Revised undergraduate curriculum provides even better career preparation

Jordan Goldberg was drawn from Baltimore to the School of Tourism and Hospitality Management (STHM) for two primary reasons: the stellar reputation of its sport and recreation management program and a requirement to complete two internships.

“It seemed like the best organized, most refined and had the most contacts,” said Goldberg, a freshman. In Fall 2011, STHM put extra emphasis on “most refined” by offering five concentrations within its tourism and hospitality management and sport and recreation management programs.

The new undergraduate concentrations include destination management/marketing, hospitality operations, governance in sport, and sport and recreation promotion. Both degree programs include an event leadership concentration.

The revised curriculum not only provides students with even better preparation for career opportunities. It also shows that STHM is one of only a few schools in the country equipped to offer this level of concentration.

Using faculty and industry input, the sixth-month redesign process led to many new electives. In sport and recreation management, for example, seven new courses and nine restructured courses are offered, including electives ranging from event marketing and sponsorship to consumer behavior. In tourism and hospitality, 10 new courses were created, including courses in sustainability and revenue management, which all managers strive to improve.

“We are as close to a professional school as you can be without being considered one,” Associate Dean Elizabeth H. Barber said. “An STHM student is so immersed in industry — through the classroom, volunteer hours and internships — that they can’t wait to actually get out and start their careers.” — Brandon Lausch

School names new directors of business development and industry relations

Gregory L. DeShields has been promoted to managing director of business development for the School of Tourism and Hospitality Management and the Fox School of Business. DeShields joined STHM in 2001 and most recently served as its senior director of corporate relations and as an adjunct faculty member. He will continue engaging with the tourism, hospitality, sport and recreation communities as he expands his role at the Fox School.

DeShields plans to expand current business relationships and create new partnerships both inside the Philadelphia region and internationally. This will ultimately enhance career opportunities for Fox School and School of Tourism and Hospitality Management students, as well as complement alumni relations.

Andrew Lovell was recently hired as associate director of industry relations. He brings nearly 20 years of experience in attraction and entertainment venues to STHM. Prior to joining the school, Lovell worked at the Adventure Aquarium and Currents Ballroom as well as the National Constitution Center and Philadelphia Phantoms. — Staff report

Three professors join full-time faculty

Three faculty members joined the School of Tourism and Hospitality Management in the 2011-12 academic year:

Joel G. Maxcy, an associate professor, is vice president of the International Association of Sports Economists. His expertise includes the economics of sport antitrust, regulation and labor policy.

Relocating from Australia, Ceridwyn King joins the School of Tourism as an assistant professor of tourism and hospitality. King has an extensive hotel and casino marketing background and is an experienced consultant and researcher.

Brianna S. Clark joins STHM from Clemson University, where she recently completed her PhD in Parks, Recreation and Tourism Management. Her research focuses on girls’ and women’s access to recreation opportunities, youth development and youth sports. — Christine Fisher

Enrollment Milestones:

• Freshmen and transfers in Fall 2011, the largest new class on record, and a nearly 14 percent increase from 2010

• 2011 undergraduate graduates, the largest in the school’s 13-year history

• 250 Industry hours all School of Tourism students must log before graduation

• 64 Total credits to complete a degree

• 10 New tenured or tenure-track faculty in the four years since the school last revised its curriculum

• 5 New concentrations: Tourism and Hospitality, Destination Management/Marketing, Hospitality Operations, Event Leadership, Sport and Recreation, Governance in Sport, Sport and Recreation Promotion, Event Leadership

• 14 New courses created, including sustainability and revenue management

• Faculty and Curriculum Focus