



T.H.E. GLOBAL HIGHER EDUCATION
LEADERSHIP SUMMIT 2021

**TRANSFORMING TOMORROW'S
GLOBAL T.H.E. INDUSTRY**

MARCH 19 - 20, 2021

Department of Tourism and Hospitality Management
The U.S.-Asia Center for Tourism and Hospitality Research



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Proudly hosted by:
Department of Tourism and Hospitality Management
The U.S.-Asia Center for Tourism and Hospitality Research

WELCOME MESSAGE

Greetings from Philadelphia!

The global **T**ourism, **H**ospitality & **E**vents (T.H.E.) higher education field is facing one of the most exciting and trying times in its history. Amid the ongoing pandemic, T.H.E. higher education institutions across the world are grappling with unprecedented disruption and a need for rapid, dramatic transformation. Despite the challenges, the current time presents an opportunity to initiate global academia-industry dialogue, focusing on collaboration and ingenuity to transform tomorrow's global T.H.E. industry.

Against this backdrop, **T**ourism, **H**ospitality & **E**vents Global Higher Education Leadership Summit 2021 (T.H.E. Summit 2021) provides an innovative virtual platform to foster connections among institutions, geographic regions, industry, and academia. The theme of this year's T.H.E. Summit is "Transforming tomorrow's global T.H.E. industry." By sparking discussion about the field's evolving identity, T.H.E. Summit 2021 aims to drive innovations in T.H.E. higher education by sharing best practices in translational research and transformative education.

This Summit, through various presentations and panel sessions on a range of contemporary T.H.E. higher education topics, will offer a one-of-a-kind platform for T.H.E. higher education stakeholders from academia and industry alike: attendees can fuse their perspectives and explore how to cope with unprecedented challenges and opportunities to promote sustainable innovation in tourism, hospitality, events, and related industries.

On behalf of the Summit organizing team, I look forward to welcoming you to this exceptional event in March!

Xiang (Robert) Li, Ph.D.

Conference Chair, **T**ourism, **H**ospitality & **E**vents Global Higher Education Leadership Summit 2021

Chair, Professor and Washburn Senior Research Fellow

Department of Tourism and Hospitality Management

Director, The U.S.-Asia Center for Tourism & Hospitality Research

School of Sport, Tourism and Hospitality Management

Temple University

AGENDA AT A GLANCE

All times are in Eastern Daylight Time (EDT) / GMT-4

You may click on the Zoom Webinar/Meeting ID or enter the Webinar/Meeting ID in Zoom to join the session. In case the session is over-occupied and zoom cannot let you in, please access the session via the WHOVA app - this will take you to our streamline channels. Please log into WHOVA using your event registration email

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FRIDAY, MARCH 19TH, 2021

8:00 - 8:25 AM	Summit Opening	Zoom Webinar ID 971 6710 8893
8:25 - 8:45 AM	Keynote Speech Global Overview of the Travel & Tourism Sector By: Gloria Guevara Manzo [President & CEO of WTTC]	Zoom Webinar ID 971 6710 8893
8:55 - 9:35 AM	Envisioning Tomorrow's T.H.E. Landscape	Zoom Webinar ID 948 4600 7964
9:45 - 10:25 AM	Diversity & Inclusiveness: Bridging the Gap of Principles and Practices	Zoom Webinar ID 939 4485 7689
10:35 - 10:55 AM	Keynote Speech Educating Leaders to Build Successful Careers By: Douglas A. Tutt [CEO of Hcareers]	Zoom Webinar ID 965 3149 1889
11:05 - 11:45 AM	Translational Research: Inspiring Industry Innovations and Empowering Community Development	Zoom Webinar ID 938 9331 4378
11:55 AM - 12:35 PM	Empowering T.H.E. leaders - Best Practices of Executive Education in Tourism, Hospitality, and Events Management	Zoom Webinar ID 974 5935 8783

SATURDAY, MARCH 20TH, 2021

8:00 - 8:20 AM	Keynote Speech Reimagining Hospitality with Purpose and Experimentation By: Mark S. Hoplamazian [President & CEO of Hyatt Hotels Corporation]	Zoom Webinar ID 918 7239 9531
8:30 - 9:10 AM	Cultivating Educational Leadership: T.H.E. Ph.D. Education	Zoom Webinar ID 994 8011 5254
9:20 - 10:00 AM	Developing International Collaborations: Best Practices and Future Visions	Zoom Webinar ID 993 4700 6136
10:10 - 10:30 AM	Keynote speech Own the Upswing By: Daniel del Olmo [President & Chief Operating Officer of SAGE Hotel Management]	Zoom Webinar ID 938 3539 2755
10:40 - 11:20 AM	Experiential Learning: Case Studies and Sharing Practices	Zoom Webinar ID 989 0324 9101
11:20 AM - 12:10 PM	[Betsy Barber Leadership Forum] The Heritage, Relevance, and Innovation of T.H.E. Programs in the New Era	Zoom Webinar ID 960 7571 2890
12:10 - 12:30 PM	Summit Closing Celebrations	Zoom Webinar ID 960 7571 2890

I PERSONNEL

ADVISORY COMMITTEE

Advisory Committee Chair

Jeremy S. Jordan, Ph.D.

