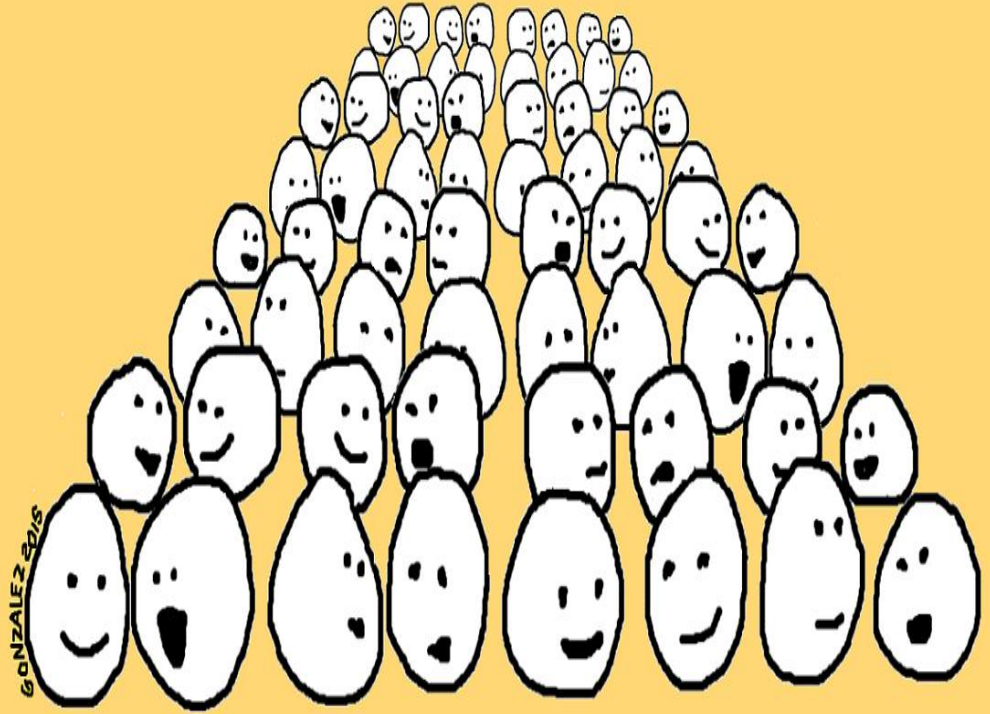
INSIGHT 6: Reflective observation

- ❖ *Providing Three Spaces (Time, Head, Physical)*
- ❖ *Facilitation: What? So What? Now What?*
- ❖ *Opportunities Back Home (Time of Year?)*



Your thoughts

- *What is your top insight / idea for enriching youth travel with experiential learning?*
- *How do you see integrating this idea in your own organization?*



We don't necessarily learn from experience by itself but rather by reflecting on that experience, creating meaning from it, and then using that meaning to influence how we operate in the future.

- Preston Yarborough, Center for Creative Leadership

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