

# The Connection

Bringing Students and Faculty Together Since 1998

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## A Message from Our Presidents

Konnichiwa,

Welcome students to Temple University’s School of Tourism and Hospitality Management’s newsletter, *The Connection*. This edition of the newsletter focuses on internationalism and globalization. The impact of globalization is intertwined in our everyday lives, from the cars we drive, the products we purchase, the food we eat, along with our technology. Many of these things have the capability to help connect us to the rest of the world. As students of the School of Tourism and Hospitality Management, we have the opportunity to become global through the coursework and internship opportunities that we receive at Temple University.

The Senior Seminar classes of Main campus and Center City are excited to get the semester started and begin their challenging journey to become talented professionals. We have a number of up and coming events including Career Day on November 7, 2007 and the Semi-Formal on December 7, 2007. Both of these events provide the students the opportunity to meet and network with industry professionals, with hopes of securing future internships and careers in the fields of sport, recreation, hospitality and tourism.

Our senior year has arrived and it seems like the end of a journey. In fact, it is the beginning of our careers in the industry. The Career Day will enable students to find a career choice that they will “Fall in love with, so that they never have to work a day in their life.” With that being said, we challenge the new and returning students to get involved with the School of Tourism and Hospitality Management, participate in industry events, and take the next step in planning your future!

As co-presidents of the Senior Seminar class, we are looking forward to making this a great and wonderful semester.

Sincerely,

Anthony Giratore  
 Main Campus President

Mackenzie Tolliver  
 Center City President

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## Cultural Awareness

### *Cultural Etiquette*

By: Eliza Stasi

International business is a rapidly growing trend in today's culture; we are relying more and more on each other on an international basis. When traveling abroad, whether it is for business or personal reasons, it is very important to understand the culture of the country you are visiting. During my trip to Italy this past summer, I paid closer attention than I have in the past to the cultural differences between the United States and European countries. As many of us are becoming young professionals in the field of Tourism and Hospitality, we must learn the etiquette of other cultures to ensure our respect and acceptance while dealing with international clients.

The simple expression of nodding your head 'yes' or shaking your head 'no' can be enough to label you as disrespectful when traveling in Greece. The Greek culture understands the meaning of nodding your head in an upward nod as 'no', and the tilting of the head to either side is understood as 'yes'. Another constant American action, the "thumbs up", which signifies the word 'ok' (without verbalizing it) may be considered an obscene gesture in Greece.

When I attended the junior internship etiquette workshop, I learned that a firm handshake meant that you were a confident and strong person. Always having a firm and steady handshake was stressed by our speaker. This might be the case for domestic business meetings, but when it comes to

international business every culture has a unique greeting. When traveling to Italy you will find yourself being kissed on either cheek rather than a handshake. When in Hong Kong, strong and firm handshakes are not the norm. Almost every business meeting requires some type of physical contact. However, in India greeting each other means the use of the Namaste. The Namaste occurs when the palms of the hand are brought together at about chest level and joined with a slight bow of the head.

Many Americans are very conscious of their personal space; when a certain line is crossed a level of discomfort sets in. When conducting business in Sweden, they have a very strong concept of the 'personal bubble.' The Swedish are very careful to give each other their personal space, where as in Italy it can be considered rude and disrespectful if you do not embrace or stay at a close distance.

Learning about other cultures is very important in today's world, not only for business transactions, but also for everyday life. Knowing more about the people that make up the world we live in is fundamental for understanding how other cultures function. With these new understandings, we now have the foundation needed to gain respect and support from other cultures.

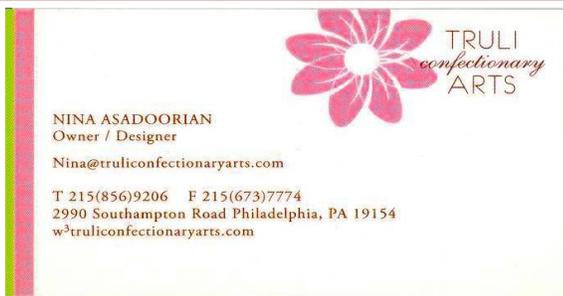
For further cultural etiquette inquiries please visit [www.ediplomat.com](http://www.ediplomat.com), or stop by the Etiquette Dinner on October 9<sup>th</sup>, 2007, hosted by the University Center for Student Professional Development.