Associate Dean
 Millard E. Gladfelter Research Fellow
 School of Sport, Tourism and Hospitality Management
 NCAA Faculty Athletics Representative
 Temple University

Advisory Committee Members

Elizabeth H. Barber, Ph.D., CHE

Professor Emeritus
 School of Sport, Tourism and Hospitality Management
 Temple University

Sudipta Basu, Ph.D.

Associate Dean, Research and Doctoral Programs
 Professor and Robert Livingston Johnson Senior Research Fellow
 Fox School of Business
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Heather Blackburn, Ed.D.

Assistant Dean
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 Managing Director, Translational Research Center
 Managing Director, Fox Management Consulting
 Fox School of Business
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President, Keating Hospitality
 KMS Development Partners
 Chair, School of Sport, Tourism and Hospitality Management Board of Visitors

Mireia Lizandra

Sports Consultant and College Instructor
 Lizandra Consulting
 Board member, School of Sport, Tourism and Hospitality Management
 Board of Visitors

I PERSONNEL

SUMMIT PLANNING COMMITTEE

Conference Chair	■	Xiang (Robert) Li, Ph.D.	
Program Chair	■	Laurie (Luorong) Wu, Ph.D.	
Operation Chair	■	Christine Cleaver	
Marketing Co-Chairs	■	Yang Yang, Ph.D.	■ Kristen Kuipers
Sponsorship and Development Co-Chairs	■	Ben Altschuler, Ph.D.	■ Andrew Lovell
Conference Organization	■	Clare Robinson	■ Tahlia Suggs
Support Associates	■	Ting Fan	

SUMMIT SESSION LEADERS

Envisioning Tomorrow's T.H.E. Landscape	■	Xiang (Robert) Li, Ph.D.
Diversity & Inclusiveness: Bridging the Gap of Principles and Practices	■	Lindsey Lee, Ph.D.
Translational Research: Inspiring Industry Innovations and Empowering Community Development	■	Yang Yang, Ph.D.
Empowering T.H.E. Leaders - Best Practices of Executive Education in Tourism, Hospitality, and Events Management	■	Ira Rosen
Cultivating Educational Leadership: T.H.E. Ph.D. Education	■	Lu Lu, Ph.D.
	■	Chihyung (Michael) Ok, Ph.D.
Developing International Collaborations: Best Practices and Future Visions	■	Laurie (Luorong) Wu, Ph.D.
Experiential Learning: Case Studies and Sharing Practices	■	Christine Cleaver
[Betsy Barber Leadership Forum]		
The Heritage, Relevance, and Innovation of T.H.E. Programs in the New Era	■	Elizabeth H. Barber, Ph.D.

I PERSONNEL

SUMMIT OPERATION STUDENT LEADERS

T.H.E. Summit is being operated and facilitated by students via an experiential learning project with The Event Experience Course as part of the Bachelor of Science in Event and Entertainment Management at Temple University's School of Sport, Tourism, and Hospitality Management. Thank you to the following students for their hard work and efforts on this project.

Ryan Allen

Leanne Bollard

Madeline Culbert

Olivia Dan

Brian Gomes

Elisse Hanssen

Amir Khaldaoui

Crystal Lee

Bridget McLaughlin

Jessica Moore

Ari Santanna

Katie Simone

Sheri Smedley

Maddison Snyder

Victoria Tierno

Ella Titus



T.H.E. SUMMIT AGENDA

FRIDAY, MARCH 19th | All times are in Eastern Daylight Time (EDT) / GMT-4

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TIME	SESSION TITLE	MODERATORS/SPEAKERS	ZOOM WEBINAR/ MEETING ID
8:00-8:25 AM	Summit Opening	Provost JoAnne A. Epps Dean Jeremy Jordan Xiang (Robert) Li	Zoom Webinar ID 971 6710 8893
8:25-8:45 AM	Keynote Speech <i>Global Overview of the Travel & Tourism Sector</i>	Gloria Guevara Manzo President & CEO of World Travel & Tourism Council (WTTC)	Zoom Webinar ID 971 6710 8893
8:45-8:55 AM	Break <i>Zoom Background Competition Activity</i>		Zoom Meeting ID 989 2242 4050
8:55-9:35 AM	Envisioning Tomorrow's THE Landscape	Moderator: Xiang (Robert) Li Speakers: • Inès Blal • Kaye Chon • Donna Quadri-Felitti • Muzzo Uysal	Zoom Webinar ID 948 4600 7964
9:35-9:45 AM	Break <i>Zoom Background Competition Activity</i>		Zoom Meeting ID 913 2693 2528
9:45-10:25 AM	Diversity & Inclusiveness: Bridging the Gap of Principles and Practices	Moderator: Lindsey Lee Speakers: • Greg DeShields • Patricia A. Lee • Arun Upneja • Deanne Williams-Bryant	Zoom Webinar ID 939 4485 7689
10:25-10:35 AM	Break <i>Stretching Session Activity</i>		Zoom Meeting ID 985 8340 8791
10:35-10:55 AM	Keynote Speech <i>Educating Leaders to Build Successful Careers</i>	Douglas A. Tutt CEO of Hcareers	Zoom Webinar ID 965 3149 1889
10:55-11:05 AM	Break <i>Celebrity Baby Picture Game</i>		Zoom Meeting ID 936 6510 5837
11:05-11:45 AM	Translational Research: Inspiring Industry Innovations and Empowering Community Development	Moderator: Yang Yang Speakers: • Robertico Croes • Steve Hood • Lori Pennington-Gray • Mark Shafer	Zoom Webinar ID 938 9331 4378
11:45-11:55 AM	Break <i>Trivia Kahoot! Activity</i>		Zoom Meeting ID 963 7141 5961
11:55 AM-12:35 PM	Empowering T.H.E. Leaders - Best Practices of Executive Education in Tourism, Hospitality, and Events Management	Moderator: Ira Rosen Speakers: • Rebekka Goodman • Peter Ricci • Ira Rosen	Zoom Webinar ID 974 5935 8783

