The Future of Tourism is Here

A new set of values.
A new class of leaders.

Greetings from

PHILADELPHIA
History Lesson

Temple University has a distinguished record of educating leaders in the fields of hospitality, sport and recreation. In 1908, Temple offers courses in physical education. In 1974, the College of Health, Physical Education and Recreation was established, a Department of Recreation and Leisure studies was formed.

1991
The department merges with the Sports Administration program to form the Department of Sport Management and Tourism Studies.

1998
Temple establishes the School of Tourism and Hospitality Management, which offers four degree programs, as well as a Thurston Travel-Related PhD in Business Administration.

2008
STHM celebrates its 10th anniversary.

2010
STHM reaches an enrollment record of more than 800 students, including 100 freshmen, the largest and most academically talented cohort in school history.

2011
The school welcomes its 20th class faculty member and expands to Singapore.

Greetings from the Associate Dean

Connections are ever-present in our lives and essential in our professions.

From welcoming guests or exchanging business cards to catching flights or landing promotions, we rely on connections for career advancement, growth and opportunity.

Our vast network of connections—in Greater Philadelphia and across the world—has allowed the School of Tourism and Hospitality Management to achieve tremendous success in our 13-year history. We have quietly grown into the largest and most comprehensive school of tourism, hospitality, sport and recreation management in the Philadelphia region and developed into an international model for innovative teaching and research.

Our incredible faculty and staff connect with students in meaningful ways, from relevant in-classroom instruction to experiential learning opportunities and professional development. Industry partners recruit our students for unique volunteer opportunities, incredible internships and competitive positions. And our alumni serve as ambassadors for our mission and vision as they flourish in their careers.

With the spirit of connections in mind, we bring you the School of Tourism’s first-ever magazine to highlight our recent accomplishments and to show why we are a school of choice for world-class scholars and talented students, whom we prepare for careers in tourism, hospitality, sport and recreation management.

This publication is intended to further connect us to our alumni base, current and prospective students, industry professionals and scholars across the globe. In this inaugural edition of Connections, you will find a feature on the pioneering Tourism Education Futures Institute, which seeks to reform tourism education worldwide, as well as an overview of our Sport Industry Research Center, a premier hub for scholarly research and training.

Connections is published for alumni and friends of Temple University’s School of Tourism and Hospitality Management.

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Sustainably designed and printed to reflect Temple University’s commitment to environmental stewardship.
History Lesson

Temple University has a distinguished record of educating leaders in the tourism, hospitality, sport and recreation industries.

1908 Temple offers courses in physical education.

1942 Temple establishes the College of Health, Physical Education, and Recreation, which offers three degree programs, as well as a master’s emphasis for the PhD in Business Administration.

1958 Temple is accredited for its 15th anniversary.

1991 The department merges with the Sports Administration program to form the Department of Sport Management and Tourism Studies.

1998 Temple celebrates its 10th anniversary.

2001 Temple becomes anured for over 400 students, including 110 freshmen, the largest and most academically diverse cohort in school history.

2011 The school welcomes its 2000th faculty member and expands in Singapore.

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You will learn about student and faculty accomplishments and see the many ways in which we are engaged in industry, from sales blitzes to our Executive in Residence speaker series.

You will learn that we provide our students with outstanding resources, such as access to top professors, cutting-edge technology and strong student services like our exceptional Center for Student Professional Development.

Our students take the skills they learn here and combine them with a unique Temple attitude. They are motivated and hard working. They accomplish or exceed their goals—and they get connected. Throughout it all, they have fun.

So do we.

Elizabeth H. Barber, PhD, CHE
Associate Dean

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Value Chain

The groundbreaking TEFI seeks to activate change in tourism education worldwide.

Dream Team

In just three years, the Sport Industry Research Center transformed from idea to ideal.

Research Supplement

Six articles authored by STHM faculty

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A new institute at the School of Tourism and Hospitality Management (STHM) is gaining attention among the world’s top academics and professionals for its commitment to developing innovative programs and promoting values-based education.

The Tourism Education Futures Institute (TEFI), co-founded by STHM’s Dr. Daniel Fesenmaier and the University of Hawai’i’s Dr. Pauline Sheldon, began during a 2006 conversation between the two at a conference in Ireland and officially launched a year later during a meeting of tourism educators in Vienna, Austria.

Since then, 100 scholars from more than 15 countries have collaborated to identify a set of core educational values—stewardship, mutual respect, knowledge, ethics and professionalism—that provide an essential foundation for the future of tourism education.

TEFI is broadly defined as a community of tourism educators working in partnership with industry and other stakeholders to provide leadership and responsible stewardship through new paradigms of values-based education.

From May 18 to May 21, STHM will host the 2011 TEFI World Congress, Activating Change in Tourism Education, to provide a venue for some of the world’s most prominent tourism educators and professionals to deliver presentations, discuss the future of the industry, take experiential tours of Philadelphia and break into smaller working groups to devise solutions in line with TEFI’s core values.