### *Passport to Success*

By: Kelly Golderer

In today's global society the ability to move freely across borders is more vital than ever before. Companies are increasing the amount of business conducted overseas; therefore have a growing need for representation in those places. Owning a passport shows employers that you are committed to traveling for the betterment of the business; you embrace the opportunity to travel and to expand your knowledge of the company worldwide. By owning a passport you are also telling employers that you are open to new culture. Current trends demand that management be open to new culture so as to better serve today's diverse workforce.

#### Featured Sponsor



Due to a current delay with the U.S. Department of State, it is important to apply for a passport as soon as possible. Applying for your passport now will save you much aggravation in the future. If you ever need to travel internationally within short notice, you will be prepared. By being prepared you illustrate organization and enthusiasm, two qualities essential for today's leaders.

Once you obtain your passport it is extremely crucial to ensure it is up to date. Passports do expire! I learned this lesson the hard way when traveling last summer to Japan. In planning my trip overseas, I overlooked the process of securing travel documentation because I had already had a passport. My travel plans were abruptly interrupted when an employee at the counter of the Milwaukee airport informed me that I was unable to board the plane due to an expired passport. Had I taken the time to verify my travel documents, I would have saved a great amount of time and money. From the Milwaukee airport I then drove to Chicago, expedited my passport and returned the next day to board my flight to Japan. I share my experiences in hopes that others do not make the same mistake. Owning a *current passport* is imperative in today's global environment.

Be proactive. Ensure your future success and apply for your passport today. You can apply for your passport on campus at Temple University. The Office of International Services serves as a U. S. Passport Acceptance Agent. To apply, you must first schedule an appointment. At your appointment, bring proof of US Citizenship, proof of identity, two passport

photos and the application fee (\$67 passport fee + \$30 execution fee) in check or money order.

### **HEY FIRST YEAR STUDENTS!**

Check out the Ann and Randy Hart Scholarship and obtain your passport for **FREE!**

[www.temple.edu/studyabroad/students/hartscholarship.htm](http://www.temple.edu/studyabroad/students/hartscholarship.htm)



Joseph V Labolito/UniversityPhotography

## ***Global Opportunities: Temple Abroad***

By: Mike McMahon

Temple University has many exciting opportunities for studying abroad on four different continents. Japan, Spain, France and Italy are just a few of the interesting places where you could go to continue your studies. On Tuesday November 13<sup>th</sup>, Temple will celebrate these wonderful opportunities at the Second Annual Global Temple Conference. The conference will discuss Temple University students, staff and faculty, and programs from around the world. They will use panel discussions, poster sessions, movies, and exhibits to emphasize the research scholarship, artistic creativity, and community service.

International Education and Research, is the theme that will be focused on while students, faculty, and staff present a broad variety of academic and innovative programs. The presenters will emphasize the impact of participating in these opportunities. As a result of these experiences, Temple University has received a large number of students coming from other countries to attend our great institution here in Philadelphia. This has led to Temple becoming one of the most diverse student populations. In addition to the flux of international students in Philadelphia, many of our American students have decided to travel to other countries to expand their knowledge of the world and experience education in a new way.

For anyone who is interested in learning about experiences abroad, or just wants to taste a new culture, the Second Annual Global Temple Conference will be held in the Howard Gittis Student Center on November 13<sup>th</sup>. The conference will begin in the morning and come to a close in the late afternoon with a Global Temple Live concert. The concert will feature musical performances from around the world. This is just one of the great opportunities that Temple University offers its diverse student body.

[www.temple.edu/studyabroad/globaltemple/conference.html](http://www.temple.edu/studyabroad/globaltemple/conference.html)

**Leisure**

***Ice-Skating in East Africa***

By: Eunice Muya

In Nairobi, Kenya, the Panari Sky Center can proudly boast to be a pioneer of ice-skating in East Africa. The Center is now home to the Solar Ice Rink, which can accommodate up to “200 skaters and measures 15,000 square feet” (Paradise). The Solar Ice Rink is enabling anxious and eager Kenyans to experience and fall in love with the recreational activity of ice-skating. The Sky Center is also home to the luxurious 136 room Panari Hotel. As a guest, individuals are able to utilize the rink and its services. The Tourism sector in Kenya generates substantial revenue, which plays a vital role in their economy. Having a facility like the Panari Sky Center will help promote this area, to both residents and international tourists.

