



**THOE**

# CONNECTION

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*Bringing Students and Faculty Together Since 1998*  
Regionally known. Internationally traveled. Professional excellence around the world.

## THE INTERNATIONAL EDITION



### Upcoming Events

- October 29-30: NSMH Regionals at Temple
- Monday, November 8: 19th Annual Career Day (more information to come)
- Tuesday, November 16: Alumni Panel
- Friday, December 3: Semi-Formal (more information to come)
- Saturday, December 4: Senior Seminar Ticket Sale- Philadelphia 76ers vs. Charlotte Bobcats

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### STHM Interns Abroad

By: Jonathan Ripper

The School of Tourism and Hospitality Management recently has had two students travel abroad to complete their internships.

Sarah Cooperson returned from an internship in South Africa at the 2010 World Cup in August. Samantha Lauver is currently completing an internship in Bangkok, Thailand, with Anantara Hotels & Resorts.

Both individuals recognized a difference in languages and cuisine between the United States and other countries. Cooperson added that even transportation is different in South Africa to the point that hailing a taxi can be a challenge.

The business culture is also different outside the United States. South Africa is very stress-free when it comes to being on time to meetings. Bangkok runs at a much slower pace than we do as Americans. Both students noticed a relaxation in dress code, as professional dress in the workplace is not defined in the same way as it is in America.

Through email correspondences, Lauver stated that, "interning abroad is the best thing that a student can do to enhance their education."

She later added that it is essential to "conduct extensive research before you leave, there are cultural differences within some countries that you must know about before arriving."

If a student is thinking about traveling abroad for an internship, Lauver recommends starting the research early and use Lonely Planet travel guides as a resource.

Cooperson advised to "bring an American power strip with your adapters." This was something essential that she didn't think to bring but used every day when one was made available.

Temple University's commitment to diversity helped both students deal with the culture shock of living and working in a different country. STHM specifically helped to mold a professional attitude and time management skills with both students.

Cooperson finished by saying that if a student is going to travel abroad for an internship, "make the most of it, don't ever say no to any opportunity."

## Anguilla vs. The United States

By: Erin Brady

Not many people can imagine leaving their home country of 17 years for somewhere foreign to attend college. But that is exactly what Meagan Carty, a Tourism and Hospitality Management senior, did a few years ago. She left Anguilla, an island in the Caribbean east of Puerto Rico and the Virgin Islands, to begin her collegiate career at Temple. Since many are unfamiliar with the island and its culture, Carty explains, “the lifestyle in Anguilla is very relaxed and culture-oriented. People are very friendly, and the island is termed as unspoiled and sophisticated due to its location and classification as, ‘the Caribbean’s best-kept secret’.”

Carty has been exposed to the events industry in both Anguilla and the United States and presents insight about the similarities and differences. In Anguilla, Carty has worked weddings, fashion events, and festivals over her winter breaks from Temple. She notes the company she worked for was determined to exceed the expectations of their clients which provided unique challenges at every event. In the United States, while she has not worked for an event planning company, she has volunteered. Surprisingly, according to Carty, there are no big differences in event planning between Anguilla and the United States. The only difference would be the event sizes; in Anguilla the events tended to be on a smaller scale compared to the U.S. As for the companies themselves, Carty states in both countries the companies demonstrated they are creative, innovative, and very professional.



Photo of Senior, Meagan Carty

For those looking to intern or work in Anguilla, Carty offers some advice;

“Embrace the culture. We do things at a slower pace; as we may say, ‘slow down, we’re on island time!’ We offer a unique local experience in the tourism industry. It may be described as simple because we do not have cruise tourism and casinos; however we capitalize on the assets the island offers. Professionalism and respect are very important factors [on] my island. We address people by their last name, as opposed to their first name.” She urges to everyone, “Visit Anguilla!”



## Jamaica’s Best Export

By: Michele Harhut



Photo of Senior, Jhenelle Francis

Jhenelle Francis is a senior at Temple in the School of Tourism and Hospitality Management. She was born and raised in Kingston, Jamaica and attended Wolmer’s High School of Girls which is the oldest school in the Caribbean. While living in Jamaica, Jhenelle worked at Red Stripe which is a beer company that also provides entertainment for Kingston, Montego Bay, Negril and Ocho Rios area. They provide entertainment for everything from concerts to Christmas parties. They also have a sports bar on the property for employees and invitees only. One of her many tasks at the company included coming up with different events for the sports bar that would enable employees to get involved and interact together after work hours. For example, she implemented a “blast from the past” where employees would come dressed in high school uniforms or something that easily identifies what high school they went to and represent their colors.