“There are a litany of challenges for us at the university level, and particularly us in tourism, so we involved the smartest and most flexible people to talk about the future,” said Fesenmaier, who also directs STHM’s National Laboratory for Tourism

by Morgan Zalot

STHM-based institute seeks to reform tourism education worldwide

“TEFI is a groundbreaking initiative in tourism education, breaking the inertia that has characterized the field since the 1970s. Pauline and Dan are to be congratulated on this forward-looking initiative that will transform tourism education in the future. I, for one, am privileged to be involved.”

— Chris Cooper, Pro Vice-Chancellor and Dean, Faculty of Business, Oxford Brookes University, Wheatley Campus

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“They assess how those values were incorporated,” Barber explained. “We also incorporated all values into the senior internship assessment. Supervisors are asked to evaluate students’ behavior according to the values.”

STHM recently finished its fourth semester using TEFI values in its curriculum and course evaluations. Barber said she is eager to learn the results from this year to compare them to those from the previous year, since many STHM courses are offered either during the fall or spring.

Barber said industry professionals with whom she has discussed TEFI’s implementation gave the initiative high praise. “Those in our industry are saying they didn’t really know anybody was doing this,” she said. “They’re impressed that it’s become an important part of the curriculum.”

Pushing ahead

Sheldon, the University of Hawaii professor who co-founded TEFI, said the World Congress at Temple would officially launch TEFI as an institute in a global sense. More than 100 people are expected to attend.

Sheldon, president of the International Academy for the Study of Tourism, said engaging the major tourism destinations worldwide is key for TEFI to fuse interests of educators, industry professionals and government officials. Through this interface, she said, problems destinations face can be identified and programs to address them can be created.

The industry sector is already involved on some levels—during the third day of the 2011 World Congress, the World Travel and Tourism Council is providing numerous panels and keynote speakers. “Their participation and that of other industry people will be crucial, and they will really, in a way, validate what we’ve come up with in the previous two days of the conference,” Sheldon said.

Since the 2006 dinner conversation in Dublin between Fesenmaier and Sheldon where the seeds of TEFI were planted, the idea-turned-initiative has become an international institute based at STHM. Sheldon hopes TEFI will become a leading forum for industry professionals, government representatives and tourism educators to discuss issues facing the industry.

“We are very committed to starting to look at the issues that universities need to address so that we can offer our students really meaningful experiences as they go through tourism education,” Sheldon said. “We’re getting to the fundamentals of what it means to provide a good, vibrant education for these leaders and future stewards of the world.”
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STHM students attend Olympic program in Colorado

Four STHM students—Nixon “Andrew” Jimenez, Joseph Kim, Donte Ledbetter and Darrion Woodard, all sport and recreation management majors—participated in the U.S. Olympic Committee (USOC)’s 17th Finding Leaders Among Minorities Everywhere (F.L.A.M.E.) program in July 2010.

During the four-day conference, held in Colorado Springs, Colo., the students sat in on presentations by USOC staff members as well as U.S. Olympians and Paralympians.

Jimenez, Kim, Ledbetter and Woodard were chosen out of 75 national applicants and were among 29 total F.L.A.M.E. participants from 19 colleges and universities.

Most participants were either third- or fourth-year undergraduate students, or graduate students, but sophomores Woodard and Ledbetter were accepted with just one year of college experience.

Guest speakers included five-time Olympian Teresa Edwards, three-time Olympian Cindy Stinger, three-time Olympian Derek Parra and USOC CEO Scott Blackmun.

—Chelsea Calhoun

Student serves on national board of NSMH

While many students hit the beaches to relax during the summer, senior Meagan Carty began her appointment as Northeast Regional Chair for the National Board of the National Society of Minorities in Hospitality (NSMH).

In that position, Carty worked for three months in summer 2010 to establish relationships with the region’s 22 other chapters and to plan the Northeast Regional Conference, which was hosted by STHM in October 2010.

“Meagan is a very task-oriented young lady, always exceeding deadlines and putting forth her best effort,” said Courtney Glotzbach, 2010-2011 NSMH national vice chair. “Her passion for the industry is very evident in her coordination of the Northeast Regional Conference.”

Thanks to Carty’s recruitment efforts, the three-day event drew approximately 140 students from at least eight states and companies including Aramark and Sodexo.

Carty was also an integral part in planning NSMHS National Conference in Atlanta in February 2011. She and 15 other National Board members developed a national theme of “Creating Our Own Legacy.” —Julie Achilles

PhD student wins international praise for sport research

As the first Temple University student to earn a PhD in business administration with a focus in sport, Yuhei Inoue is in a unique position—one that has attracted international attention.

Inoue’s research at STHM’s Sport Industry Research Center (SIRC) has drawn praise from his professors and scholars worldwide.

At the 2010 North American Society for Sport Management (NASSM) conference in Florida, Inoue was selected as a finalist in the Student Research Competition to present his paper on the impact of sports teams’ green campaigns.

Inoue also presented his findings on managerial compensation and incentives provided by universities to promote performance at the 2010 Strategic Management Society conference in Rome and published a paper—which appeared in the International Journal of Sport Management—on strategies used to support football in Japan.