To many, the idea of an ice skating rink in East Africa sounds too good to be true and questions have been raised about the performance of this facility in the long run. For most Kenyans, the hourly rate of 800 Kenyan shillings (\$12) for adults and 500 Kenyan shillings (\$7) for children may be out of reach. The question that needs to be asked is whether this rink was intended for the ordinary locals or for those with larger disposable income, including wealthy tourists. However, since the facility is still going strong there is no sign that people will stop paying this astronomical hourly rate. For now, the curiosity continues and the ice-skating rink remains a popular attraction in Nairobi, Kenya.

“Paradise at Panari.” *The Standard* <[www.eastandard.net](http://www.eastandard.net)>.



[www.chelmsford.gov](http://www.chelmsford.gov)



***All-In***

By: Isaac Satten



For the first time ever, the World Series of Poker expanded past the casinos of America and truly became a global event. Following the American events (held at the Rio Hotel and Casino in Las Vegas from June 1 to July 16) the circuit moved across the Atlantic to conduct the first ever World Series of Poker Europe. For this inaugural event, beginning September 6, the venue was *The Casino at The Empire* located in London, England.

Unlike its American counterpart, the European version of the World Series had only three events,

paling in comparison to the 55 games in the six week long gathering held in Nevada. The first two events



John 'Falstaff' Hartness/Poker News

were the popular poker game of H.O.R.S.E and Pot Limit Omaha. Both events were won by Europeans, with Thomas Biel taking H.O.R.S.E. and Dario Alioto taking the crown in Pot Limit Omaha. However, the biggest event was the No-Limit Texas Hold Em' Main Event. Of course, this event featured the most dramatic win of them all.

Becoming the youngest player ever to win a World Series of Poker event, 18-year-old Annette Obrestad of Norway took home the coveted gold bracelet, earning 1 million pounds (\$2,013,102 USD) in the process. Upon her victory, Obrestad was quoted as saying, “I never expected to win. I'm speechless. I really don't know what to say.” As a female, Annette Obrestad set two records by winning the tournament, having won the most money in a single event by a female as well as the most winnings for a female in World Series of Poker history.

Obrestad's win at the World Series of Poker Europe challenges many of the stigmatism attached to the game (sport if you will) of poker. No longer is poker a game for men, but it is a battle of skill reserved for anyone who has the mind, and the money, to take their chance at winning. Additionally, Annette, who legally couldn't gamble in America until 2010, proved that it isn't always the veterans of the poker world who have the upper edge. In fact, all three winners of the World Series of Poker Europe were younger than the vast majority of the field.

The event as a whole shows the globalization that poker has brought to the sport and recreation industry in a relatively short amount of time. Formally reserved for America, the now global game of poker continues to grow in popularity and presence around the world. Congratulations Annette! We'll look for you at America's poker tables in three years.

## Tourism & Travel

### *Beautiful India?*

By: Kacee Lawver

India is a country that has been known for thousands of years as the land of spices, home to an exotic culture, and incorporating bright colors into every aspect of life. The rest of the world has an idea of this fantasyland where life is bright, beautiful and elephants roam the street. However, as I found out in January, the real India is not nearly as glamorous as the pictures painted in people's minds. As a developing nation, India is in the process of capitalizing on people's fantasies through tourism and hospitality. The Tourism Industry has been fueled by the increasing economy in the last decade. Even with the advancements, the country continues to be plagued with low living standards and an unequal distribution of wealth.

This past January I participated in the *Destination India* program through the Fox School of Business. We took a ten-day trip to Mumbai and Goa to experience the business culture and practices of a developing nation and how their business' strive for globalization. The role of tourism and hospitality

could not be ignored in the nation's economic growth. Although India's tourism has grown (and continues to grow) there are still many hurdles to clear before India truly becomes a major player in global tourism. Simply meeting western standards in hotels, roadways, and airports has been a struggle for India's poor infrastructure.

