Latino Hotel & Restaurant Association fundraiser helps create endowed scholarship

The School of Tourism and Hospitality Management recently announced a partnership with the Latino Hotel & Restaurant Association (LHRA), the nation’s preeminent organization representing the business interests of Latino hotel and restaurant owners, operators and developers. Associate Dean Elizabeth Barber and Assistant Dean Jeffrey Montague traveled to Las Vegas in Fall 2011 to attend at LHRA’s International Conference and Expo, where LHRA held a “Battle of the Brands” to raise awareness and funds for Latino development in the hospitality industry. Top hospitality managers participated in live sparring matches to raise awareness for the lack of professional development and job training programs for Latinos in the hospitality industry. Fifty percent of “Battle of the Brands” proceeds benefit LHRA’s professional development and job training programs. The remaining money was split among three universities, including the School of Tourism. The money will be matched through the school’s fundraising efforts to develop a scholarship for talented and deserving Latino students entering the hospitality industry. Criteria for the scholarship recipient has yet to be determined, but it will most likely include a GPA requirement, involvement in student professional organizations and an essay submission, said Montague. —Michael Dovzak

School of Tourism awards 18 grants to festival and arts organizations across Pennsylvania

The School of Tourism and Hospitality Management recently awarded 18 grants to community-based festival and arts organizations throughout Pennsylvania. The grants range from $3,000 to $5,000 each and are meant exclusively for training festival executives and marketing to potential visitors from outside each organization’s immediate geographic region. The 2011 PA Festival Marketing Training and Grant Program is a continuation of the training program developed by the Pennsylvania Tourism Office and administered by Temple. Associate Dean Elizabeth Barber and Ira L. Rosen, program director for the school’s Event Leadership Executive Certificate Program, obtained a $100,000 grant to support festivals across the state.

“In a time of increased competition for discretionary spending, these grants will enable the festivals to market to visitors who might ordinarily not travel to their events, thereby driving the continued economic impact that these festivals have in their communities,” Rosen said.

The grants are made possible through the Pennsylvania Tourism Office and state Department of Community and Economic Development. —Staff report

It’s a wrap: During the holidays, students volunteered to wrap gifts at Philadelphia International Airport.

Students find new destination at airport’s gift-wrapping station

STHM students took on a new assignment this past holiday season. In partnership with the Philadelphia Marketplace Food & Shops at Philadelphia International Airport (PHL), students managed the airport’s annual free gift-wrapping station.

From Dec. 1 through Dec. 24, students wrapped holiday gifts purchased in the airport. Philadelphia Marketplace Food & Shops features more than 160 retail outlets.

To thank students for volunteering their time and talents, Marketplace Philadelphia Management donated $5,000 to Temple. This was Philadelphia Marketplace’s first partnership with a Greater Philadelphia university since the program’s inception. STHM students earned industry hours (250 are required before graduation) by gift wrapping.

“Training up with Temple students allows us to help showcase their talents while offering the opportunity to gain real-world experience in the tourism and hospitality industry,” said Clarence LeJeune, president of the Philadelphia Marketplace Food & Shops.

“The partnership with the Marketplace is another example of our deep relationship with the Philadelphia International Airport,” Associate Dean Elizabeth H. Barber said. “The school wants to be a part of the dynamic tourism industry in the city, and what better place to make an impact than be in a frontline position to interact with visitors—at either their first stop or their last stop while they are visiting our city.” —Staff report

Rest for the weary: Students staff new Minute Suites at Phila. International Airport

For a school that puts a premium on students gaining industry experience, a new School of Tourism and Hospitality Management partnership takes experiential learning to a different level. Minute Suites, a company that allows passengers to relax, conduct business and sleep in private suites between flights or during delays, recently opened at Philadelphia International Airport (PHL).

PHL joins Atlanta’s Hartsfield-Jackson International in adding this unique passenger service. But the Minute Suites’ PHL location is nearly three times larger than the Atlanta location, where the company has hosted more than 10,000 guests since November 2009.

A team of nine STHM students staffs the PHL Minute Suites. The unique partnership allows the students to gain real-world experience while growing with a new company. Minute Suites’ 13 private suites are priced at $30 for a one-hour minimum stay.

“I love the idea of being part of a company in its beginning stages,” said Mitchel Dean, a junior and Minute Suites employee. “I thought the idea was brilliant.” —Meg Hughes

The ribbon-cutting ceremony at the Philadelphia Minute Suites.