We want to be recognized in international circles. We're in Tokyo, so to expand further into Asia is important to us.

—Associate Dean Elizabeth Barber

STHM launches new master’s program in Singapore

In September 2011, the School of Tourism is launching a master’s program in Singapore, marking one of Temple University’s first forays into Southeast Asia.

“We want to be recognized in international circles,” said Associate Dean Elizabeth Barber, who is managing the program. “We’re in Tokyo, so to expand further into Asia is important to us.”

In conjunction with the International Executive Education Center (IEEC) in Singapore, STHM’s Master of Tourism and Hospitality Management (MTHM)—Executive Program is offered to Singaporeans and other residents of Southeast Asia interested in advancing their careers within the tourism and hospitality industry.

The program enables professionals to be expert managers, marketers and planners in the public, private and commercial sectors. Upon graduation, students will be poised to become middle-level and, eventually, upper-level managers in the tourism and hospitality industry.

Twelve full-time STHM faculty members are rotating travel to Singapore to teach, and courses are offered in 12 modules (one per month) lasting eight days. In 12 months, students will complete the entire degree, or 36 credit hours.

The MTHM — Executive Program is offered in a more condensed timeframe and is less expensive than competing programs.

Courses offered in Singapore include legal issues in tourism and hospitality, e-business for tourism and hospitality, destination marketing, and international tourism, among others.

STHM’s approach is unique in timing and price. The MTHM—Executive Program is offered in a more condensed timeframe and is less expensive than competing programs.

Full Blitz package in hospitality class

Students in Gregory DeShields’s Hospitality Operations course are stepping out of the classroom and hitting the streets to help conduct sales blitzes for area hotels.

In Spring 2010, students partnered with the Ritz-Carlton Philadelphia for a 10-day annual Sales Blitz and joined Loews Hotel Philadelphia housekeeping staff to perform daily tasks, focusing on the day from a management standpoint. In February 2011, his class traveled to Maryland to conduct a unique sales blitz at The Hyatt Regency Baltimore, where 45 students promoted the hotel through social media, e-mails and approximately 1,800 phone calls.

“The conversation is always about Philadelphia being a learning laboratory,” DeShields said. “Our partnerships with the hospitality, sport and recreation industries allow us to give students practical, hands-on experience that enhances the academic curriculum. To have hands-on knowledge really allows them to be much stronger candidates in the future.” —Meg Hughes

Honors for Event Leadership Executive Certificate Program

In an unprecedented achievement, the STHM’s Event Leadership Executive Certificate Program has won its second consecutive International Festivals & Events Association (IFEA) Pinnacle Award. The program, which was honored with an IFEA/ Haas & Wilkerson Gold Pinnacle Award for Best Event Management Certificate Program at the 55th annual IFEA Convention & Expo in St. Louis, has achieved the honor three times overall.

Program Director Ira Rosen said universities from across the world compete for the award, which was announced in September 2010. Programs are judged on diversity of offerings, faculty credentials, longevity of success and academic integrity.

“We have a pretty rigorous academic curriculum, considering it is designed as a nontraditional learning experience,” Rosen said. “In addition, we require students to complete a lot of extern hours beyond the classrooms experience.”

Established in 2005, the program, completed in Saturday classes during a 12-18-month span, increases graduates’ event leadership skills.

—Morgan Zalot