

The Connection

Bringing Students and Faculty Together Since 1998

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A Message from Our Presidents

Greetings,

Ushering in a new semester, students often reflect on the path of others, that they themselves are now walking. Students of the School of Tourism and Hospitality Management must find ways to build on the successes of their past colleagues. Equally essential is utilizing that knowledge to strengthen themselves to represent the flag they so proudly fly day in and day out as students of Temple University.

The Connection, has proven over the years to be just that—a connection. This edition of *The Connection* focuses on International Tourism, Hospitality, Recreation, and Sport Management, offering student perspectives on new trends, activities, and progress in each respective field.

As the 2008 semester commences students in the School of Tourism and Hospitality Management will look to a diverse offering of events to “make connections”. One such way will be the Main Campus Senior Seminar’s Networking Seminar to be held April 16, 2008, in the Liacouras Center.

However, the strongest connections students in this school will make are the connections that do not require a suit and a tie. The strongest connections these undergraduates will encounter are the connections with each other formed in classes and through student organizations.

As co-presidents of your Spring 2008 Senior Seminar, we hope to represent this class and raise the flag to a new height for future students. There is no day like the present to start making connections that will mold your future.

The industry will be pleasantly surprised, when *we* arrive.

Respectfully Yours,

Lindsey Waters
 Main Campus President

William Hamby
 Center City President

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International Tourism

A Challenge for Change in the Caribbean

By: Cristal Greene

“From dem a par inna *chi-chi man* car, Blaze di fire mek we bun dem! From dem a drink inna *chi-chi man* bar, Blaze di fire mek we dun dem!”

Chi-Chi Man by T.O.K.

In local Jamaican dialect, the term *chi-chi man* is derogatorily used to refer to a homosexual male. The chorus of the song quoted above, *Chi-Chi Man*, by Jamaican dancehall artist T.O.K is roughly translated to mean homosexuals and those who associate with them should be burnt with fire. The rest of the song’s lyrics, too graphic to mention, are just as anti-gay, however countless songs like this flood the airways and are accepted into the mainstream culture throughout the Caribbean. In these somewhat conservative islands, the lesbian, gay, bisexual, transgender and questioning (LGBTQ) community is greatly marginalized on religious and cultural grounds. In fact, in most islands such as Grenada, St. Lucia, Antigua and Barbuda, St. Vincent and the Grenadines, Dominica and Trinidad and Tobago, homosexual relations are against the law, with Barbados carrying an antiquated maximum penalty of life imprisonment. With such rapid growth and acceptance of this particular population in other regions of the world, most Caribbean islands are now struggling to overcome the bias.

The Caribbean as a region is heavily reliant on the tourism industry. Tourism in the LGBTQ market is at an all-time high and is only expected to increase. Gay travelers have more disposable income and as a result vacation more frequently and for longer time periods while spending more than the average tourist. Many countries and cities around the world are realizing the benefits of tourism in the gay and lesbian market. Moreover, today’s society is moving towards inclusion of people of all races, religions, genders, ages, disabilities and sexual preference. Philadelphia, the city of brotherly love, has taken an active stance of acceptance by fostering the “Gay-borhood,” and hosting annual gay pride events. There is a proliferation of gay and lesbian cruises such as Olivia and Atlantis, gay “hot spots” in Thailand, Australia and Hawaii, and the International Gay

and Lesbian Travel Association with members worldwide.

In the past, gay tourism in the Caribbean has been met with severe opposition, encountering protests, acts of violence, and bans. Today, only a few gay and lesbian cruise ships are given formal permission to dock from the government, as is the case with Grenada. Only recently in the Cayman Islands have gay tourists been openly welcomed by businesses. In Jamaica, the Hedonism resorts offer indulgent accommodation, but are not specifically targeted to the LGBTQ market. Conversely, Aruba, Bonaire, Curacao and Puerto Rico are actively targeting this group.

Gay tourism provides a destination with innumerable financial and cultural benefits. With such a heavy dependence on in-bound tourism to sustain their economies, can islands in the Caribbean really afford to ignore such a growing segment? They may not have much choice in the matter!



