

School of Sport, Tourism & Hospitality Management

Founded 1998

Ronald C. Anderson, Ph.D., Dean

Jeremy S. Jordan, Ph.D., Senior Associate Dean

106 Speakman Hall

1810 N. 13th Street

Philadelphia, PA 19122

215-204-8701

<https://sthm.temple.edu/>

sthm@temple.edu

Goals & Objectives

The total experience within the School of Sport, Tourism and Hospitality Management (STHM) enables students to have an excellent fundamental education and exposure to working professionals, internships, and personalized placement services. As a result, students are given a competitive advantage in a job market projected to double in the next decade.

The School of Sport, Tourism and Hospitality Management offers three undergraduate major programs:

- Sport and Recreation Management
- Tourism and Hospitality Management
- Event and Entertainment Management

The focus of the undergraduate programs is to provide a broad educational foundation and to prepare students for entry into the sport and recreation management, leisure service, or tourism and hospitality occupations at the professional level.

The Sport and Recreation Management program prepares students interested in sport and recreation careers in the private/commercial sector, public recreation and park agencies, professional sports, interscholastic/intercollegiate athletics, youth sport agencies, voluntary agencies, campus services, armed forces, and corporate/industrial settings.

The Tourism and Hospitality Management program prepares students for entry-level to mid-level positions in tourism, hospitality, and event management. The program prepares students to work in convention and visitors' bureaus, destination management organizations, conference centers, resorts, casinos, hotels, theme parks, theaters, and clubs.

The Event and Entertainment Management program provides students with the theoretical and practical knowledge, skills, and tools to become leaders in the event and entertainment industries. Graduates will be able to pursue careers in a variety of areas related to the event and entertainment industries, including fairs, festivals, meetings, trade shows, live performances within events, historical/cultural/educational exhibits, online events, hybrid events, digital media events, film events, weddings, social events, and special events.

All programs consist of coursework in the University's General Education (GenEd) program, the Fox School of Business and Management, STHM's major course requirements, and two supervised field experiences / internships.

Admissions

If you are applying for admission to Temple University as a freshman or a transfer student and wish to major in one of the above programs, you should select the School of Sport, Tourism and Hospitality Management as your school/college. Then choose your major—Sport and Recreation Management, Tourism and Hospitality Management, or Event and Entertainment Management—as your curriculum. Submit the required materials to the Office of Undergraduate Admissions. Once you apply, you will receive an AccessNet Username and Password to check your application status online on the Student TUportal System.

Information regarding the admissions process should be directed to the School's Enrollment Management team at asksthm@temple.edu.

Financial Aid & Scholarships

Information regarding financial aid and scholarships is available from the Office of Student Financial Services. For additional information pertaining to specific scholarships within the School's disciplines, refer to the Center for Student Services.

Special Programs and/or Professional Certification

Honors Community

Students admitted to the University Honors Program are eligible, by invitation only, to be part of the School of Sport, Tourism and Hospitality Management's Honors Community. Students participate in pre-approved Fox School of Business and Management Honors courses.

Student Association Information

Professional development begins with membership to associations/organizations for all School of Sport, Tourism and Hospitality Management (STHM) students. We encourage our students to consider joining one of the below listed groups during their academic tenure in STHM. More information about each STHM Student Professional Organization (SPO) is available on Owl Connect. Scholarship opportunities are available within some associations for those who are active members. Please be reminded that, in most cases, students must be a member of the association for at least one year to be eligible for the available scholarships.

Undergraduate Student Professional Organizations

Event Planning Association (EPA)

The Event Planning Association of STHM plans and engages all SPOs in social, bonding, and informational activities, to ensure that the students are networking throughout STHM to help better their future careers.