Earlier this year, Inoue won the 2011 NASSM Student Research Competition, considered the most prestigious award for a student member. Inoue will present his winning paper, on environmental initiatives by professional sport organizations, during the President’s Luncheon at the 2011 NASSM Conference in Ontario from June 1-4.

“Yuhei has been a trailblazer,” SIRC Director Aubrey Kent said.

In August, Inoue will join the University of Memphis as an assistant professor.

—J.A.
STUDENT SHOWCASE

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“Even if we’re just sports managers, we can make a difference. That was very special to hear from [the Olympians] in person.”

—STHM student Joseph Kim

From left to right, Andrew Jimenez, Kamali Thompson, Darrion Woodard and Donte Ledbetter show their Temple pride at U.S. Olympic Committee headquarters in Colorado Springs, Colo. Joseph Kim is not pictured.

Recent PhD graduate Yuhei Inoue, will soon start his assistant professor of sport and leisure management position at the University of Memphis.

From left to right, Andrew Jimenez, Kamali Thompson, Darrion Woodard and Donte Ledbetter show their Temple pride at U.S. Olympic Committee headquarters in Colorado Springs, Colo. Joseph Kim is not pictured.
Justin Wusinich an ambassador for success

Tourism and hospitality management major Justin Wusinich considers applying for scholarships his part-time job. “If you put in two hours for a scholarship, and get maybe 500 bucks out of it, you make about 250 dollars an hour,” he explained. “That’s the investment you’re making.”

But Wusinich’s accomplishments expand beyond scholarships, proving it takes more than a few hours of filling out applications to find success. In 2007, Wusinich joined the STHM Student Association, of which he later became events coordinator and president. In 2008, he helped found Temple’s Student Multicultural Admissions Recruitment Team (SMART) to provide campus tours and recruitment services to inner-city students. He then ventured to California for his junior internship at the Hyatt Regency Monterey Resort & Spa and served as a Hyatt campus ambassador.

Dedicating winter and spring breaks to scholarship applications, Wusinich earned eight scholarships in 2009–10. In summer 2010, he studied in Rome and made connections with the general manager of Hotel Universal and the president of SKAL International, a global hotelier professional organization.

Returning to the U.S. for the second half of the summer, Wusinich interned at the Hyatt Regency at Penn’s Landing in Philadelphia. Having completed classes in December 2010, Wusinich moved to Miami for a corporate-management training program with Hyatt Hotels.

“I’ve had a lot of accomplishments in school. A lot of students don’t take those opportunities. I want to be able to show students how they can achieve.” — Justin Wusinich

STHM graduate student wins Student of the Year in Pa.

James Salisbury’s work in the tourism and hospitality industry earned him the 2010 Student of the Year Award from the Pennsylvania Tourism & Lodging Association (PTLA) at its annual Spirit of Hospitality Awards.

The Student of the Year Award acknowledges a student enrolled in a degree program, associate’s or higher, with a GPA of at least 3.2 and two or more years of hospitality experience. Salisbury’s leadership, teamwork, respect toward others, customer service and commitment to improvement in the classroom and on the job earned him the award, which was presented in April 2010.

While working at The Conwell Inn on Temple’s Main Campus, Salisbury took on extra shifts and responsibilities for six months while a coworker recovered from an assault outside of work. In August 2009, as he finished his undergraduate degree, Salisbury became front-office manager. He is now pursuing a master’s in tourism and hospitality management from STHM.

Salisbury is a graduate extern at the School of Tourism and serves as chairman of STHM’s chapter of the National Society of Minorities in Hospitality. — Staff report

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“The Conwell would not be the same without employees who are as dedicated as James is.”

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“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.

In Spring 2010, students partnered with the Ritz-Carlton Philadelphia for a 24-hour 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 1,860 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

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.

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 13th 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 2009, the program, completed in Saturday classes during a 12- to 18-month span, increases graduates’ event leadership skills.

—Morgan Zalot

CONNECTIONS Spring 2011
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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 bi-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.

“In 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 51st annual IFEA Convention & Expos 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 2009, the program, completed in Spring 2010, was designed in 22-to-28-month span, increases graduates’ event leadership skills.

—Margot Zahlt
Professor Ira Shapiro retires after 40 years at Temple

For four decades, Dr. Ira G. Shapiro has served the School of Tourism and Hospitality Management (STHM) as a professor, administrator, recruiter, mentor and friend. He retired on June 30, 2010, but his legacy will live on, especially in STHM—a school he helped develop from the ground up. With Temple since 1970, Shapiro became STHM chairman in 1998 when the school was founded. From 2006 to 2009, he served as director of STHM’s sport and recreation management program.

In 2007, Shapiro earned what he called his “fondest memory”—the Staufer Award, Temple’s highest honor for distinguished faculty service beyond the classrooms.

Rachel Wolkiewicz, a former student of his, said Shapiro is “inspirational.” But, even with Shapiro’s endless contributions as a professor and an administrator, his jovial company is what many may miss most.