<http://www.officialjamaicaguide.com>

Atlantic City Casinos Cater to the Asian Market

By: Samantha Wilson

According to U.S. Census Data from 2000, the Asian population in the United States has tripled since 1980. The data also indicates that Asians are more likely to be higher educated and prosperous, making them a perfect market for casinos. David G. Schwartz, director of the Center for Gaming Research at the University of Nevada, claims that gambling is tolerated more in Asian cultures due to the stronger family networks.

So what are Atlantic City casinos doing to take advantage of this market? In the last three years, eight of the eleven casinos in Atlantic City have invested more

than \$70 million into gaming pits designed with traditional Asian games such as mini-baccarat, Pai Gow poker, and the roulette game, Sic Bo. Casinos have added Asian restaurants, hired top chefs, and included popular Asian dishes such as giant clams and congee. These factors have helped to attract the Asian market. Several casinos have taken their efforts one step further by scheduling shows and concerts after 1:00 AM to cater to business owners in Philadelphia and New York. Normally, potential customers would be unable to attend shows scheduled at earlier times due to more traditional work hours. Casinos have hired Asian marketing teams that are knowledgeable in cultural issues and Asian languages. These marketing teams have placed advertisements in Asian language newspapers and billboards in Mandarin in New York's China Town section.

These efforts and investments are paying off. The Hilton and its sister casino Resorts have reported a 30 to 40 percent increase in the number of bets placed at Asian table games. The benefits of attracting the Asian market have encouraged more casinos to take measures to bring more Asian customers to their casinos. Tropicana casinos recently began running 15 busses between Chinatown in New York and Atlantic City. Casino directors anticipate a 20 to 25 percent increase in table game revenue from Asian gamblers. The efforts to pull in Asian consumers will persist as casinos continue to see revenue increases attributed to this niche market.

International Hospitality

World's First Underwater Restaurant

By: Meagan Kearney

Uniqueness, creativity, exceptional experiences, and international understanding define the world of hospitality. When a new development is made in China, it is heard about in the United States, and vice-versa. There is a constant global battle in the hospitality industry, with everyone competing for the same thing - recognition.

One of the most recent developments in this internationally connected industry has been the creation of the world's first ever all-glass underwater restaurant, located at the Hilton Maldives Resort & Spa. This revolutionary restaurant named Ithaa,

which translates to 'pearl' in Dhivehi (the language spoken in Maldives), is scheduled to open April 15th 2008. The idea of Ithaa was derived from hotel guests constantly complimenting Maldives beautiful underwater world. In response to the desire of guests to view the underwater world, MJ Murphy Ltd., a design consultancy firm based out of New Zealand, produced an idea to create an entire restaurant, except for the floor, out of curved transparent acrylic.



http://www.hiltonworldresorts.com/Resorts/Maldives/dining_entertainment/ithaa.html

Ithaa will provide an intimate setting, seating just fourteen guests at a time, ensuring one of the most exclusive dining experiences in the world. It will provide an exceptional and memorable experience to all who dine there, beginning with cocktails served on the specially designed deck, followed by a trip down spiral staircases into the restaurant.

This restaurant is located five meters below the Indian Ocean and is surrounded on each side by vibrant coral reef and the ocean's spectacular creatures. Guests will be greeted with a 270-degree panoramic view of the ocean's beauty along with an extensive wine list and unsurpassed native cuisine.

The hospitality industry provides no boundaries and with the development of the world's first underwater restaurant, anticipation stirs as to what is next in this world of endless possibilities.

Straight from the Runway to Hotels

By: Elen Terzis

The world of fashion and the hotel industry have decided to combine efforts in providing guests with the ultimate experience. Fashion is no longer restricted to the runway and hotels are striving for ways to set themselves apart from the competition.

Recently, hotels have hired various fashion designers to plan and create the interior of their buildings. Armani, Ralph Lauren, and Versace have used their talents in order to enhance the interior of a hotel with their unique sense of style. Take a look at the Hotel Puerta America in Madrid, Spain (pictured).



