

The Connection

Bringing Students and Faculty Together Since 1998

A Message from Our Presidents

The Future of the Industry

Greetings,

This semester has progressed faster than any of us could have ever imagined. While both senior seminar classes have faced challenges, we learned that by working together we can overcome any hurdles that stand in our way. Through hard work, determination, and critical thinking, we have developed the skills needed to succeed in the future. Having gained valuable knowledge as students in the School of Tourism and Hospitality Management program we will surely make an impact on the workforce.

Temple University’s School of Tourism and Hospitality Management provides students with interactive courses that help develop young professionals. The decision to attend Temple University and to matriculate through the STHM program is a step in the right direction. We recommend that the underclassmen utilize all the opportunities that the STHM curriculum and program offers through its career days, internship offerings, conferences, networking opportunities, guest speakers, and professional organizations, in order to prepare for their futures.

To the seniors, we would like to thank everyone for a great semester. The next step for us is our senior internships, which will provide us with another opportunity to learn about the industry and what the future holds.

We look forward to seeing everyone at the Center City class’ Semi-Formal (“Around the World in One Night”) on December 7th at the Top of the Tower and would like to thank everyone for their attendance at Main Campus’ Career Day. Good luck and we wish you much success in the future!

Sincerely,

Anthony Giratore
Main Campus President

Mackenzie Tolliver
Center City President



Main Campus Senior Seminar Class



Center City Senior Seminar Class

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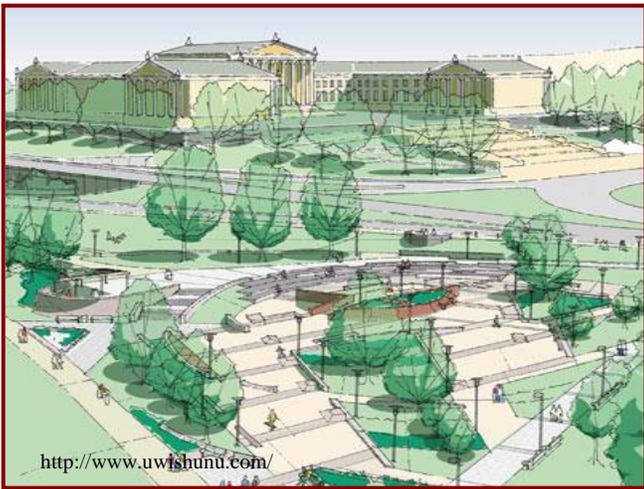
Sport & Recreation

From Love Comes Paine

By: Tim Lilley

Skateboarding is one the truest forms of both athleticism and artistry. These characteristics make it one of the fastest growing sport. Love Park made Philadelphia a skate Mecca around the world. It was not a ramp or a half-pipe, it was the street, a park, a piece of the city that just happened to be perfect for skating. However, when skating at Love Park was outlawed, one of the most recognizable features of Philadelphia vanished.

Not only is skating a youth movement but a \$5.2 billion industry as well. As the second fastest growing sport in America, it helped generate over \$44 million here in Philadelphia as part of the X Games in 2001. People from around the world recognize the “City of Brotherly Love” as the soul and spirit of skate.



Recently, a few individuals decided that Philadelphia needed to bring back the Love for skating. Franklin's Paine skate park (named after the idealist Thomas Paine) was approved for construction along side the Schuylkill River bike path, by the Philadelphia Art Museum. In 2003, Mayor John Street and the Fairmount Park Commission gained further momentum through donations from legislators, businesses, and individuals.

Paine's Park is not going to be just another place to skate; it will be the home of skating in Philadelphia. It will be designed to fit naturally in its environment, just like Love Park. Not just ramps, kickers and rails in a parking lot, but common ground for a worldwide community.

Franklin's Paine skate park is under the architecture design of Anthony Bracali. His company ARCHitecture is dedicated to making Franklin's Paine into something unique, something to stand out in the neighborhood yet complimentary at the same time. This skate park is going to make an amazing area more desirable.

The impact this new skate park will have on Philadelphia will be monumental, for both the economy and for tourism. Franklin's Paine skate park is sure to increase the tourism, as well as continue to improve the Philadelphia Museum of Art (a highly visited area) ultimately adding to the athletic and artistic atmosphere on which Philadelphia thrives. Construction of the new park will begin when the appropriate funds have been raised.

