INDUSTRY PARTNERSHIPS

Community programs find room to grow at STHM’s Youth Sport Symposium

The Sport Industry Research Center’s (SIRC) inaugural Research Meets Practice Symposium: Youth Development Through Sport and Recreation brought together scholars, students, and nonprofit and community leaders in the areas of youth development, sport, recreation, education, health, social work and psychology to connect with one another to exchange knowledge and experience.

Assistant Professor Brianna Clark, who helped organize the symposium, stressed the importance of networking opportunities for nonprofit organizations and municipalities that are expected to “do more with less” in the current economic climate.

More than 100 people attended the April 2012 event, event, hoping to connect with others in the industry and collaborate on projects and initiatives.

Cassandra Lee, founder of The Philly Jumping Jams, a competitive double-dutch team for girls in grades four to 12, attended the conference to learning how to partner with campuses. She said, “We’re trying to bring double-dutch back to Philly and collaborate on projects and initiatives. Jems, a competitive double-dutch team for girls in grades four to 12th grades, attended the conference to enhancing her networking opportunities.

At least four students have served as Campus Ambassadors at Temple after completing a junior internship at Hyatt and applying for the ambassador position, which entails promoting the company’s corporate training program and assisting with on-campus recruitment. Hyatt Campus Ambassadors are then guaranteed placement in the company’s corporate training program after completing their senior internship.

—Rosella Eleanor LaFevre

Hyatt awards $13,000 to STHM for professional development

Hyatt Hotels Corp., via the company’s University Fund, has awarded the School of Tourism and Hospitality Management $13,000 for professional development use.

“We are proud of our strong connections to Hyatt, both in support of our internship program and job placement,” Associate Dean Elizabeth H. Barber said. “We thank them for recognizing our proposal and for supporting our deep commitment to professional development so that we can continue to produce the next generation of leaders in tourism, hospitality, sport and recreation management.”

In 2010, Hyatt CEO Mark Hoplamazian visited the school as part of its ongoing Executive in Residence program, and the School of Tourism and Hospitality Management is an active participant in Hyatt’s Campus Ambassador program.

—Jim Roese

Putting on the Blitz

Fifty students of the School of Tourism and Hospitality Management’s Hospitality Operations class teamed up with AKA Rittenhouse Square and The Franklin Residences for a sales blitz mixing social media with traditional outreach.

The students worked on Feb. 28 to generate new business with techniques such as sales appointments, property tours, cold calls and by using the hashtag #AKASalesBlitz.

Students learned how to integrate new media into sales by Tweeting at @ayaka from their own accounts established for the sales blitz. Throughout the blitz, the hashtag #AKASalesBlitz was used to encourage followers to engage with the brand. Each student interacted with five businesses via Twitter during the blitz and earned extra recognition if they were retweeted.

“The blitz gave students a chance to experience directly the challenges of creating new sales leads while AKA was introduced to new businesses and potential clients,” said Evan O’Donnell, general manager for AKA Rittenhouse Square. “As chair of the School of Tourism and Hospitality Management Dean’s Council, Steven Korman is an advocate for the hospitality program at Temple University and believes students should have the opportunity to gain valuable business experiences while still in school.”

—Staff report

Avoiding loss in translation

Fanning herself with a notepad, Temple graduate student Jessie Zhang battled her nerves. Scanning the vast meeting room at the Loews Hotel, she saw before her 53 Chinese tour operators and 100 representatives from American destinations, hotels and attractions.

All were gathered for the annual Active America China Summit, which promotes inbound tourism from China to North America through various networking opportunities. Zhang’s assignment: Ensuring these influential businesspeople could understand each other.

Zhang and more than 70 other Temple students—from undergraduates to PhD students representing at least eight schools and colleges—volunteered as interpreters throughout the four-day summit, held from March 25 to March 29 at sites throughout Philadelphia.

The School of Tourism and Hospitality Management sponsored the summit, recruited and coordinated volunteers, educated students about all that Philadelphia offers as a destination.

The Philadelphia Convention & Visitors Bureau (PHLCVB), which hosted the summit, and the Pennsylvania Tourism Office have identified Philadelphia as an important growth market for tourism and conventions.

“For many attendees, this was their inaugural visit to Philadelphia, and Temple’s student translators were an important part of ensuring a productive trip for our guests,” PHLCVB President and CEO Jack Ferguson said.

—Brandon Lausch

AH&LA chapter hosts national chair

Ronald Vlastic, chair of the American Hotel & Lodging Association (AH&LA) and regional vice president of Kimpton Hotels and Restaurants, recently visited the School of Tourism and Hospitality Management’s (STHM) student chapter of AH&LA.

Jenna Anderson, student president of AH&LA, worked with her executive board to bring Vlastic to campus for his March 27 discussion. As AH&LA chair, Vlastic said he has a goal to develop the Under-30 Council to engage young professionals.

The AH&LA, based in Washington, is a national organization that has represented all sectors of the hospitality industry for more than 100 years.

—Kyla Maczerek

Students take in the sights at the Loews Hotel. Photo by Jim Roese.

Student interpreter displays the badge identifying her as a translator for the Active America China Summit. Photo by Jim Roese.

PHLCVB President and CEO Jack Ferguson thanks student translators for their work at the Active America China Summit. Photo by Jim Roese.

Hyatt awards $13,000 for professional development. Photo by Jim Roese.