Minorities in Sport (MIS)

MIS is a professional organization that seeks to bring together undergraduate students in the community of sport who are underrepresented in the area of sport, leisure, and recreation management. MIS empowers people to proactively advocate and encourage diverse experiences and opportunities that we as students bring together while working with professionals in the industry. Through conversations with minorities in leadership, as well as the facilitation of networking opportunities, MIS looks to expose students to a variety of learning and volunteer opportunities across our industry. From working with the Best Buddies initiative on their annual Friendship Walk, to programs with professors about the lack of representation among sports journalists, the experiences MIS provides for students help build awareness of issues facing minorities in sport. MIS believes in creating open and respectable environments to discuss issues within sport. MIS wants to ensure students receive the most up to date information possible to inspire them to make a difference in the world of sport.

National Society of Minorities in Hospitality (NSMH)

NSMH is the premier professional organization for minority hospitality students. It addresses diversity and multiculturalism, as well as the career development of its student members. Temple University NSMH exposes students to opportunities in the industry nationwide. It provides events and programs that bring together college-level students with company sponsors, industry representatives, other hospitality organizations, advisors and mentors, and hospitality high school students. Temple has the primary local student chapter that is supported by the Multicultural Affairs Congress (MAC) of the Philadelphia Convention and Visitors Bureau (PCVB).

Sport and Recreation Professional Association (SRPA)

SRPA is a bridge between sport academia and the sports industry. SRPA is Temple's original student-run organization designed specifically for Sport and Recreation Management majors. SRPA provides an excellent opportunity to network with students within the major and industry professionals through scheduled events, conferences, and semester meetings.

Sport and Governance Association (SAGA)

The purpose of the Sport and Governance Association is to expose its members to the following opportunities: networking events with established professionals in the sports law industry, information sessions on the potential careers available, guest speaker engagements, and access to LSAT preparatory resources. All of these opportunities guide the members throughout the process of becoming successful sport business professionals. As a member of the Sport and Governance Association, individuals will gain an understanding of all the legal implications of business.

Honors Societies

Eta Sigma Delta (ESD)

Eta Sigma Delta is an international honor society that recognizes exceptional academic achievement among hospitality and tourism students. Eta Sigma Delta is administered by the International Council on Hotel, Restaurant and Institutional Education (International CHRIE), the leading international association devoted to hospitality and tourism education. To earn this membership, students have to hold at least a 3.0 minimum in a 4.0 grade point average system and be in the top 20% of their class to be eligible for this invitation. With the expansion of International CHRIE, membership is no longer limited to those who are studying in the United States.

Rho Phi Lambda (RPL) Professional Honorary Fraternity

Rho Phi Lambda is a National Honorary Recreation, Parks, and Leisure Services Fraternity. Rho Phi Lambda strives to recognize Sport and Recreation Management majors who have exemplified academic excellence in scholarship, leadership, and service. Membership in Rho Phi Lambda cultivates student professional development through networking opportunities, scholarship eligibility, résumé building, and campus and community service initiatives.

Special Facilities & Programs

Center for Student Services (CSS)

The CSS encourages a collaborative relationship between advisor and student, ultimately empowering the student to make sound and responsible decisions concerning his or her education. The student takes an active role in the utilization of the services offered by the School, and the University at large, while the academic advisor strives to assist the student with his or her academic, cultural, emotional, and pre-professional needs.

Center for Industry Engagement (CIE)

The CIE links classroom learning to successful career development. The CIE resources offer students the latest internship and job opportunities through counseling on résumés, cover letters, interviewing skills, and selection criteria.

Sport Industry Research Center (SIRC)

SIRC provides opportunities for academics, students, and practitioners to explore the potential of sport to impact the communities within which they exist. Through a series of initiatives, SIRC attempts to conduct and disseminate research, educate and train executives, and function as a think tank and informational resource for those involved in the sport industry. Included among the initiatives that SIRC is involved in are: executive workshops, doctoral student training, community-based programming, event management and program consulting, and academic dissemination of cutting-edge research and managerial best practices.

U.S.-Asia Center for Tourism & Hospitality Research

Temple University's U.S.-Asia Center for Tourism & Hospitality Research was established to be a leading braintrust that advances the development of the U.S. and Asian tourism and hospitality industries, education, and research. With extensive connections across the globe and deep roots in the city of Philadelphia—the first World Heritage City in the U.S.—the Center is uniquely positioned to propel Temple University and STHM's international presence.