Rooms of the Hotel Puerta America

<http://www.archlighting.com>

This 342-room property has 12 dramatic and unique designer floors. Each floor is created by a different designer/architect, which allows for the combination of many styles in one hotel. One by one, hotels are tapping into the world of extreme designs.

Interior design is not the only area in which the lodging and fashion industry are collaborating. Hotels are beginning to work with designers to produce uniforms for employees that will be trendy and attractive. Sofitel Hotels in France have been working with a French designer by the name of Jean-Charles de Castelbajac to produce uniforms for Sofitel employees. Sofitel is not the only hotel who has decided to redesign their image. NYLO hotels, a unique urban-style lodging establishment, have acquired the help of Project Runway runner up, Daniel Voskovic. This highly talented designer has created a 20-piece collection specifically for NYLO hotel employees.

The motivation for fashion designers to provide their services is clear. The hundreds of people flowing in and out of these hotels provide unparalleled exposure for the designer. The hotel serves as the “runway” and the employees as models. The hotels have discovered the benefit in enhancing customer service - employees that look and feel good will provide higher quality service.

International Sport

The Best Olympic Games in History?

By: Erin Stokes

Soccer. Sailing. Track & Field. Gymnastics. Equestrian Riding. Rowing. Swimming. Softball.

What does such a diverse selection of sports all have in common? The 2008 Beijing Summer Olympics.

This summer, the Republic of China will host the largest Olympics to date with 302 events scheduled between August 8-24, 2008. With the record number of 28 sports being represented, the Republic of China has begun the arduous preparations.

Beating out Toronto for the Olympic bid in late 2001, Beijing has hit the ground running. Since winning the bid, over 30 new venues have been constructed to accommodate the athletes and the city has seen a complete historic restructuring. The Chinese government has taken full control of the event and has invested over ten billion dollars (2.1 billion granted by the US government) into the city preparations.

What sets apart the 2008 Summer Olympics from any other Olympics? The notable differences begin with the torch relay, which will kick off on March 25, 2008 in Olympia, Greece. This torch relay will be the longest event to date, with a staggering 130 days (previous Olympic torch ceremonies only topped off at 110 days). Also, the torch relay runners will follow a path in a place most only dream of, Mt. Everest. Construction of footpaths along the edge of the mountain began in 2007.

With the plans for the 2008 Summer Olympics underway, the citizens of Beijing have embraced the construction of the venues, law implementation, and environmental changes. Although there are several protestors in regards to the environmental impact on the city; most residents of Beijing are eager to welcome the athletes and visitors to their country. The city has conducted several festivities in honor of the anticipated Olympics, including the August 2003 unveiling of the official Olympic emblem, “Dancing Beijing.” Shortly after this unveiling, International Olympic Committee former president Juan Antonio Samaranch declared, “I would like to repeat I



<http://en.beijing2008.cn/>

am sure that the Olympic Games in Beijing will be the best in Olympic history."

Let's hope Samaranch can stand behind his words.

The *Other* World Competition

By: Jillian Ashton

The soft ground turns up easily as an army of cleats run down the field. Mud splatters across their soiled legs. The chanting from the stands does nothing to deter the athletes from their routine. Thousands of hours of practice have led each of them to this day. All eyes are on one object; the round ball that a man in blue is leading towards the opposing team's goal. Twenty-one men on the field and a billion spectators simultaneously stop breathing as the man in blue stops in front of the goalkeeper. The clock continues to run as the man prepares to make the final play of the game. For a split second, it seems as if the man in blue is preparing to pass off the ball. The distraction is all he needed. The ball soars above the goalkeeper; GOAL! Team blue has won the 2010 World Cup!

Soccer, or rather its official name, football, has become a world-wide phenomenon. Talked about and obsessed over in many different languages around the world, the FIFA World Cup (Fédération Internationale de Football Association World Cup) has been played every four years since 1930, excluding 1942 and 1946 due to World War II. Eighteen tournaments have been played with the number of followers growing each year. The most recent World Cup, played in Germany in 2006, drew over 700 million viewers.