She heard about Temple through a graduate student and decided to go because all of the universities in Jamaica were too close to her home.

“Temple gave me the opportunity to be independent and develop the skills I would need to transition from a high school student to a true college student. If not, I would be living at home and would be sheltered by [my] parents not being able to explore new life experiences and culture.”

She was extremely interested in the management program offered at Temple. Jhenelle packed up and moved to Philadelphia all alone. Over the first few months she overcame her fears and became very independent. Through her time in the U.S. she has seen some differences between Jamaican business and business in America. She said in her opinion, “people are friendlier in Jamaica. I believe America is very motivated by money and what I have come to conclude [it’s] a ‘dog eat dog world’. Jamaica has more values surrounding family and togetherness as a community as well as a country.” As far as her future is concerned she would love to have homes both in Jamaica and the U.S. She appreciates the American way of doing business and it has now become her second home.

## Culture in the Workplace

By: Holly L. Norton

A study by the Hudson Institute for the U.S. Department of Labor found that “85% of the new entrants into the workforce in the next decade will be women, minorities, and immigrants”. This being said, what are we doing to prepare ourselves for issues pertaining to future changes in our workplace?

### Culture WHAT?

Most people know there are cultural differences in any office, company, or organization. Some issues that may arise include holiday observances, clothing, tattoos, communication, attitudes toward conflict, approaches to completing tasks, and decision making styles. This article is going to focus on the prevention of these issues from happening and solutions available if these issues already exist.

Issues like these can be addressed through forming cultural bridges. This starts with understanding culture, subjective culture, and cultural literacy.

Culture is based on knowledge, beliefs, art, laws, morals, customs, religion, language, etc.



Subjective culture is building and knowing your own personal values and how these things can affect your view of the world. These values and ideas come from where you were raised, what your parents have taught you, life experiences, and any other force that has shaped who you are today.

Cultural literacy is when you learn to accept other people's culture, ideas and values.

Only after these three aspects have been acknowledged, can you begin to build cultural bridges. In turn, you can embrace the differences of everyone in the workplace and utilize such differences to better the company.

## EGOCENTRISM:

- 1: Concerned with the individual rather than society
- 2: Taking the ego as the starting point in philosophy

## Practice Time

Adjusting to new cultures and ideas can be extremely challenging; it takes time and practice.

For now, here are a few tips to remember when moving toward cultural awareness:

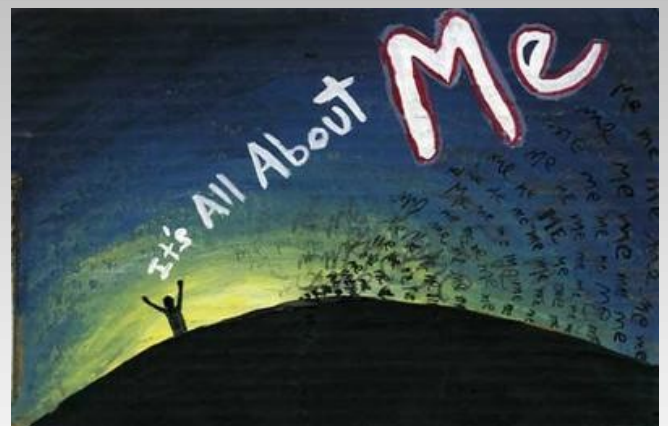
**DO NOT STEREOTYPE** - or jump to conclusions. You cannot judge a book by its cover!

**BE PATIENT** - different cultures have different ways of communicating. It may be extremely vague or complex or fall somewhere in the middle.

**TAKE RISKS** - these may lead to some mistakes, but not taking a risk is a risk in itself.

**BE FLEXIBLE** - your expectations and work-style may change.

**LEARN** - whatever you can about other cultures through your own research and findings. It is always exciting to learn something new!



