STHM attends national destination marketing convention

“Disrupters,” as Josh Linkner calls them, are those who shake the status quo and innovate to create curiosity.

A professional speaker and author, Linkner said disrupters embrace what makes him or her different. At the Destination Marketing Association International’s (DMAI) Annual Convention, professionals have the opportunity to showcase how their field is disrupting the tourism industry.

Eight undergraduate and graduate students from Temple University’s School of Tourism and Hospitality Management attended the DMAI Annual Convention, held July 14-18 in Austin, Texas.

Destination marketing is a growing field within the tourism and hospitality industry. This particular field focuses on the promotion and development of a specific destination. Destination marketers actively communicate with potential visitors to influence their final destination and product choices.

STHM Associate Vice Dean Jeffrey Montague, Associate Director of Industry Relations Andrew Lovell, and Assistant Professor and Director of the Tourism and Hospitality Management program Michael Sheridan accompanied STHM’s eight students. This marked the second consecutive year in which STHM students attended the convention, following last year’s in Las Vegas.

The goal of the Annual DMAI Convention is to connect more than 1,000 fellow destination marketing organization colleagues for the most popular professional development and networking event, created specifically for destination marketing professionals.

“The DMAI Annual Convention in Austin proved to be a tremendous learning experience for our students,” Montague said. “Our graduate- and undergraduate-student attendees engaged in professional networking, shared Temple’s brand and attended educational seminars that contributed to each student’s professional growth. This convention provided students with an insight about destination marketing and how it relates to the tourism and hospitality industry as a whole. Over the course of the four days, the students were constantly challenged to be the millennial disrupters.”

— Staff report

Two students represent STHM at elite U.S. Olympic Committee conference

Denisha Robinson has always considered opening a non-profit sports academy for inner-city youth a potential career path. This goal was an idea that she said became solidified following her participation in a U.S. Olympic Committee summer program.

Robinson, a Sport and Recreation Management major, was one of two students representing the School of Tourism and Hospitality Management at the Finding Leaders Among Minorities Everywhere conference (FLAME), which was organized by the U.S. Olympic Committee. Robinson and Elisa Drummond, a graduate student pursuing a Master of Science degree in Sport Business, spent eight days from late May to early June 2015 in Colorado Springs, Colo. They were among the 29 handpicked students from around the country to attend the conference.

“I did enjoy having someone else from Temple there with me,” Drummond said. “We had such a great sense of pride representing Temple and STHM.”

The FLAME program is geared toward helping minority students pursue careers in the Olympic and Paralympic fields. This year’s program brought students from 15 different states across the U.S. The event featured a number of elite speakers, including multi-medal-winning Olympic basketball player Teresa Edwards.

“Hearing how she had to persevere and push through different barriers was inspiring,” Robinson said. “It was interesting that she wasn’t just a minority because of her ethnicity, but also a minority because of her gender.”

—Emily Scott