To donate, visit www.painesparkproject.org

Moving Billboards

By: Rob Licata

With the constant growth of technology, marketing schemes, and sponsorship negotiations, we are beginning to see a glimpse of what the world of sports will be like in the future. In addition to new stadiums being built, new technology, high definition televisions and cable providers are now options for at home viewers. Marketers are trying to squeeze their products and services into every aspect of the sporting event. Millions of dollars are being spent for a 30 second commercials during events such as The Super Bowl. Companies including FOX, CBS, NBC, ABC and ESPN are continually in competition for events like the World Series, PGA Tour Events, the NBA Finals, and the Olympics. Due to all of the competition in the sports marketing world going on, what will we see next?

In North American Sports we see a majority of advertisements through commercials, stadium backdrops, and promotional items. Where else could be a beneficial place for marketers to advertise? How

about the players themselves? We currently see this through teams who are sponsored by brands such as Nike, Adidas, Reebok and Under Armor. These companies receive exposure every time the teams play. Why aren't more companies trying to tap into this aspect of the market? Besides NASCAR, no major American sports league permits prominent advertising on team jerseys. In Europe, Asia and Latin America, this outlet has long been accepted (Weinbach 2006). The European Premier Soccer League has used its players as *moving billboards* for years. Their uniforms are being transformed from a traditional basic jersey, to the modern uniform. The modern uniform may not even display their team name, just the sponsor's name.

In 2006, Manchester United struck the U.K.'s most valuable shirt-sponsorship deal to date worth \$99 million. The amount is being paid over four years. The shirts will display the name of insurer American International Group on its jerseys (Maidment, 2006).



Due to the lack of national attention, in 2007, Major League Soccer became the first United States based league that allowed teams to sell their uniforms for advertisement space. The question is will Major League Soccer be the spark for American sports to adopt uniform sponsors? Major League Baseball and the National Football League now allow apparel makers such as Reebok and Majestic to display their logos on team uniforms. In an interview last year, National Basketball Association commissioner David Stern stated "that the league would consider changing their policies on uniform sponsors". The reason: "An era of soaring player salaries and decline of TV ratings, teams and leagues are under increasing pressure to generate ancillary income from merchandise, stadium amenities and local media deals." (Weinbach, 2006).

The next time you're flipping through the channels and you come across a soccer game

(American or European) take note of their uniforms because in the near future your favorite baseball, football or basketball team may have uniforms or "moving billboards" similar to soccer.

Bringing Video Games to the Park

By: Mark Kniley

With the advancement of technology in the videogame industry, many kids are staying home for entertainment. The days of going out with your friends to play football on the empty lot are becoming a thing of the past. However, some videogame makers, such as Nintendo, have begun to make advancement in videogames that use exercise as the mode for playing. The *Wii* has started a trend that requires the user to interact with the game in a way other than smashing buttons. Playworld Systems has decided to take the concept of physically interactive videogames to the next level. They have developed a game called *NEOS* which is being implemented in outdoor settings.

NEOS is an electronic game that has been developed to give the users a full-body workout. With its three skill levels and nine different games, it makes participation for all ages possible. The system consists of four towers which house flashing lights, music and sound effects. The users run back and forth, racing the clock (and each other) to smack or kick the blinking lights. Since you can play against another person it makes the game fun for all involved. It is something that parents can play against their children and workout at the same time. Since the system has many options and it differs for each game, you can avoid the redundancy of a typical video game. Playworld systems describe *NEOS* as "an



activity that encourages memory retention, hand-eye coordination, physical strength and endurance.”

Playworld systems has made the *NEOS* system durable enough to withstand outdoor use and promote activity outside of your living room. It stands up to almost all weather. It forces children to once again visit their local parks, that seem to be neglected due to the evolution of recreational choices. In an effort to move children from the sofa to the outdoors Playworld believes that *NEOS* is part of the answer.. They believe that by bringing videogames to the park the children will follow. The videogame aspect of the activity will also keep children coming back to use the equipment and in turn, continue to improve themselves physically. Hopefully, with the push of new outdoor games we will begin to see a more active youth.