The World Cup consists of two phases, the qualification phase and more importantly, the finals. There are 204 qualifying teams for the 2010 World Cup, yet only 32 of those teams can make it to the World Cup Finals. South Africa will host the next tournament. It is estimated that it will draw close to one billion viewers.

As the only competition, excluding the Olympics, where countries clash from around the world, the World Cup creates a sense of loyalty towards one's native country. Fans from Italy, Spain, the United States, Brazil and many others, wear their jerseys with pride during this month-long event. The passion of the fans can be felt through televisions, media streams, and pictures as the tournament slowly knocks out team after team in search of the final two.

It finally happens. Your country is one of those last two! The entire month of nail-biting, pillow-throwing, TV-cursing, and crying have led you to this

moment. The last few seconds remain of the ninety-minute game. You are screaming at the television in the local pub along with fellow natives for the man in blue to miss. You have complete faith in your goalkeeper that he will stop this last play. The clock is at 89:54. All at once the pub gets eerily quiet; everyone has their eyes on the television and holds their breath. Then, it all comes crashing down. Your goalkeeper missed, he failed. You disgustingly turn away from the television as the team in blue celebrates their victory on the field. Tears run down your face as you realize the reality of the moment. Your team was only second best. It took you four years to prepare for this moment only to have them tell you that they were not good enough. Out of 204 teams, they are only number 2. No one remembers number 2.

These are the trials and tribulations that are the FIFA World Cup. 32 countries are elated the first day, and then disappointed the next. The spectators hate their team for a day, and then prepare themselves for the next four years. The emotions they will go through will have a wide range. The ups and downs throughout the four years of competition will only matter during that one month. When the team is one of the last 32, it becomes a winner to billions of fans across the globe. That is what the FIFA World Cup is all about.

International Recreation

National Recreation and Park Association Goes International

By: Cameron Sweet

The National Recreation and Park Association (NRPA) is a national, not-for-profit organization dedicated to advancing park, recreation, and conservation efforts around the USA. Through its network of more than 20,000 professionals and citizens, NRPA encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural resources.

Headquartered in Ashburn, VA., NRPA works closely with local, state, and national recreation and park agencies, citizen groups, and corporations to carry out its objectives. Priorities include advocating favorable



<http://nrapublog.tyrepad.com/online/>

legislation and public policy, increasing public awareness of the importance of parks and recreation, providing continuing education, professional certification and university accreditation, and conducting research and technical assistance.

Over the past few years, NRPA has felt a need to call attention to their mission on an international stage. NRPA has been a leader in fostering relationships with citizens and professionals beyond United States borders. In the early 1990's, NRPA developed protocol arrangements with partners in Japan, Great Britain, Canada, Australia, and New Zealand. Together, these countries signed an exchange agreement with a private foundation in Colombia in 1999, while still exploring partnerships for America.

In March of the same year, the National Recreation Foundation brought together potential members and the leadership of all protocol partners for a four-day meeting in Washington, D.C. The event helped NRPA to develop relationships and better comprehend the mechanism and the composition of recreation and park systems in other nations. The exchange was considered a success and an opportunity to set an agenda in pursuit of a better quality of life on a global scale.

The NRPA values lessons and input to be gained from the international experience, but is worried that the value of this information will decrease if it is not shared. Much of NRPA's educational efforts that make local agencies successful comes from sharing ideas with colleagues. That sharing must go far beyond geographic and personal boundaries.