India's government is concentrating its efforts in certain segments of the country, such as Goa, to attract the global tourist. Goa is much more developed than other parts of India, offering resorts with western amenities. These beach resorts offer a beautiful, exotic destination where tourists can get a taste of India without being inconvenienced by the heart-breaking living conditions of millions of people in the rest of the nation. The food contradicts what is considered to be the norm in India. They cater to American tourist, serving dishes that include beef (which is unheard of in most of India). Obviously a tourist nation, Goa seemed out of place when we returned back to the city of Mumbai where people live in tin shacks with no electricity or running water. Buildings are built by hand with bamboo scaffolding, and teams of men dig ditches for roadwork with nothing but a small bowl.

To increase tourism through the nation, the Tourism Ministry of India has implemented the 'Incredible India' campaign to get the rest of the world interested in this developing nation that has so much to offer. The 'Incredible India' campaign promotes tourism in a positive light and focuses on creating jobs so that money gets into the hands of people who are working to advance tourism and hospitality in India. 'Incredible India' looks to promote tourism in a manner that teaches others not only about the beauty of the country but also about the culture. Visiting a country like India is about experiencing the dramatic differences from one's own culture. As a result, the Tourism Ministry is selling India as an exotic and intriguing destination, which it is if tourists get out of the made-to-order tourism destinations.



Although there were moments in India that I was praying to get back to the United States, it was an eye-opening experience that I would not trade for anything. I learned more about India by doing the little things like staying awake on the long bus rides and watching as people went about daily life. The living conditions ripped at my heart on a daily basis. This is a country that is a leader in technology with intranet cafes on every corner, yet people's shacks line the streets. I watched as they stepped out of their door-less "homes" in the morning to throw a bucket of water over themselves in a make-shift shower, settled in as the sun began to fade because there was no electricity, and watched women wash clothes in stagnate water that had settled from previous rain. This is a nation that needs the money generated by tourism and the government has not ignored this fact. In the next few decades, there are plans to give the entire country a face-lift and concentrate heavily on bringing the global tourism dollar that has been minimal in the past. India broke me, yet I cannot wait to return in the future to see how the nation has grown and developed. If you want to take a step outside of your box, visit India and embrace its magnificent culture.

### *The McRiceburger: Globalization in Taiwan*

By: Jason Jiau

As we all know, the phenomenon of globalization has influenced our lives both economically and culturally. I noticed this more than ever when I was in Taiwan on holiday a few years back.

The day was hot and humid, much like any summer afternoon in Kaohsiung, Taiwan (the second largest city in the Republic of China). My hunger pangs demanded nourishment, so I set forth for a quick bite to eat. Where better to find food cheap, fast, and familiar than the golden arches of Mickey D's? The McDonald's corporation is famous for expanding into countries all over the world and "serving billions" its fast food cuisine.

My brother and I entered the restaurant, and immediately we noticed some stark differences from its stateside counterparts. The first thing we took

notice to, was that it was actually clean! We approached the register to order and found that the employees treated us the way they should, like paying customers (an act that was many times forgotten by the American establishments). After we ordered, the cashier set our food on the counter, double-checked it (to ensure it was correct), folded the bag neatly, and then politely handed it to us. While waiting for my food, I even noticed that the menu was also different; it had been augmented to include local taste with a "rice burger". Rather than placing the hamburger patty on a roll, this burger was sandwiched between two grilled rice cakes.



From this experience, I realized that service style changes with each culture, and that local specialization is an important factor in the success of a worldwide franchise. It was interesting to compare the work ethics between the Taiwanese and the American employees. The way the employees handled each order with such precision differed from the fast-paced, in and out service of the American branches. The expanded menu really displayed the affect that the local cultures have on McDonald's marketing department.

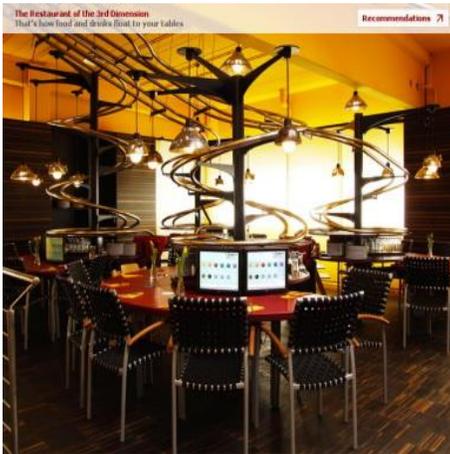
This article is not meant to shame the American service technique, and praise the Taiwanese style, but to show that a difference in culture has a large influence on even the most standardized corporations. Now every time you see, hear, or perhaps enjoy a rice burger, you will be reminded of globalization.