## Commonwealth Games of Delhi, India

By: Adrea Meitzler

Everyone has heard about the Olympics, but what about the Commonwealth Games? The Commonwealth Games are an international and multi-sport event held every four years that includes athletes from Commonwealth countries participating in a wide range of sporting events. The event includes mainly sports that are mostly played throughout the Commonwealth countries, which include Australia, Canada, England, and New Zealand. The large scale international event began in 1930 in Ontario, Canada and had seven different competitive sports for the athletes to participate in. That number has evolved today to include over 31 different sports that are approved by the Commonwealth Games Federation including archery, badminton, cricket, fencing, lawn bowls, rugby, swimming, and volleyball. Each year the host country decides which sports will be included in the event. Another interesting aspect of the Commonwealth Games is that there are multiple para-sports that people with disabilities can compete in. A few of these events are swimming, wheelchair events, and power lifting.



The 2010 Commonwealth Games took place on October 3-14 in Delhi, India. The goal of the Organizing Committee for the 2010 Delhi Games was to provide new standards for the future host countries in regards to urban sustainable development. Some of the sports that were included in this year's event were aquatics, archery, boxing, cycling, lawn bowls, netball, rugby and table tennis. The Commonwealth Games are a large scale international event that is often overlooked because the United States does not compete. To find out more information about the Commonwealth Games of 2010 visit their website at [www.cwgdh2010.org](http://www.cwgdh2010.org).



### Senior Seminar Section 1: 19th Annual Career Day

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\* denotes committee chair

# 19<sup>th</sup> Annual Career Day!

**“Networking for Tomorrow, Building a Future for Today”**

**Hosted by: The School of Tourism & Hospitality Management’s  
Senior Professional Development Seminar—Fall 2010**

**When:** Monday, November 8<sup>th</sup>, 2010

**Time:** 9:00am to 12:00pm

**Where:** Temple University’s Main Campus  
Mitten Hall—Great Court  
1913 N. Broad Street  
Philadelphia, PA 19122

**Who:** Tourism & Hospitality Management,  
Sport & Recreation Management,  
and Undeclared Students.

- This event is completely **free** and open to all Tourism & Hospitality and Sport & Recreation students interested in networking, learning about possible jobs & internships, as well as making great future contacts! Undeclared students are more than welcome to join as well!
- Professional dress and attitude are required by each and every Career Day attendee.
- **We hope to see you there!**

For More Information Please Contact Melissa Moon at [melissa.moon@temple.edu](mailto:melissa.moon@temple.edu) or Tiesha Smith at [tiesha.smith@temple.edu](mailto:tiesha.smith@temple.edu)

## NFL International Series

By: Nicholas Shirey

The sport of American Football has gained the reputation over the past 30 years as being the “new national pastime”. The past 43 surveys conducted by Harris Interactive would lead one to believe that football has overtaken baseball as the sport of America’s choice. With the American market under the hold of football, the National Football League has looked to expand into the international market for some years now. Up until 2005, the National Football League sought to expand the game globally via preseason games and the NFL Europe (a developmental league with teams in major European markets). However, NFL Europe was eventually shut down due to poor attendance and media ratings. Thus, in 2005, the NFL decided to host its first regular season game on foreign soil (Mexico City, Mexico) as an effort to expose these markets to the best brand of football the league had to offer.

Two years later, London played host to another regular season game between the New York Giants and the Miami Dolphins and has continued to do so since then. The games in both London and Mexico City have been considered major successes by the league due to the ticket sales generated. In total, there have been three games held in Wembley Stadium with a fourth to be held this season.

The International Series, the official name of these ongoing contests, could be used as a litmus test by which the NFL could gauge possible team relocation or expansion. League Commissioner, Roger Goodell, has also hinted at the possibility of a Super Bowl being played in London in the near future.

The games have been met with mixed reviews by fans and analysts. The nationalistic pride that is associated with American football (remember the new national pastime?) has prevented many fans from embracing this new international model. Former Pittsburgh Steelers Quarterback, Terry Bradshaw, was quoted saying, “What’s the point? Get a team out here in Los Angeles before you start taking this stuff over the pond.”

Is the chance to showcase and promote the NFL to a whole new market worth the possible alienation of diehard domestic fans? Is there a possible equilibrium? These questions, along with others, are not just being handled by the NFL but the other leagues in the North American Big 4 (NFL, MLB, NBA) and their solutions could change the landscape by which these sports are governed.