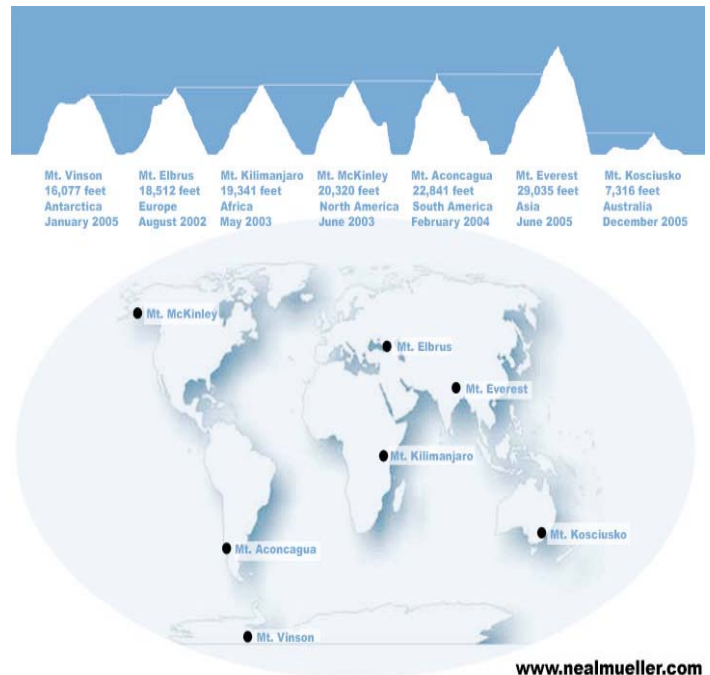
For more information please visit www.nrpa.org.

On Top of the World

By: Eric Fritz

Passive recreation and relaxation are no longer ways in which people choose to spend their leisure time. A growing trend in today's society is to take risks and embark on adventures. How is this for a risk? Try climbing to the top of the world! If that is not enough, climb to the highest peak on each of the seven continents. That is exactly what many people are doing for new, stimulating and rewarding forms of recreation worldwide.

The seven summits are the highest points on each of the seven continents of the world, as depicted in the graphic in the following column.



The summit of the world, Mt. Everest, is arguably the most taxing of all summits to conquer. In addition to the obvious physical demands of climbing to over 29,035 feet, many obstacles stand in the way of a climber looking to summit Everest. At this overwhelming height, there is only one third the amount of oxygen that there is at sea level. Due to the "thin air", oxygen levels in the bloodstream drop drastically, leading to an increased rate of breathing, which can very easily lead to exhaustion. Other hazards include frostbite, slipping on ice or frozen snow, avalanches and dangerously high winds.

Every year thousands of tourists and thrill seekers attempt to scale Everest. This has done wonders in developing the tourism of Nepal; however, it has also started to take a toll on Everest. Everest has even acquired the nickname, "highest junkyard", from the immense amount of recreation seekers who discard their old air tanks, hiking gear and medical waste directly on the mountain.

Providing enough water and electricity to the local indigenous communities surrounding Everest has become a strain with tens of thousands of tourists competing for those same resources each year.

Despite the known dangers, these summits are gaining popularity, attracting thousands of hikers each year. Some are in search of a thrill, a new challenge, or bragging rights; regardless of the motive, all will have a story to tell.

The “Dark Side” of Recreation Tourism

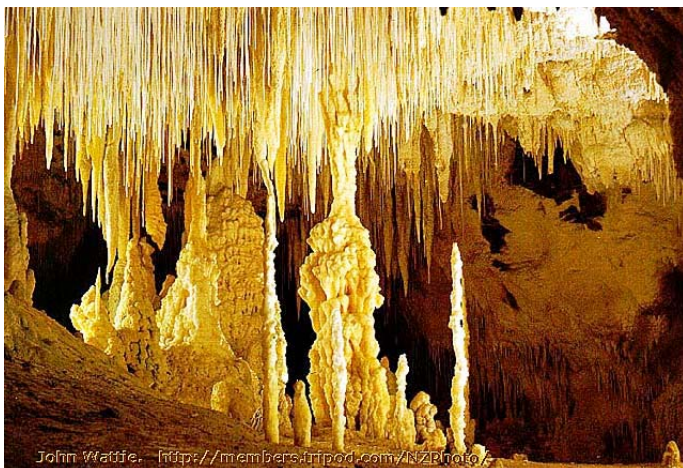
By: Samantha Flottesch

While descending further into darkness, one may begin to wonder, “What have I gotten myself into?” As eyes begin to adjust, the bottom of a dark hole finally comes to sight. No, this is not a scene from the latest horror movie, but the new craze in recreation tourism; cave expeditions. These adventures, commonly termed “caving”, are not for the faint of heart and offer a unique experience for the most daring traveler.