Under Construction: Yankee Stadium

By: Jared Corra

Though there is construction of many new stadiums going on across the United States. “The New Yankee Stadium” is one of the biggest projects out there. The new stadiums that are being constructed these days are more innovative and technologically sound than ever before. Surely, the new stadium being built in New York for America’s team will be nothing short of spectacular.

The date, August 16th, is already famous in Yankees history as the same date on which Babe Ruth died 58 years ago, but in 2006, it undoubtedly took on a new meaning as the Yankees broke ground for the construction of their new stadium. The new Yankee Stadium will open in 2010, replacing the third-oldest stadium in the Major Leagues. Yankee Stadium has held up for 84 years, surpassed only by Fenway Park and Wrigley Field.

The new Yankee stadium's design, by HOK Sport, consists of two separate structures. The exterior will be a wall circling the perimeter of the Yankees' new property, and will resemble the pre-renovation exterior of the original Yankee Stadium. The interior will be a modern ballpark, with increased modern amenities that have become a staple of every new ballpark. Between the perimeter and the stadium will be an area that those in the Yankee organization

are calling a "great hall," which would feature more than one million square feet of retail space. The new



stadium will seat 51,000 fans, compared with 57,545 in Yankee Stadium (although

that number does not include seating in luxury boxes). The new stadium's seating will be spaced outward in a bowl, rather than upward in stacked tiers, placing most fans further away from the field. Field-level seats will be near 30,000, compared with 20,000 in Yankee Stadium, and about 20,000 seats in the upper deck.

Rather than the \$800 million value affixed to the stadium (which is for only the stadium and not for the parking garages, highway improvements and other items associated with the construction), independent analysts have set the tab for the complete project closer to \$1.3 billion. Overall, this new structure will be a fixture in New York for decades to come. There is no doubt that the New Yankee Stadium will be top of the line as far as technology, innovation, and overall experience.

Tourism & Hospitality

Gay-Friendly Education Training

By: Tristen Gabel

As we look to the future of the hospitality industry, it is important to understand the customers that contribute to the industry’s growth. Training for industry professionals regarding how to best serve clientele, such as business travelers and social travelers is on the rise, and recently, lesbian, gay, bisexual, and transgender (LGBT) has also been included.

The Philadelphia Downtown Marriott is the first hotel in the city to debut a program specially

designed to inform managers on being gay-friendly. Jeff Guaracino, Vice President of Communication for the Greater Philadelphia Tourism Marketing Corporation, started the program, which features skits of situations commonly encountered by LGBT travelers. Jeff Guaracino stated in an interview, that he wanted to “ensure that gay travelers had a good experience in Philadelphia, and that hotel employees had the proper training to provide it” (www.philly.com/inquirer).

This summer, Guaracino requested the help of Temple University to underwrite the first five training sessions. Debra K. Blair, a professor in Temple University’s School of Tourism and Hospitality Management served as the liaison for the Philadelphia Marriott Downtown’s training. Bill Walsh, the General Manager of the Philadelphia Marriott Downtown, was eager for his managers to participate in the program because “becoming more responsive to gay travelers’ needs will mean the hotel will have a competitive advantage over other hotels else in the city” (www.philly.com/inquirer).

Studies have shown that the LGBT market spends more money and stays longer in cities than heterosexual couples, according to a 2006 survey by the Travel Industry of America. Therefore, it only makes sense that Philadelphia’s hotels and businesses take advantage of Guaracino’s new program.

Latest Trends in Hotel Technology

By: Ashley Roucroft

Cutting-edge technology continues to be one of the top customer demands from the country’s leading hotels. From Internet access to entertainment options, hotel visitors are getting it all – and more.

The Tribeca Grand Hotel, in New York City, offers everything an Apple lover could want. More than just iPods and laptops, the iStudio is outfitted with Apple’s latest multimedia technology. It is a combination of the latest in digital products along with Tribeca’s luxury boutique hotel experience. This movement mirrors the neighborhood’s roots in the film industry. The iStudio includes a top-of-the-line G5 computer with film, photo and sound editing capabilities, wireless keyboards and mice, iPods, a

Bose digital music system, cameras and video conferencing accessories.