Ira missed his day job,” Assistant Dean Jeffrey Montague said. “He should be a comedian.” Fortunately, Shapiro will remain at STHM as a part-time professor.

“Everything that’s happened in the last 40 years in this program is really attributed to him,” Associate Dean Elizabeth Barber said. “The school is going to miss him greatly.” —Julie Achilles

Ted Tedrick, leisure and aging expert, retires after 23 years

School of Tourism and Hospitality Management professor Dr. Ted Tedrick, who maintained “a genuine care” for students and focused his research on leisure and aging, retired in May 2010 after 23 years with the school.

“I’ll miss the students here,” Tedrick said. “Helping them with concepts like statistics, seeing some of the good work they produce and following them out on their internships in their field.”

Tedrick, who taught classes in diversity issues, leisure and aging, and research methods, isn’t “giving up” on academics. Although he would like to travel more, Tedrick said he might return to teach part-time after about a year of retirement.

“He creates an environment where students aren’t intimidated to ask questions or approach him,” said Kirsten Grandshaw, a tourism and hospitality management major. “He is the most positive person I’ve ever met.”

Prior to teaching at Temple, Tedrick worked at the State University of New York-Brockport. He earned his bachelor’s from Kent State University, master’s from Penn State University and PhD from the University of Maryland.

“I’ve had a pretty good run here at Temple,” Tedrick said. “But it’s time to relax and enjoy retirement.” —Jennifer Reardon

Fesenmaier wins research award

As Dr. Daniel R. Fesenmaier worked toward his PhD at the University of Western Ontario, his adviser asked him repeatedly: How have you expanded the frontiers of knowledge?

Some 30 years later, Fesenmaier is an internationally recognized scholar and recipient of the 2010 Temple University Faculty Research Award.

Fesenmaier has authored more than 100 refereed articles in top journals, 120 book chapters and conference proceedings, and edited 10 books, monographs and proceedings. He has served as a principal investigator on more than 100 funded projects totaling $7 million and leads national research on technology’s effects on travel.

He also received the University of Delaware’s 2010 Michael D. Olsen Research Achievement Award and STHM’s Outstanding Research Award. Fesenmaier was recently named a fellow of the International Academy for the Study of Tourism.

—Brandon Lausch

Two premier faculty join STHM

A world leader in consumer behavior research for sport and related industry sectors, Dr. Daniel Funk joins STHM—with a joint appointment in Temple’s Fox School of Business—from Griffith University in Australia.

With expertise ranging from sport television media to sport motivations, Funk has completed nearly 25 grant-funded studies and is a chief investigator on two Australian government research projects totaling $1.16 million.

Funk, the author of three books, has written or contributed to more than 60 scholarly articles, with subjects ranging from a case study of the 2008 Beijing Olympics to an examination of gender differences among NCAA basketball spectators.

He is a professor with tenure.

Dr. Joris Drayer, an assistant professor of sport and recreation management, has joined STHM from the University of Memphis.

Drayer gained first-hand sport management knowledge with the Oakland Athletics, where he served as a marketing and promotions assistant and a baseball operations assistant.

The author of two book chapters and more than 15 articles, Drayer has a variety of research in progress, including a case study of the secondary market for NFL tickets on StubHub. His primary areas of research are primary and secondary ticket markets, as well as fantasy sports participation.

—Staff report

Debra Blair uses tools of the trade

Dr. Debra Blair never leaves home without her diversity toolbox—a sledgehammer to break down barriers, plaster to build strong new walls and fresh paint to cover prejudice.

Blair has been using these metaphorical tools to share her passion for human rights with students, colleagues and executives for more than 30 years.

“We’re in an industry that’s all about bringing people of different backgrounds, co-workers and consumers,” she said. “You have to learn to work with everyone, and it’s an enormous responsibility.”

At STHM, Blair has been instrumental in developing cutting-edge courses—such as Leisure and Tourism in a Diverse Society—and has connected STHM to important partners, including the Philadelphia Gay Tourism Caucus.

She also leads a diversity-training program to encourage acceptance and connections to the LGBT community. —Julie Achilles

For more information, visit STHM’s website at www.temple.edu/STHM.
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FACULTY FOCUS
Three years ago, the School of Tourism’s Sport Industry Research Center was little more than a vision. Now, it’s home to some of the world’s top sport management scholars. By Brandon Lausch
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An All-Star lineup: STHM sport and recreation management faculty include, from left to right in foreground, Michael Jackson, Emily Sparvero, Dan Funk and Didier Blair. In the background, Joe Mahan, Joris Drayer, Aubrey Kent, Richard Ridall and Jeremy Jordan. From left An All-Star lineup: STHM sport and recreation management faculty include, from left to right in foreground, Michael Jackson, Emily Sparvero, Dan Funk and Didier Blair. In the background, Joe Mahan, Joris Drayer, Aubrey Kent, Richard Ridall and Jeremy Jordan.