# 's Baggers®

## Hits the 3<sup>rd</sup> Dimension

By: Ashley Roucroft

Restaurant owner, Michael Mack, is the first in the world to create an entirely wait-staff free service. Located in Nuremberg, Germany, 's Baggers is the first restaurant to provide guests with an automated ordering system. Rather than being waited on by the average waiter, guests are now able to order on their own personalized touch screen computer. They are positioned directly before them on the restaurants tables and bar



Bildquelle: "obs/sBaggers"

countertops. In our changing world of technology, 's Baggers represents a brand new form of customer service. Michael Mack stated that this new concept would revolutionize the food industry. This system creates a more efficient way for guests to order exactly what they want, and how they want it, with less opportunity for error. Not only does this new advanced system estimate an expected delivery time, but it also transports the meal from the second floor kitchen using a tracking spiral slide right to your table. To top this amazing distribution, the food is delivered on a variety of different color miniature carts.

's Baggers main goal is to be ahead of the everyday average restaurant. Having labeled themselves as the "Restaurant of the 3rd Dimension," they not only want to out-do the competition across the world, but they want to astound their guests. 's Baggers wants their guests to feel more satisfied at their restaurant than any other. To the restaurants' knowledge, they feel that the average wait-staff may

not be giving one hundred percent proper service that a guest should be receiving. To enhance your experience, 's Baggers felt it was important to cut their wait-staff entirely. Because of this cut, the restaurant feels it is better able to meet and exceed guest expectations and create a greater level of guest satisfaction.

's Baggers also provides a newly created menu on a weekly basis with freshly prepared ingredients. The restaurant is mainly a French based cuisine with its own twist. They offer items which are organic or extremely low in calories. Although less fat and calorie-reduced, all the items are delicious. You can find appealing dishes and specialty drinks, ranging from freshly brewed organic lemonade to a variety of organic brewed beers and wines at a reasonable price.

Michael Mack believes that his new establishment will create a new global market for the restaurant industry. This one of a kind restaurant, which seats up to one hundred guests, has been completely booked every night! It is with this success of 's Baggers that Mack feels he can allow his restaurant to travel overseas and start to expand globally. There is even consideration to join the fast food world. According to Michael Mack, "at 's Baggers fast food becomes Fast Good!" The quality is exceptional and the experience is endless.

## International Sport

### New Stadium Defies Gravity

By: Marisa Judge

You know you've seen one; a sports stadium with a brick exterior and statues of team legends scattered throughout. They're deemed a "classical American sports stadium." Gone, for the most part, are the Veteran's Stadiums of old. But, if you think that Citizen's Bank Park or Lincoln Financial Field are avant-garde, feast your eyes on the revolutionary Estadio Chivas, located in the city of Guadalajara, Mexico. The stadium is home to Las Chivas Football (soccer) club. Estadio Chivas (including the field of play, spectator seating and amenities) is being

constructed inside of a volcano. A white spherical structure anchored on the rim of the volcano will mimic a smoke cloud rising up from the once active mountain, according to its visionaries, Jean Marie Massaud & Daniel Pouzet.

The brilliant minds of the progressive Studio Massaud Pouzet of France, and the world-renown HOK architecture firm combine to create and erect the seemingly gravity defying structure. The stadium is being constructed in layers. First, the inner of the volcano is hollowed, and the structure is given a solid base. Another unique feature within the volcano is a parking garage. Entrance tunnels for players, personnel, and spectators are carved into the berm. The 'bowl' where the field of play will lie and seats spectators will fill to cheer on Las Chivas is placed inside the volcano. The last 'layer' is the white circular structure that resembles smoke, which is placed on the volcano rim.

Estadio Chivas will hold forty-five thousand spectator seats designed for ultimate fan comfort, boasts three hundred fifteen private suites, and two hundred twenty-two spaces for disabled patrons and their companions. Estadio Chivas will have an astounding eight thousand parking spaces to accommodate fans. The amenities in Estadio Chivas are almost as impressive as its design. There will be over one hundred food and drink locations, in addition to a restaurant. The stadium will also have a theatre; Las Chivas merchandise shops, and even a beauty parlor. Eight hundred and fifty HD-TV's are to be placed in suites, restrooms, and areas throughout the stadium. In addition, a screen that will cover the suite boxes and extend around three sides of the field will recess from the ceiling and display graphics, messages, and announcements to spectators.

