By Christopher A. Vito    Photography by Ryan S. Brandenberg

Two decades ago, Temple University’s School of Tourism and Hospitality Management was nothing more than a concept. Today, it is regarded globally as a leading provider of sport, recreation, tourism, and hospitality management education. That’s the result of the work of Dr. Elizabeth H. “Betsy” Barber and Jeffrey Montague.

The cornerstones of STHM, Barber and Montague wrote the school’s original curriculum. They hired the first faculty members. They advised and taught the first students, from the undergraduate-to the doctoral-degree levels. They led embryonic marketing endeavors, and developed industry partnerships from the ground up.

At the forefront of STHM’s evolution, they persevered from its modest beginnings of six faculty and 120 students in 1998, to today’s 24 faculty, 15 full-time staff members, nearly 1,000 undergraduate-and graduate-level students, an internationally recognized research center, and more than $5 million in externally funded grants and projects.

“The School of Tourism and Hospitality Management has evolved into one of the nation’s largest providers of sport, tourism, hospitality, and recreation management education, and we have Betsy and Jeffrey to thank,” said Dr. M. Moshe Porat, Dean of STHM. “They were the engines of the school, moving it forward and helping develop a sterling international reputation for innovative teaching, renowned research, and top-tier faculty.

“STHM would not be what it is without them.”