Before Steve Swanson joined Temple University’s PhD program in tourism and sport, he asked faculty member Aubrey Kent where the new Sport Industry Research Center (SIRC) was housed.

Kent, who was transitioning to Temple from Florida State University to direct the center, tapped powerhouse in sport management by assembling faculty from the University of Maryland. Joe Mahan, whose expertise includes ticket markets and fantasy sports, joined SIRC from the University of Memphis. In January 2011, Dan Funk, an internationally renowned scholar in consumer behavior, punctuated the aggressive hiring campaign by joining SIRC as a full professor from Griffith University in Australia. In August, SIRC will welcome Brianna Clark from Clemson and Joel Macey, sport management program coordinator at the University of Georgia.

With a reinvigorated focus on research, rapid growth in the form of faculty hiring and a budget that has yet to enter the discussion of the top programs in sport management,” Drayer said. “That’s impressive.”

A community resource

The faculty hires have created a breadth of experience and expertise within SIRC. More importantly, Kent said, each new member contributes to a shared vision of conducting real-world research that helps industry partners operate more efficiently. Led by Kent’s and Jordan’s established connections and their intense outreach upon arriving in Philadelphia, SIRC has quickly established partnerships with a host of industry clients. They range from the NFL and the PGA TOUR to NASCAR, the Philadelphia Marathon and US Road Sports & Entertainment Group. Other partners include Arthur Ashe Youth Tennis and Education, Back on My Feet, Cadence Cycling & Multisport Centers, the Starfinder Foundation for youth soccer and Zhang Shi Martial Art, among others.

With Aubrey and Jeremy, they’ve done a good job of building this center and doing what they needed to do to get it known locally, and that’s because they’re out there all the time,” said Elizabeth Barber, associate dean of the School of Tourism and Hospitality Management, where SIRC is based. “Our message is getting out impressively quickly.”

For community-based nonprofits that use sport as a catalyst for youth and community development, research and assessment may take a backseat to day-to-day operations because, in many cases, they are underfunded for the missions they pursue. SIRC attempts to change that through event and participant analyses, economic impact studies and other research that can be implemented to improve results.

“We really try to be a resource for the community as opposed to taking resources from the community,” Kent said. “We’re trying to show them how our work can help them do their work better. And, overall, that was always the goal of the center, aligning with Temple’s philosophy of being a good community partner.”

There are few cities in the country more passionate about sports than Philadelphia. Jim Weske, dean of the Faculty of Health Sciences at the University of Western Ontario and a former professor of Kent’s, said many students “are keenly interested in the elite levels of sport, but really, the action is at the grassroots level.”

“So to have a hometown university that’s doing great work in this area [of nonprofits] is a marriage made in heaven,” he said.

For Sparvero, Temple was attractive because of the variety of sports and sport events in its PhD programs, which she has served as a natural laboratory for research.

“The SIRC faculty have different areas of expertise and interest, but fundamentally we all acknowledge and respect the important relationship between sport organizations and their communities,” she said. “This allows us to use our research capacity to engage with these organizations in a meaningful way.”

Bridging research and practice

With increasing notoriety in academic and industry circles, applications for faculty positions at SIRC have increased in quantity and quality, and the PhD admissions process has become more and more competitive. In Fall 2010, SIRC welcomed three PhD students to bring its total to five, and Kent expects to add two to three more each year.

Richard Irwin, a professor in the Department of Health and Sport Sciences at the University of Western Ontario and a former director at a junior college in the British Basketball League for five years, including three as head coach of the Glasgow Rocks in Scotland. After three years as associate head basketball coach at Idaho State, he explored every sport management PhD program in the country. The No. 1 reason he chose Temple: the faculty. At the time Sparvero was applying, he saw hiring freezes or discontinued positions at universities across the country—but Temple was hiring.

“That was a signal of strength that they were committed to it and that they had the financial backing to make it successful,” said Sparvero, who entered the program in August 2009.

Another selling point was a unique partnership in which Temple’s Fox School of Business and the School of Tourism offer a PhD program in business administration concentrating in tourism and sport. Exposure to business and tourism courses and research faculty, Sparvero said, produces well-rounded graduates.

Mahan also said he was attracted to the School of Tourism because of the PhD program’s connection to the business school, as well as the SIRC itself.

“The potential of joining a program that had established a center specifically designed to bridge academic research and industry practice was a huge draw for me,” he said. “SIRC provides a solid foundation for scholarly inquiry by serving as a nexus between a variety of faculty experts in sport and recreation.”

The core SIRC faculty members are complemented by three additional School of Tourism faculty in sport and recreation—Michael Jackson, Debra Blair and Rick Roll.

“We’re trying to help professional entities put on more enjoyable events or we’re hoping for cities and sponsors to get a better return on their investment,” Kent said when asked to describe the SIRC’s mission. “We’re trying to help communities use sport participation to improve the health and mental well-being of traditionally underserved persons in their communities.”