The field surface will be much more economical than traditional turf that requires constant maintenance. Las Chivas will be playing on artificial turf; comprised of fibers, sand silicifies, rubber ground, and a product produced through recycled shoes. The artificial surface is designed to drain water away from the surface, and withstand ultraviolet rays, while resisting bacteria.

The buzz surrounding this architectural feat is building, and so is the city of Guadalajara. According to Jean Marie Massaud & Daniel Pouzet, plans are in



the works to build two apartment towers in the city. However, Massaud & Pouzet recognizing that Mexican people have a special relationship with the land, plan to keep the structure in accordance with the culture. So discover a facility unlike any other, discover Estadio Chivas; it's the perfect blend of innovation and la terra (earth). You can check out the stadiums website at: [www.estadiochivas.com](http://www.estadiochivas.com)

### *Inside Dish with an International Sports Economist*

By: Rachel Frankwich

Stefan Szymanski is an economist who has specialized in studying the economics and business of sport. After earning a PhD at Birkbeck College, he then worked at London Business School's Centre. Currently, he works with the Business School at Imperial College, London. Szymanski has worked on various articles and has authored three books. His most recent publication, "National Pastime: How Americans play Baseball and the Rest of the World Plays Soccer", co-authored with Andrew Zimbalist, discusses the history of the sports and how we got to where we are today.

In an interview with Szymanski I was able to learn why he decided to move into the field of sport economics, and gain insight on his views on prevalent international sport topics.

*What spurred your interest to move from a traditional economist to concentrating on the business of sport?*

I see myself as a traditional economist- an industrial economist to be precise, meaning that I study the interaction of businesses and consumers in the market. It just so happens that I specialize in studying a unique business format, the sports league. I also have interest in understanding the history behind the evolution of this business activity.

*Having experienced both North American and International Sport, what is the top difference between their approaches to sport?*

At the level of the league the biggest is probably the institution of promotion and relegation, by which poor performing teams in a league are demoted to a junior league and replaced by the best performing teams in the league below. In Europe particularly, people tend to think of this as one of the most natural features of any sporting competition, while in America most people do not even understand how the mechanism works!

*How do the differences in the structure of International (i.e. Premier League) versus North American sports affect the level of competition and/or level of business success sport has?*

Promotion and relegation creates an incredibly intense form of economic competition between teams, not unlike the perfect competition of economic textbooks, whereas the closed leagues are much more like economic monopolies. This means that leagues with promotion and relegation seldom make money, while the monopolies are very profitable. Interestingly, however, both structures are very successful at delivering competition that fans enjoy.

*Americans are constantly talking about salary caps to "level the field", Could a salary cap ever be instituted in the Premier league and be successful?*

Not while there is promotion and relegation. Why would a strong team agree to field a team no better than its weaker rivals if this meant a risk of being relegated to lower league, which generates far less income?

*In your work you discuss NASCAR as the ideal model for sport management. Why do you think that NASCAR is the ideal? Do you believe that the "NASCAR model" is transferable to already existing sporting organizations?*

I wouldn't say ideal, but I think the separation of "league management" functions from "team competition" functions makes for a better-organized competition. Club owners are seldom able to agree on policies when they try to make joint decisions, and so separating management of the league as a separate activity can make for better decision-making. After all, we don't expect the players at Wimbledon or the golfers at the US Open to decide the rules and regulations of the competition.



*In America we find sport as a major form of entertainment, therefore we chose to spend a large quantity of disposable income on sporting experiences. Do you think that the spending internationally is less or more on sporting experiences? Why?*

In economics we define a luxury good as one whose income elasticity of demand is greater than 1, i.e. a 1% increase in income leads to a more than 1% increase in expenditure. Sporting entertainment is a luxury good. Spending is highest in the US because it has the highest per capita incomes. However, Europe and Japan are not far behind, and there is plainly enormous potential in China and India.