The W Westwood in Hollywood has also has an advanced in technology. They make it easy for guests to order pool-side drinks and snacks with a little help from the intelliChaise Personal Ordering System. Using Wi-Fi technology, the system uses a touch-screen to alert the wait staff to your order, all from the comfort of the chair at the pool. Servers know the guest’s name, preferences, ordering history and location to help make service a snap.

In Seattle, Hotel 1000 offers a list of top-technology amenities as well. Intelligent ambiance controls are customized for every visitor. LCD HDTV’s and high-speed wireless connections are included in each guest room. Each room’s artwork adjusts to the individuals taste. Other features include electronic “Do Not Disturb” signs and housekeeping features and an intelligent bar that alerts hotel staff when it runs out of your favorite refreshments.

The Wynn in Las Vegas sets itself apart from its top competition in the realm of high-tech amenities. High-definition TVs are staples of each guest room, in addition the poolside cabanas with On-Demand HD movies. Motorized drapes and lighting allows a visitor to remotely control the room’s atmosphere. The VOIP phone system allows hotel guests to see the name and room number of other guests who call. And the hotel offers a radio frequency identification Red Card, which acts as an all-access pass anywhere on the hotel property, serving as a key card, a player’s club card, a reservation card and shopping card all in one.

The implementation of new technology appearing in hotels all over the country will help to bring in high-end clientele and appeal to a larger customer base worldwide. It makes you think what more can hotels offer to their guests to accommodate them in the best way possible?

Featured Sponsor



Space Age Travel

By: Louise Castellano

The Tourism industry is ever changing for both the industry and tourists alike. New developments are creating opportunities for new travel destinations unlike any other available. With the help of technology and very rich clientele, space tourism is about to blast off.

Virgin Galactic is the first company within the United States to be actively creating a space shuttle for tourists. Virgin Galactic is owned and created by Richard Branson's Virgin Group. Their mission is to "undertake the challenge of making private space travel available to everyone by creating the world's first commercial spaceline." The website, (www.virgingalactic.com) goes on to explain the components needed for creating a spaceline for the average, but wealthy, traveler.

This company plans to own and operate spaceships which were built specifically for Virgin Galactic, and modeled after SpaceShipOne. Although



these spaceships have not yet been completed, they will be the first company to provide private sub-orbital space travel and provide opportunities to become private astronauts. With the risks involved in

space travel, all space tourists will need to complete an extensive training program prior to lift off.

Prior to the trip, tourists spend three days preparing. Tourists will be put through simulations in order to provide safety tips, experiencing zero gravity and learning to be comfortable in a space like setting. Each passenger must pass a medical test to ensure they are safe for flight; however, the test will not be extensive. Health and fitness will be taken into consideration to ensure that the majority of guests can fly with Virgin Galactic. Not only do the guests need to be tested and prepped for their trip, the space shuttles need to be tested as well.

SpaceShipTwo and WhiteKnightTwo will undergo extensive test flights which are to begin at the end of 2007. The first launch, to ensure the space shuttles are safe with tourists is not yet scheduled; and since Virgin Galactic is fully funded by Sir Richard Branson, there are no forced dates to launch. Once both of the space shuttles pass their tests flights, commercial flights will begin approximately a year after in the latter part of 2008.

These new developments are proving that the tourism industry can, and will, evolve. Those with determination, creativity and monetary backing can travel to tourist destinations unlike any other, bridging the gap between science fiction and real-life. The fearless traveler can push the boundaries of traditional tourist destinations by suiting up for a truly out-of-this-world experience.

The Future of STHM

By: Isaac Satten

With Temple University introducing its new general education core requirements in the Fall of 2008, the School of Tourism and Hospitality Management decided to start a year early and unveil their brand new curriculum for students entering the school. The new curriculum originates from former President David Adamany, who encouraged a more student-driven course load. The School of Tourism and Hospitality Management is actually the first of Temple's 18 schools to implement the new course structure.