The U.S.-Asia Center conducts cutting-edge multidisciplinary research and consultancy specific to the tourism, hospitality, and related industries in the U.S., Asia, and the entire Asia-Pacific region. It aims to establish and enhance connections between government, industry, and other public entities in the tourism and hospitality areas. A few research areas include:

- destination marketing
- big data analytics
- consumer profile analysis
- yield and revenue management
- hospitality asset evaluation

Members of the Center are STHM faculty with national and international recognition, and come from broad disciplinary and industry backgrounds.

Student Contact Information

Heather A. Blackburn, Ed.D.
Assistant Dean
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Mr. Dariq Cobb, M.Ed.
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Ms. Amanda Jaxheimer, M.Ed.

Academic Advisor II
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Ms. Lauren McCulligan, M.L.A.
Senior Academic Advisor
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Philadelphia, PA 19122
215-204-8759
lmcculligan@temple.edu

Academic Policies & Regulations

Please see Undergraduate Academic Policies in this *Bulletin*. Students are responsible for complying with all university-wide academic policies that apply to their individual academic status. Additional and unique policies, or exceptions for the School of Sport, Tourism and Hospitality Management, appear below.

All advising issues regarding academic policies and regulations should be directed to the School of Sport, Tourism and Hospitality Management's Center for Student Services (CSS) in Speakman Hall Suite 108, 1810 N. 13th Street.

Dean's List

Each fall and spring semester, those undergraduates who have met the credit hour and academic criteria for their school or college are placed on the Dean's List. See the Dean's List policy for specific GPA and credit-hour requirements.

Student Code of Conduct, Good Neighbor Policy, and STHM Students' Doctrine of Responsibility

All students in the School of Sport, Tourism and Hospitality Management are expected to abide by Temple University's Student Code of Conduct, Good Neighbor Policy, and the STHM Students' Doctrine of Responsibility.

The School of Sport, Tourism and Hospitality Management (STHM) represents a high degree of scholastic excellence. In turn, the School expects an enhanced level of responsibility and preparation from its students. STHM students represent the School in a variety of forums, including, but not limited to, the classroom, internships, and workplace settings. These environments require professionalism, commitment, knowledge, and mutual respect. The STHM Students' Doctrine of Responsibility policy will assist students in their pursuit of excellence while earning their degrees in Event and Entertainment Management, Sport and Recreation Management, or Tourism and Hospitality Management.

Grievance Procedures and Ombudsperson

University Ombudspersons are designated annually by the provost and vice presidents of the University. They are knowledgeable about harassment matters and trained to assist in understanding and resolving informal complaints. Ombudspersons are sensitive to the feelings, rights, and interests of all parties, and have demonstrated ability to handle confidential and sensitive matters in a discreet manner.

STHM's Academic Grievance Procedures are detailed in the STHM Academic Grievance Procedures. Additional information can be obtained from Temple University's Student and Faculty Academic Rights and Responsibilities policy.

For further information, contact:

Dr. Debra Blair
Ombudsperson
368 Speakman Hall
1810 North 13th Street
215-204-1077
dblair@temple.edu

Temple University's Statements and Policies can be found on the Office of Institutional Diversity, Equity, Advocacy and Leadership (IDEAL) web site.

Program Performance

Students not in good standing are subject to collegial warning and/or probation, or they may be academically dismissed and will be so notified by the Undergraduate Studies Office. See the University policy on Academic Standing for details on academic warning, academic probation, academic dismissal, and reinstatement.

Transfer Between Colleges Within the University

Students may initiate transfer to STHM from another school or college of the University if they are in academic good standing, holding a minimum cumulative GPA of 2.0.

How to Change Your Major

As you begin or make your way through your academic journey, you may find something else more suited to your interests and goals. If you are interested in a major within the School of Sport, Tourism and Hospitality Management, see below for the options available to you.