*With sports like cricket that stereotypically attract a more "upper class" audience, do you believe the demographic that experiences sport on the international is different then that of North America?*

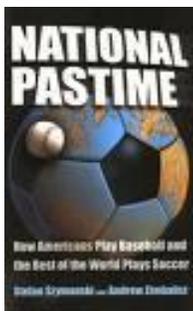
Don't believe your stereotypes. Cricket is the most popular sport in India- as much among the poor as the rich. But the truth is that commercial sport relies in attracting a wealthy middle class in order to generate large profits- I think this is as true of India (with a middle class currently estimated at around 300 million) as the USA .

*As the London Olympics approach, there is talk about the over-spending that is continuing to occur. With the significant cost of the games, and already highly populated London area, do you believe that the games will have a positive/neutral/negative economic impact? Why?*

I don't doubt that London will host a successful games, but the £9 billion (\$18 billion) currently estimated as the total spend will bring negligible legacy benefits. The facilities themselves will hardly be used and much of the funding will be drawn from lottery funds that would otherwise have been spent on building sports and cultural facilities for deprived local communities in Britain. Thus we are paying a very high price for three weeks of razzmatazz.

*With the increase of terrorism internationally we see a flux in the amount of people that are willing to travel. Do you think this will/does have an effect on international sporting events?*

I'm not sure terrorism is on the increase internationally. The terrorist attack on the Munich Olympics was in 1972- 35 years ago- and during that period we had the PLO, Baader-Meinhof, ETA, the IRA all bombing, hi-jacking, and assassinating. There's a lot less terrorism today than there was in the 1970s. Moreover, international travel has expanded exponentially since the 1970s, so the risk per flight or per trip is much lower than in the past. Nonetheless, incidents will continue to occur, and when they happen they will have short term impact, but no more than that in my view.



*If you are interested in this topic check out Stefan Szymanski's new book and article publications or his home page at: [www3.imperial.ac.uk/people/s.szymanski](http://www3.imperial.ac.uk/people/s.szymanski)*

## Featured Professional/Organization

### *Student-run Organization Promotes Diversity*

By: Joy Okoro



#### **NATIONAL SOCIETY OF MINORITIES IN HOSPITALITY**

With only three years under its belt, the Temple University School of Tourism and Hospitality Management (STHM) Chapter of the National Society of Minorities in Hospitality (NSMH) is fighting to win the race to the top. As the newest student run professional organization within STHM, NSMH is working hard to uphold the standards of diversity displayed throughout Temple's main and satellite campuses.

NSMH was founded in 1989 at Cornell University. Its history is embedded in establishing opportunities for African-American within the tourism and hospitality industries. Recently, this organization has shifted its focus towards promoting globalization, internationalization and diversity. Since its origin, NSMH has evolved into a premier hospitality professional organization with approximately 1000 members throughout the United States.

NSMH is a phenomenal resource to all students within the hospitality industry. Nationally, NSMH offers an array of networking, job and internship opportunities. Each year, NSMH holds

both a regional and national conference where members can interact with company sponsors, industry representatives, hospitality organizations, advisors, mentors, and high school students wanting to pursue careers in the hospitality industry. This year the Northeast regional conference will take place in Hartford, Connecticut, October 26<sup>th</sup> through the 28<sup>th</sup>. The 19th Annual NSMH National Conference themed "MISSION POSSIBLE" will take place February 21-24, 2008 at the Westin Convention Center in Pittsburgh, PA.

NSMH represents students that come from different social, ethnic and cultural backgrounds. An organization as such gives students the opportunity to express their leadership skills and open opportunities for their peers. Here at Temple University, NSMH is working on developing an eclectic executive team that truly reflects diversity and multiculturalism. Advised by the well-known Director of Industry Relations, Gregory DeShields, Temple's STHM Chapter of NSMH is still in search of members to fill committees on the executive team. This opportunity is extended to all classifications, including graduate students; this can be your chance!

With diversity being one of the most competitive edges within the hospitality industry; NSMH has the ability to place its members one above the rest. The motto, "today's student, tomorrow's leader" clarifies the importance of active involvement. All Temple University STHM students should feel motivated to get involved with such a rewarding organization. Those who are involved should feel challenged to tell a STHM friend.