“We’re trying to not be what might be perceived as the exploitation side of sport,” he continued. “We’re not trying to grab headlines or sell tickets. We’re trying to help promote the positive outcomes of what sport has to offer.”
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Richard Irwin, a professor in the Department of Health and Sport Sciences at the University of Memphis, said Kent’s notoriety as a scholar and his success as a doctoral adviser will continue to attract top candidates. Irwin, for one, recommends Temple to his master’s students pursuing their PhDs because of the university’s urban location and caliber of faculty.

“I’m always amazed when someone’s got a pretty ambitious agenda and then goes about accomplishing it,” Irwin said. “A lot of people talk, but not a lot of people—or organizations—follow up.”

Swanson, the second PhD student to join the program, jokes that visitors entering the SIRC suite a few years ago would trip the motion-detecting lights, which had turned off due to lack of movement inside the office. Now, the place is abuzz and space is at a premium.

Swanson, a former athletic director at a junior college in his native Iowa, held coaching positions in the British Basketball League for five years, including three as head coach of the Glasgow Rocks in Scotland.

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SIRC partners with Daily News, Philly.com for Fan Project

For generations, Philadelphia sports fans have cheered their teams’ successes and bemoaned their failures. Now, they have even more opportunities to share their collective voice.

The School of Tourism’s Sport Industry Research Center (SIRC) has partnered with the Philadelphia Daily News and Philly.com to create the Philly Fan Project, Greater Philadelphia’s most wide-ranging fan survey attitude.

Philadelphia has a lot of stereotypes about its sport fandom, and this helped to either contextualize or create some new ideas about what sport fans think in Philadelphia,” SIRC Director Aubrey Kent said.

Beginning in March 2010, Delaware Valley residents who subscribe to a daily Philly.com sports e-mail were asked to take periodic surveys to measure their attitudes about local teams, coaches and players. Fans even picked their favorite team logos and all-time greatest rivalries and moments. Other questions sought fan reaction to contract extensions, trades and ticket prices.

SIRC’s data and dozens of Daily News interviews produced some 30 articles online and in the newspaper, which publicized the Philly Fan Project with page-one features in May and September 2010. The research partnership is ongoing.

“We are ‘The People Papa,’ and this was an opportunity to give the people a voice with the appropriate research that the professors and researchers at the SIRC can provide,” said Josh Barnett, Daily News executive sports editor. “This gave us hard data on those subjects.” — Brandon Lausch

Two sport professors among 10 worldwide to earn international research scholarships

Emily Sparvero and Joseph Mahan, assistant professors of sport management, each received the 2010 International Sport Management Conference Young Investigator Scholarship.

Two of 10 recipients worldwide, Mahan and Sparvero were officially recognized at the annual International Sport Management Conference, held in November 2010 in Lausanne, Switzerland, home of the International Olympic Committees.

Sparvero’s research on the environmental impact on Olympic host communities was honored. Mahan, who explores social media in sport marketing, said his and Sparvero’s projects “are a natural fit with a conference that is bridging industry professionals and practitioners with scholars.”

“What I’ve always strived to do—and it’s the same thing for all of us here at SIRC—is bridge theory and practice,” Mahan said.

— Mag Hughes

Study on fantasy baseball earns Best Paper from Sport Marketing Association

Assistant Professor Joris Drayer recently received an international Best Paper Award from the Sport Marketing Association (SMA) during its 2010 conference in New Orleans.

Drayer’s study on fantasy baseball participation, co-authored with Virginia Commonwealth University’s Brandon Dwyer and Old Dominion University’s Stephen Shapiro, was chosen from 143 submissions worldwide for its significance to SMA membership, methodology and literature review.

Their winning paper, “Segmenting Motivation: An Analysis of Fantasy Baseball Motives and Mediated Sport Consumption,” developed classifications for fantasy baseball participants and explored sport consumption differences based on them. Four types of fantasy baseball participants were found: the hedonist, the opportunist, the moderate and the advocate.

— Chelsea Callison

Philadelphia Marathon pumps $15 million into economy, SIRC research finds

A SIRC survey has found that the 2009 Philadelphia Marathon pumped $154 million into the city’s economy and attracted thousands of affluent visitors who are likely to promote future tourism.

In a survey of race participants, Assistant Professors Jeremy Jordan and Emily Sparvero found that almost all respondents would recommend the event, while 65 percent of non-local runners would suggest Philadelphia for vacations.

In 2009, the marathon drew 25,010 visitors, including 13,776 non-Philadelphia residents. The event generated nearly $5.4 million in additional wages for city residents and created 138 part-time or temporary jobs.

SIRC is the exclusive research partner of the Philadelphia Marathon, one of only a few marathons nationwide owned and operated by a municipality. — BL.
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In 2009, the marathon drew 23,125 visitors, including 13,775 non-Philadelphia residents. The event generated nearly $5.4 million in additional wages for city residents and created 118 part-time or temporary jobs.

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—— Brandon Lausch

Fantasy Baseball Motives and Mediated Sport Consumption (SMA Conference, 2010)

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STHM helps revitalize tourism in Cape May

STHM faculty and students recently finalized a partnership through which they helped reshape tourism in Cape May, N.J., the nation’s oldest seashore resort.