T.H.E. SUMMIT AGENDA

SATURDAY, MARCH 20th | All times are in Eastern Daylight Time (EDT) / GMT-4

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TIME	SESSION TITLE	MODERATORS/SPEAKERS	ZOOM WEBINAR/ MEETING ID
8:00-8:20 AM	Keynote Speech <i>Reimagining Hospitality with Purpose and Experimentation</i>	Mark S. Hoplamazian President & CEO of Hyatt Hotels Corporation	Zoom Webinar ID 918 7239 9531
8:20-8:30 AM	Break <i>Mystery Attractions Activity</i>		Zoom Meeting ID 931 8756 9092
8:30-9:10 AM	Cultivating Educational Leadership: T.H.E. Ph.D. Education	Moderator: Lu Lu & Chihyung (Michael) Ok Speakers: <ul style="list-style-type: none"> • Ki-Joon Back • Anna S. Mattila • Haiyan Song • Iis Tussyadiah 	Zoom Webinar ID 994 8011 5254
9:10-9:20 AM	Break <i>Scavenger Hunt</i>		Zoom Meeting ID 974 0943 2929
9:20-10:00 AM	Developing International Collaborations: Best Practices and Future Visions	Moderator: Luorong (Laurie) Wu Speakers: <ul style="list-style-type: none"> • Astrid Dickinger • Frederic Dimanche • Seul Ki Lee • Honggang Xu 	Zoom Webinar ID 993 4700 6136
10:00-10:10 AM	Break <i>Music Playlist Activity</i>		Zoom Meeting ID 917 4158 1417
10:10-10:30 AM	Keynote Speech <i>Own the Upswing</i>	Daniel del Olmo President & Chief Operating Officer of SAGE Hotel Management	Zoom Webinar ID 938 3539 2755
10:30-10:40 AM	Break <i>Final Thoughts and Takeaway Activity</i>		Zoom Meeting ID 989 6568 7863
10:40-11:20 AM	Experiential Learning: Case Studies and Sharing Practices	Moderator: Christine Cleaver Speakers: <ul style="list-style-type: none"> • Simon Hudson • Sam Lemheney • John C. Niser • Chaozhi Zhang 	Zoom Webinar ID 989 0324 9101
11:20 AM-12:10 PM	Betsy Barber Leadership Forum <i>The Heritage, Relevance, and Innovation of T.H.E. Programs in the New Era</i>	Moderator: Elizabeth H. Barber Speakers: <ul style="list-style-type: none"> • Jafar Jafari • Matt McCloskey • Stowe Shoemaker • Youchen Wang 	Zoom Webinar ID 960 7571 2890
12:10-12:30 PM	Summit Closing Celebrations		Zoom Webinar ID 960 7571 2890
12:30-1:00 PM	Virtual STHM Alumni Association Gathering		Zoom Meeting ID 949 3754 8379

I ACKNOWLEDGEMENTS

SPEAKERS

Keynote Speaker



Daniel del Olmo
President &
Chief Operating Officer
SAGE Hotel Management

Keynote Speaker



Gloria Guevara Manzo
President & CEO
World Travel & Tourism Council (WTTC)

Keynote Speaker



Mark S. Hoplamazian
President & CEO
Hyatt Hotels Corporation

Keynote Speaker



Douglas A. Tutt
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I ACKNOWLEDGEMENTS

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in UNESCO Designated Sites

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SUPPORTING INSTITUTIONS

In addition to the institutions represented by the speakers, the following institutions extended their support to the summit.

Florida International University

Griffith University

Macao Institute for Tourism Studies (IFTM)

Michigan State University

Oklahoma State University

Purdue University

University of Delaware

Universidad de Málaga

University of South Carolina

Virginia Polytechnic Institute and State University

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TravelDaily China

Travel and Tourism Research Association (TTRA)

U.S. Travel Association

World Travel & Tourism Council (WTTC)

Xueshuzhi