Although a number of caves can be found in the United States, the most popular caving destinations are hidden in various locations across the globe. A well-known destination among spelunking enthusiasts (cave explorers) is the Actun Loch Tunich in Belize; also referred to as the “Mother of all Caves”. Options for exploration in this destination include a seven mile tubing adventure through cave systems, waterfall expeditions, repelling into sink holes, and overnight caving journeys.

To participate in an even more unique experience, cave enthusiasts may find value in traveling to Waitomo, New Zealand to witness the Waitomo Glowworm Caves. An amazing act of nature is witnessed as thousands of glowworms illuminate the dark cave ceilings, creating an organic light show. New Zealand is also home to the Aranui cave which hosts a large collection of stalactites, stalagmites, and other naturally occurring mineral decorations.

These tours not only offer a view of nature at its finest, but are extremely educational. Caving trips have the unique ability to introduce tourists to the most thrilling adventure recreation while instilling principles of environmental conservation. Anyone can participate in this truly unique and adventurous experience, but only if they are willing to fall back into darkness and soak in what nature offers underground.



Student Spotlight

Senior Seminar Student Spotlight – Bongduk Jang

By: Craig McAllister



Bongduk Jang is enthralled with the thought of advancing in the field of tourism and hospitality management. Hailing from Seoul, the capitol city of South Korea, Bong is motivated to use his education from Temple University to aid his fellow countrymen who may be pursuing careers in the U.S.A. and beyond.

Bongduk moved from South Korea in 1999 to the U.S.A, learned English and graduated from high school in 2002, and then began his collegiate studies at Montgomery County Community College. He later saw a Korean-made documentary about a Ritz-Carlton hotel in South Korea and soon realized his life’s calling. Knowing the promising nature of Temple University’s School of Tourism and Hospitality Management, Bongduk enrolled and began his journey that has led him to his current position as a leader in the Temple University Center City Senior Seminar. He is relishing the opportunity to be Vice President of the class so that he can further develop both his leadership and communication skills. His goals are far grander than just enhancing those traits; he plans to use them to attain a management position in an American hotel and then become a sponsor for other Koreans and foreign students who wish to join the industry. Possibly serving as a bridge from a hotel to Temple University in the future, Bongduk hopes to continue to bring international ideas and personality to American hospitality.

“I want to show that everybody can do it.”

– Bongduk Jang

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Upcoming Issues

Issue 2: Networking Seminar/Professional Conferences

Issue 3: TBA

Issue 4: Future of Philadelphia

Issue 5: Senior Seminar Reflections

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Special Thanks

Jodi Weisberg

Program Manager of Communications
and Creative Services

Fox and STHM Communications Department

Upcoming Events

**Purchase pretzels to benefit
Center City Senior Seminar.**

Date: Every Wednesday (weather
permitting)

Time: 11 PM- 2 AM

Location: Draught Horse

**Celebrate St. Patrick's Day with
the Center City Senior Seminar at
various fundraising tables!**

Date: March 17th

Location: Main Campus

**Enjoy a refreshing smoothie to
benefit the Main Campus Senior
Seminar!**

Dates: March 19th

Time: 5PM-8PM

Location: IBC Center

**Join us at the Draught Horse for a
chance to win exciting items
during the Donation Affair.**

Date: March 27th

Location: Draught Horse

**Make connections with industry
professionals at the 9th Annual
Networking Seminar!**

Date: April 16th

Location: Liacouras Center

**Join STHM Faculty, Senior Seminar
and guests at Citizens Bank Park
for the Student Luncheon.**

Dates: April 26th

Time: 11AM-2PM

Location: Diamond Club