STUDENT SHOWCASE

Pauline Milwood

Destination Management Organization: Integrating Stakeholder and Network Perspectives.

Milwood, whose concentration is in Tourism and Sport, was honored at the June 2014 conference, in St. Gallen, Switzerland. She co-authored the paper with her advisor and STHM professor and Tourism and Hospitality Management Program Director, Dr. Wesley S. Roehl.

“It felt extremely gratifying (to be recognized),” Milwood said. “The PhD program is extremely grueling. It kind of makes the thorns and challenges that develop in the process of doing research all worth it in the end.”

The paper integrates stakeholder and network perspectives to examine the role played by destination management organizations (DMOs) in developing competitive advantage. Ultimately, the paper suggests that DMOs should utilize more involvement and collaboration engagement strategies and less control and monitoring engagements strategies to influence successful innovation outcomes among destination partners.

The research has implications for a wide range of entities, according to Milwood.

“The dynamic of government, business, and local residents’ roles comes into play when we’re talking about innovation development of a tourism area,” Milwood said.

–Megan Whelan

PhD student recognized for research on destination marketing organizations

A research paper authored by Pauline Milwood, a PhD student from the School of Tourism and Hospitality Management, has earned international acclaim.

Milwood received the Best Paper Award at the second biennial Advances in Destination Management Conference, for her paper titled, “Knowledge, Innovation and the Role of the

–Angelise Stuhl

professionals, while adding industry experience their resumes.

“Their opinions are as important as anybody,” Kraft added. “They’re involved. This isn’t just a stuffing-envelopes, menial-task externship.”

Second-year graduate student Daniel Van Norton agrees. He considers himself a “hybrid.” Van Norton, a former Temple football player, entered STHM’s Sport Business program immediately following the completion of his Temple undergraduate program. The 23-year-old from Phoenixville, Pa., has developed initiatives to create Temple University’s T-Club, a letterwinners club established for former players and coaches, to help maintain relationships with the athletic department.

Industry connections have allowed students like Lizzy Lagasse to get one step closer to a dream job. Lagasse, a 23-year-old from Newburyport, Mass., works in a compliance and student-athlete affairs capacity for Temple Athletics, and as assistant director of lacrosse operations for the University of Pennsylvania’s women’s lacrosse team.

For the externs, the opportunity to attend grad school and work in an athletic department at the Division I level in one of the nation’s top sports cities is priceless.

“I get the opportunity to come to work every day and do what I love, while becoming educated in this field,” Van Norton said. “I thought I knew about intercollegiate athletics. Now I’m learning and witnessing how sport business in an organization operates and it’s something unique that I can take away and utilize.”

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