Adamany's vision was to refresh and re-energize Temple University curriculum, which meant fewer prerequisites and more student choice. When originally proposed, a third of students' courses would be general education, another third within their major, and the final third (roughly 40 credits worth) of free electives. STHM took this concept and developed many new courses, as well as a concentration option which lets students further specialize their studies.

The new courses in STHM came from the senior debriefings that Associate Dean Dr. Barber, Assistant Dean Jeffrey Montague, Assistant Director of Student Services Jennifer Thiel, and Industry Relations Director Greg DeShields have with all graduating seniors. Right before their graduation,

they met with seniors and had an open dialogue with them, finding out their likes and dislikes about their experiences in STHM. From this came the beginnings of the brand new curricula which applies to all current and incoming freshmen and transfer students.



www.temple.edu/sthm

One of the new additions is a Career Seminar class (taught by Jennifer Thiel), which is taken the first semester a student is in the school. The concept of this class is to serve as the opening bookend to Jeffrey Montague's Senior Professional Development Seminar which is the final course for a student in the School of Tourism and

Hospitality Management. Some of the things taught include resume development, email etiquette, and professional attire guidance. Students will also gain valuable information about the sport, recreation, tourism and hospitality professions.

Another big change is that students will learn how to properly conduct research. Rather than having Research Methodologies along with Senior Seminar in their final semester, there are now two research classes which are taken during a student's sophomore and junior years. This change gives students the benefit of having more time to learn the intricacies of professional research.

Finally, the School of Tourism and Hospitality Management introduced the concept of concentrations for the class of 2011. These concentrations are declared during a student's junior year, and allow them the option to focus their studies further in the fields of recreation (Leisure Management), sport (Sport Management), hospitality (Hospitality Management), and tourism (Destination and Event Management). While students can still diversify their studies and choose not to declare a concentration, this added option will allow students more choice when it comes to their studies.

As the sport, recreation, tourism, and hospitality fields continue to evolve, the education in these respective fields continue to evolve as well. It is

great to know that the School of Tourism and Hospitality Management strives to be at the forefront of these changes, with students sure to reap the benefits from their education in the long run.

The 8th Annual Women's Entrepreneurship Conference

By: Marisa Judge

Think outside the box. That was the main idea attendees took away from the 8th Annual Women's Entrepreneurship Conference held October 18th in the Great Court at Mitten Hall. The conference, hosted by The League for Entrepreneurial Women, was produced by the Innovation and Entrepreneurship Institute, and was supported by STHM, the Fox School of Business, and the School of Communications and Theatre. While the conference was advertised as a day to expand knowledge and celebrate the accomplishments of female entrepreneurs, there were a considerable number of male attendees.



Lisa Godfrey/Temple University

The room was packed with some of the most accomplished female pioneers in their respective fields. Dr. Elizabeth Barber, Associate Dean of STHM, opened the conference with an inspirational welcoming speech. Tracey Davidson of NBC10 news was the keynote speaker. The premise of her speech was to encourage forward thinking; especially in one's personal and professional goals. "Nothing is more constant than change," she said. "Embrace change." She recanted the ways in which she has developed new programming for the NBC10

network, such as All That & More, a live-daily show that addresses consumer topics in the news and some of which are submitted by viewers. Ms. Davidson has also become a force in the fight against breast cancer and other prominent women's health issues; All That & More includes a special segment with NBC10 Health Reporter Cherie Bank where women's health and happiness are the main event.

Following the speeches by Dr. Barber and Ms. Davidson, two panel discussions were held to advise the audience about topics integral to one owning a business. In the first panel: Fundamentals of Funding Your New Business, appropriate and ethical ways of funding one's business were discussed. The second panel highlighted: How personal finances Impact Your New Business. The day ended with an awards presentation and Hall of Fame induction.

By attending the 8th Annual Women's Entrepreneurship Conference I learned to think outside the box; in both the business world, and in life.

SAVE THE DATE!

3 on 3 Basketball Tournament

Date: December 1, 2007

Time: 4:30 PM – 8:30 PM

Location: Pearson Hall, Room 100

\$15 per team of up to 4 players

Semi-Formal -

“Around the World in One Night”

Date: December 7, 2007

Time: 7:30 PM – 11:30 PM

Location: Top of the Tower

Montague & Associates 2007

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