## Meet the Faces Behind the Connection



Section 001 Newsletter Committee L to R:

Brittany Johnson, Thomas Hunton, Christy Renson, Jordan Kaley, and Sergio Silvestre



Section 002 Newsletter Committee L to R:

Rachel Wolkiewicz, Dan Sullivan, Michael Treacy, Rie Shibata

## A Global Perspective

By: Beth DeVece

It is widely known that every country in the world has different traditions, etiquette, and values in terms of business practices. Despite the global economy, these differences still remain in full force. This is displayed through the fundraising efforts seen around the world. Non-profit organizations in every area of the world have differing ways to raise money. In the United States, having fundraising events is the general way nonprofits obtain funds. Some nonprofit companies in the United States have also enlisted in the help of fundraising cruises. This allows the organization to offer discounted group rates and offers donors a tax-deductible vacation. Not a bad deal for the donors, right? In the United States non-profit organizations have a large task at hand in order to raise the necessary funds for their organizational needs. This is not the case internationally.

Where Americans throw fundraising extravaganza events and offer products to raise money, European and Asian non-profit organizations receive ample aid through government funding. In addition, European non-profits enlist in the help of global marketing companies that have customized design fundraising teams that find ways for the organization to gain funds. Similar to America, the marketing companies implement fundraising events, and

*“Where Americans throw fundraising extravaganza events and offer products to raise money, European and Asian non-profit organizations receive ample aid through government funding.”*

enlist in the help of corporate sponsors; however, non-profit organizations in Europe do not need to employ their own manpower to generate money. An even bigger plus—the Global Marketing companies work on commission only.

Similar to Europe, Central Asian countries approach fundraising differently. In fact, fundraising in the Tajik language translates to “funds are poured from the top.” This is very different from the United States’ method of fundraising because Central Asian organizations do not raise money through initiatives of the company. Instead, they have formed community-based organizations that ensure that financially fortunate people put their money towards the community needs. The form of fundraising frequented in the United States will prove to be unsuccessful in Central Asia, specifically Tajikistan. This results from the lack in resources, such as the Internet and an adequate mailing and banking systems.

Much like business practices around the globe, fundraising differs from country to country. The United States and Europe have donors that enjoy the perks of the organizations’ fundraising efforts, where Central Asian countries, such as Tajikistan are forced to find other means of raising money. Despite the method of obtaining funds, non-profit organizations prove to be successful around the world.

## Global Websites

By: Justin Wusinich

Google search global websites. Within 0.21 seconds over 35,100,000 results will be in your hands. In a technological age, businesses worldwide are creating the “buzz” about their companies in a variety of ways. The best global websites voted in 2010 were rated by their design and usage. On the top of this list, we take advantage of sites today that two decades ago would have been too complex to conceptualize. Google, Facebook, and Wikipedia, are all fascinating sites that grant users quick information. These search sites create a gateway to business transactions, marketing and services.

The largest tool is e-marketing. The web creates a visual aid to provide basic information and advertisement on sidebars and relevant searches. The most important goal of a business is building a reputable and strong brand. Brands are the easiest way for a business to be globally recognized. Sony, Ritz Carlton and Mercedes Benz. All these brands focus on customer relationship loyalty through their continuous brand reputation. By companies co-branding and partnering with other well known brands, companies bring large market segments and loyal consumers together.

(GLOBAL continued on page 8)

## Upcoming Events for Senior Seminar

- **Yankee Candle Sale!** Buy your Yankee Candles between now and November 4th from any Senior Seminar, Section 001 student!
- **Madden Video Game Tournament!** November 2nd, location and time TBA.
- **STHM Alumni Panel!** Join us to welcome back past students as they share their career stories and answer your questions! November 16th, Kiva Auditorium, 1:00PM - 1:50PM, 2:00PM - 3:00PM.



- Section 002 **Semi-Formal!** \*Save the Date Friday December 3rd\* more information to come!
- Senior Seminar **76ers Ticket Sale!** Tickets on sale NOW! Game is December 4th, Philadelphia 76ers vs. Charlotte Bobcats.

Visit <http://sthmseniorseminar.com/2010/fall/> more information and up updates

STHM Senior Seminar Students would like to thank Cav's Catering for their outstanding service on Saturday, October 16<sup>th</sup> at Temple's Homecoming Football Game.