## ***STHM Welcomes Dr. Yvette Reisinger to the Faculty***

By: Bethany Whitstone



The School of Tourism and Hospitality Management is proud to welcome Associate Professor Dr. Yvette Reisinger to the School of Tourism and Hospitality Management faculty. Prior to joining Temple, Dr. Reisinger served as the Director and Associate Professor of the School of Hospitality and Tourism Management at Florida International University. Before working at FIU, Dr. Reisinger lived in Australia for twenty years. She worked at Griffith University, Gold Coast; Victoria University, Melbourne; and Monash University, Melbourne. While at Monash University, Dr. Reisinger held the positions of Tourism and Hospitality Program Coordinator and Director of the Executive Certificate in Hospitality Management.

Dr. Reisinger received her doctorate in tourism marketing from Victoria University, Melbourne, Australia. She also holds two Masters: a Master of Business in Tourism Development from Australia, and a Master of Economics and Social Sciences with specialization in International Tourism from the University of Planning and Statistics in Poland.

Dr. Reisinger is considered a specialist in tourism marketing and research. Her major contributions to tourism research are in the field of cross-cultural differences in tourist behavior, tourist market segmentation, and destination marketing related to international tourism. She has a growing reputation in the study of Asian tourism and has conducted extensive cross-cultural studies of China, Indonesia, Japan, Korea, Thailand and Australia. Dr. Reisinger's research has enabled her to develop new tourism marketing segmentation criteria and strategies aiming at Asian tourist markets.

Dr. Reisinger has published a book entitled “Cross-Cultural Behavior in Tourism: Concepts and Analysis”, which focuses on the importance of understanding national culture as it relates to tourism. Her book is used internationally as a resource by graduate students and researchers and has been translated into the Mandarin language. She is currently writing a textbook called “International Tourism: Cultures and Behavior”, which discusses why professionals in the tourism industry must understand cultural differences and how cultural differences among international tourist markets influence their vacation experiences. The text is to be published in mid 2008.

Dr. Reisinger is teaching two undergraduate courses this semester: Destination Marketing and International Tourism. The focus of the Destination Marketing course is on the concepts, theories, and main approaches of destination marketing in both national and international environments. The focus of the International Tourism course is on the forces that influence international tourism and, in particular, the multicultural context in which it operates.

Dr. Reisinger hopes to instill in all her students the importance of adopting a consciousness of tourism from a global perspective. She believes that it is vital to their future careers in the industry. As a student in both of her classes, I can say that Dr. Reisinger’s extensive research and experience in the industry combined with her first-hand knowledge of places around the world has made her a valuable addition to the STHM faculty.

Welcome Dr. Reisinger, we’re glad to have you!

*For all those people that enjoy writing and have a passion for the industry, please contact us with any interesting personal experiences, article ideas, upcoming events, or comments about the newsletter*

Issue 2: Welcome to Philadelphia

Issue 3: Going Green!

Issue 4: The Future of the Industry

Contact: [Rachel.Frankwich@gmail.com](mailto:Rachel.Frankwich@gmail.com) or  
[Jessica.Stern@gmail.com](mailto:Jessica.Stern@gmail.com)

## SAVE THE DATE!

### Group Advising

Date: October 3- 11, 2007

Time: Varies by date

Location: Barton, Weiss, and Pearson Hall

### STHM Student Association- General Meeting

Date: October 10, 2007

Time: 3:40 PM

Location: SAC Room 200 A

### Taste and Tour of the Countryside

Date: October 16, 2007

Time: 4:00 PM – 8:00 PM

Location: Drexelbrook Catering Center

### 8<sup>th</sup> Annual Women’s Entrepreneurship Conference- Fox School of Business

Date: October 18, 2007

Time: 8:00 AM – 11:30 AM

Location: The Great Court at Mitten Hall

### The Costume “Bowl”

Date: October 28, 2007

Time: 7:00 PM – 10:30 PM

Location: St.Monica’s Bowling Alley

**\*COSTUMES ENCOURAGED\***

### 16<sup>th</sup> Annual STHM Career Day

Date: November 7, 2007

Time: 9:00 AM- 12:00 PM

Location: The Great Court at Mitten Hall

### Semi-Formal – “Around the World in One Night”

Date: December 7, 2007

Time: 7:30 PM – 11:30 PM

Location: Top of the Tower