The School of Tourism developed a comprehensive tourism strategy and a business plan for a new, $10.5 million convention center, slated to open in May 2012.

The partnership, passed unanimously by City Council, started in September 2009 and extended through March 2011.

Faculty members Florian Zach and Iis Tusseyadiah created a series of visitor surveys to be distributed in Cape May’s hotels, shopping districts and at its festivals, as well as a survey for area residents. Tusseyadiah also conducted a marketing analysis for the area.

As part of the tourism plan, STHM faculty helped Cape May create its first-ever convention and visitors bureau so the city could reach new markets and establish its own marketing strategy.

In the words of Mayor Ed Mahaney, STHM used “a grassroots-driven approach where the community drives the project through a series of questionnaires, interviews and public meetings.”

Students participated in data collection, facilitated discussions during public forums and may contribute in the training of convention center employees, according to partnership coordinator Wes Roehl.

“A project like this fits all of our missions—the teaching, research and service missions—that we have,” he said. — Staff report

Photos courtesy of Cape May Magazine. Renderings courtesy of Kimmel Bogrette Architecture + Site

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Research partnership shows benefits of homeless running group

When Assistant Professor Jeremy Jordan was introduced to Back on My Feet, it was a Philadelphia nonprofit with nascent plans for expansion. Now, the nationally recognized organization has chapters in seven cities, and Temple’s ongoing research partnership has produced mounds of data drawn from thousands of surveys.

Back on My Feet is a shelter-based program that promotes self-sufficiency of the homeless by engaging them in running to build confidence and self-esteem. The research collaboration, which began in 2008, includes a longitudinal study of monthly assessments and in-depth questionnaires to track participants’ self-esteem and behavior.

Researchers also survey donors and volunteers and conduct research in expansion cities to help match the organization with suitable partners and measure new-volunteer engagement. Jordan collaborates with colleagues Emily Sparvero and Dan Funk, recent PhD graduate Yuhei Inoue and Kevin Filo of Griffith University.

“Through a partnership with Temple’s Department of Public Health, researchers have also introduced smoking cessation services. If you look at Temple’s mission, it aligns pretty closely with what some of the things Temple stands for—making an impact in the community and especially helping underserved populations,” Jordan said. —Brandon Lausch

CSPD gives students an edge in search for jobs, internships

Imagine landing a dream job with Hyatt Hotels, Madison Square Garden or the Philadelphia Phillies. STHM’s Center for Student Professional Development (CSPD) is a key resource for students who want to turn their career dreams into reality. CSPD offers students unique and unparalleled access to networking, workshop, volunteer, internship and job opportunities, including an online recruitment service that allows students to actively pursue jobs and internships. STHM students complete at least two internships, in their junior and senior years, as well as required industry hours attained through volunteerism and other activities.

“Through first-hand experience, we understand the dynamics of the marketplace and can offer internal resources and external connections that give our students an edge when seeking volunteer, internship and job opportunities,” said CSPD Director Rick Redall, a Temple alumnus.

—Julie Achilles

Wealth of experience

A hallmark of the School of Tourism and Hospitality Management is its wealth of industry connections, both in Greater Philadelphia and across the world. Here are just a few internships that STHM students have earned recently:

Tourism and Hospitality

Anantara Kihavah Villas (Maldives) — Samantha Lauver
Modul University (Vienna, Austria) — Patricia Kaisinger
South Jersey Tourism Corporation — Kelly Brohan
Darden Restaurant Group — Bradford Long
Casa Iguana (Little Corn Island, Nicaragua) — Kevin Louie
Gramercy Park Hotel (New York City) — Katie Lamkey
Hyatt Key West Resort and Spa (Key West, Fla.) — Michelle Blash
Conrad San Juan Condado Plaza (Puerto Rico) — Leah Rossa

Philadelphia Convention and Visitors Bureau — Alexandra DuFayne

Sport and Recreation

Reading Phillies — Andrew Nelson, Travis Ney
2010 FIFA World Cup (South Africa) — Sarah Cooper
United States Olympic Committee (Colorado) — John Medica
Independence National Historical Park — Alexander Washam
Greater Cleveland Sports Commission — Lauren Harris
Fuse TV — David Kangas
Houston Astros — Caitlyn Scudder
Madison Square Garden — Risa Kamien
Santa Ana Star Center (Rio Rancho, N.M.) — John Paul Legg

“I if you’re in a different city, you can’t feel the community. But looking at this data really allows people to understand what we’re doing on a social level.”

—Wylie Belauik, vice president of programming, Back of My Feet
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STHM alumna De Tours to success

Climbing aboard a Segway for a Parisian tour with her mom, Rasa Vella forgot her preconceptions of the novel vehicles, instead thinking, “Philadelphia needs this.”

Now Vella owns and operates De Tours, the only Philadelphia tour company to offer bicycling, running and Segway excursions.

But for Vella—who earned her master’s degree in sport and recreation administration from STHM in 2010—it took four years at Syracuse, nine months in the Peace Corps, a fall in the Amazon, and her graduate studies at STHM to discover she wanted to start her own tourism business.