Donation Provided by Rick Smith, Texas



We would like to thank our sponsors!

## Take a Break and Tease Your Brain!

### Get the Family Across the River!

Parents with two children - a son and a daughter - came to a wide river. There was no bridge there. The only way to get to the other side was to ask a fisherman if he could lend them his boat. However, the boat could carry only one adult or two children. How does the family get to the other side and return the boat to the fisherman?

### Midnight

If it were two hours later, it would be half as long until midnight as it would be if it were an hour later.

What time is it now?

### Strange Coins

I have two US coins totaling 55 cents. One is not a nickel.

What are the coins?

### Hotel Bill

Three people check into a hotel. They pay \$30 to the manager and go to their room. The manager finds out that the room rate is \$25 and gives the bellboy \$5 to return to the guests. On the way to the room the bellboy reasons that \$5 would be difficult to split among three people so he pockets \$2 and gives \$1 to each person. Now each person paid \$10 and got back \$1. So they paid \$9 each, totaling \$27. The bellboy has another \$2, adding up to \$29.

Where is the remaining dollar?

Check out the answers for the riddles on the STHM Senior Seminar Facebook page <http://www.facebook.com/SeniorSeminarFall2010>

## Experiencing it!

By: Suzy Higham

Garments are washed in the rivers; electricity is scarce; teak trees are plethoric; and guademundis explore the trees. If anyone wants to experience culture shock, Belize is the place. It is a land in Central America that dates back thousands of years. The Mayan civilization built cities such as Xunantunich, which is now a relic with facts frequently being discovered about these ancient inhabitants. Europeans with Spanish sailors then landed in northern Belize, where the two groups created a mixed race called Mestizos. The United Kingdom was called the Colony of British Honduras until 1840 and then became Belize in 1973.



Photo of Senior, Suzy Higham

I decided not to visit the five star resorts when travelling to Belize in the summer of 2008. Instead, I stayed in the Cayo District, which is 50 miles west of Belize City; it is full of thick jungles, deep caves like Chechem Hah, and a booming eco-tourism industry. I had a personal tour guide for the week; he knew every detail about Belize and its neighbor, Guatemala (where I also visited). Immediately I noticed that natives did not need high tech Blackberry or Coach purse to flaunt. They lived with less than what I had packed in my suitcase. Kids walked to school (if they had access) and women washed clothes in the nearby river. Frequently, children would try to sell carved rocks to you at tourist locations.

Journeying to San Ignacio, it was common to see guns in pockets and unwelcomed gazes. Taking night walks through the jungles led us to see tree frogs, red fire ants, and crocodiles in the water. Floating in tubes through caves made from limestone led us to where the Mayans conducted important rituals. It is said that the pottery left in the caves was broken to signify the releasing of souls. It was the place where I saw my first wild Toucans and Spider Monkeys.

Belize is also home to the Blue Hole, which is a circular limestone sinkhole more than 300 ft across and 412 feet

deep. It is one of the world's biggest barrier reefs. I decided to visit a smaller area called San Pedro, where there were options to snorkel with sharks, catch your own lobsters for dinner, and swim with the manatees. Iguanas fought eye to eye and golf carts replaced cars.

Thousands of years of history make up Belize in South America. This tourism haven is full of Mayan culture, eco tourism, and was an eye-opener to life outside the privileged. Visiting Belize will surely question your needs for that walk-in closet or 3-car garage.

## Global (Continued from page 6)

Businesses are using tools such as community involvement (corporate social responsibility) and social media to bridge the gap between customers and their business. When companies create a user-friendly site consumers are comfortable with (use daily), businesses are building on their customer relationships through adapting to the familiarity and needs of their markets.

Although from an American standpoint, surfing the web and finding global sites is unlimited, many countries restrict their citizens from accessing sites outside of their borders. This limitation can hurt companies seeking global markets. China for instance has heavy restrictions on sites potentially hurting the global economy for global businesses limited by Chinese consumers, but strengthening an internal economy for China's businesses.



Building databases by surveying and keeping consumer profiles through online websites can strengthen brand loyalty and customer relationships. Technology has made traveling and purchasing globally more accessible. Businesses around the world are more integrated and globalized, working together and using the same techniques to make revenue make the world a smaller and more similar place.