While at Temple, Vella interned with Kapawi, an eco-lodge in the Ecuadorian Amazon. She was asked to be Kapawi’s marketing director after graduation, but she declined the offer and started her urban excursion company.

Within a year of its founding, De Tours was ranked as the No. 1 Philadelphia attraction by TripAdvisor.com. Vella is already expanding the company with three new routes.

“You have to absolutely love, live and breathe your idea. Everyone’s going to tell you that you can’t do it. At some point you just have to say, ‘I’m going for it.’”

—Meg Hughes

Managerial position is no gamble

At 22, Matthew Bergey is the youngest manager at Parx Casino in Bensalem, Pa. Graduating from STHM in September 2010 with a degree in sport management, Bergey found a job at Parx just a week before receiving his diploma. He stepped into his managerial role two months later.

“STHM’s sport management program, in addition to academics, really promotes gaining real-world experience,” Bergey said. “A lot of other majors don’t have that.”

Bergey gained a great deal of real-world experience by holding an internship every semester and maintaining a 3.93 GPA. He interned for Road Link USA, the Philadelphia Kixx, Comcast-Spectator and NASCAR, among others.

It was at the end of his senior internship with NASCAR that Bergey found an opening at Parx. Within two days he had an interview. Within four days he had the job. Now, Bergey is looking to continue his climb up the Parx ladder.

“Get as much experience as you can,” he said. “You never know when one opportunity will lead to another. If you don’t have the experience, get it now.”

—M.H.

Recent grad cashes in at Harrah’s

Viji Simon, a cage supervisor at Harrah’s Chester Casino and Racetrack, sees many familiar faces when she visits colleagues on the table games floor. After all, she played a hand in hiring many of them.

A May 2010 alumna of STHM, Simon joined Harrah’s in January 2010 as a human resources intern, and then served as a full-time recruiter from the end of March through September. In that time, Simon recruited table-games dealers and supervisors, along with special events representatives and other positions.

As cage supervisor, Simon oversees monetary transactions—the casino “cage” is where customers cash in and out—as well as cashiers, bankers and the chip bank.

Simon said the best part of her four years at STHM was senior seminar with Assistant Dean Jeffrey Montague, who informed her of the Harrah’s internship opportunity.

“You get a few months of work experience, and some people don’t have that,” Simon said. “We come out of our four years with some solid background.”

—Chelsea Calhoun

“I took a very nonconventional path.”

—Rasa Vella, De Tours founder
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Tyrone Holt leaving mark on sport industry

Not too long ago, Tyrone Holt was sitting in a classroom at Temple, finishing his degree in sport and recreation management. Today, Holt is winning and dining clients as an account executive for the Philadelphia 76ers—and he considers the School of Tourism and Hospitality Management (STHM) his ticket to success.

Holt first attended Millersville University on a football scholarship before transferring to Temple and finding a home in the sport and recreation management field. At STHM, he joined the Sport and Recreation Professionals Association, as well as the school’s chapter of the National Society of Minorities in Hospitality.

“I was able to take what I learned in class and expand upon it. There’s a lot more going on in the world than just at Temple, and these resources teach you how to do everything on your own—how to network, schedule timelines,” said Holt, a May 2010 graduate. “It’s added responsibility that you take upon yourself instead of waiting for someone else to come to you.”

Holt built a relationship with Assistant Dean Jeffrey Montague and Rick Ridall, director of STHM’s Center for Student Professional Development, to examine opportunities that would put Holt ahead of his competition.

During his junior year, Holt interned with Woods Services, a residential, educational and vocational support program for people with special needs. By senior year, he landed a dream internship with Comcast-Spectator, working in advertising and sales for the 76ers and Flyers. Holt’s professionalism helped turn the experience into a full-time job.

Holt is also pursuing law school, and he recently partnered with former Temple classmate Dominique Wilkins to potentially launch Konnoisseur Creative Group, a marketing, management and media company.

“I feel like being a graduate of STHM made us want to be initiators and innovators, to build something as our own,” he said. “STHM doesn’t just produce graduates who want to work for someone else. We want to leave our own stamp.”

—Julie Achilles
**ALUMNI SPOTLIGHT**

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- **DAVID BENTON**
  - The Rittenhouse Hotel
- **PHILIP CASTELLANO**
  - Liberty Property Trust
- **EVENS CHARLES**
  - Frontier Realty Development Group
- **MICHAEL ENGLISH**
  - West Conshohocken Borough
- **JACK FERGUSON**
  - Philadelphia Convention & Visitors Bureau
- **HAROLD HONICKMAN**
  - Honickman Affiliates
- **STEPHENV KLEIN**
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  - Korman Communities
- **JOHN KROLL**
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  - Pennsylvania Convention Center Authority
- **M. MOSHE PORAT**
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**Recent STHM alumni Tyrone Holt, an account executive for the 76ers, describes himself as an initiator and innovator: “We want to leave our own stamp.”**
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