Step 1: Review the School overview in the university change of major Canvas course

Students interested in declaring a major in STHM should review the STHM Change of Program PowerPoint presentation within the “**Welcome to Temple University's Change of Program (COP) Process!**” Canvas dashboard via TUPortal.

Step 2: Consult with STHM Representative

After reviewing the school overview in Canvas, students who want to proceed with a major change or find out more information on the programs and process, should schedule an appointment with STHM assistant dean, Dr. Heather Blackburn. Students may e-mail Dr. Blackburn (hblackburn@temple.edu) to setup an appointment and/or for an advisor referral.

Step 3: Complete Change of Program Request Form

After meeting with Dr. Blackburn, students who want to proceed with the major change should complete the Change of Program Request form online; a change of program will be processed through the registrar's office. Please allow one week for the change to be processed. Student records will be updated only during a drop/add period or the start of the next academic semester.

Step 4: Meet with an STHM Academic Advisor

Once the Change of Program Request form is processed, students should meet with their new academic advisor to discuss their prior course history, future course registration, and graduation planning. Students will need to e-mail their advisor to make an appointment. The new advisor will be identified during the change of major meeting with Dr. Blackburn.

How to Add a Minor or Certificate for Non-STHM Majors

Guidelines for Non-Majors Interested in STHM Coursework

- Non-Major students should, upon expressing interest in STHM coursework, seek advising guidance from their home school/college first to ensure availability within their graduation plan.
- Determine which STHM minor or certificate you wish to pursue by reviewing the Undergraduate Bulletin (p. 1) (minors/certificates are listed under the school on the right-hand side of the page).
- If you would like to discuss the STHM minor or certificate more in-depth, please e-mail sthmcss@temple.edu to setup an appointment with an academic advisor assigned to the certificate of interest (see Advising (p. 6) tab in *Bulletin*).
- You can officially declare your STHM minor or certificate via our GoogleForm. If course overrides are needed to register for certain courses, please e-mail sthmcss@temple.edu for approval.
- Students who elect to take STHM 0857 should consult with an STHM academic advisor in reference to the courses' applicability to their curriculum. There are multiple cross-listed courses with other colleges that will only apply once to a student's academic plan.
- In instances where a minor and certificate are offered with the same program titles, such as the certificate and minor in Event and Entertainment Management, the certificate and minor in Sport Management, and the certificate and minor in Tourism and Hospitality Management, students may not earn both credentials. If a student completes the certificate requirement and wishes to upgrade to the minor, then the certificate would need to be rescinded.

School Graduation Requirements

The information below is for new freshmen and transfer students admitted fall 2022 - spring 2023. For information prior to this time, refer to the catalog year for your matriculation semester and year. Click on the Archives link to see Bulletins from previous years.

Center for Student Services (CSS)
 School of Sport, Tourism and Hospitality Management (STHM)
 108 Speakman Hall
 1810 N. 13th Street
 Philadelphia, PA 19122
 215-204-8905

- Students seeking a Bachelor of Science degree from the School of Sport, Tourism and Hospitality Management (STHM) must complete 124 semester hours of coursework and have a cumulative GPA of 2.0 and a major GPA of 2.0. Per university requirements, a letter grade of C- or better must be earned for all required coursework.
- Certain courses may fulfill multiple requirements. In consultation with an advisor, students will be able to plan their curriculum more effectively.
- The total number of credit hours at graduation may vary for some students based on initial placement exams, transfer evaluations, individual curricular choices, and academic progress.
- Students are required to ensure that they have fulfilled the necessary prerequisites for any given course or course sequence. Students may read the entire policy in the section on university-wide Academic Policies.
- To expose students to the wide variety of opportunities in their chosen fields and prepare for future internship opportunities, STHM requires students to complete 250 Industry-Related Hours by the time they enter STHM 4112 Senior Professional Development Seminar or prior to starting their senior year coursework for Event and Entertainment Management majors. Beginning with students who entered in Fall 2018, and thereafter, students must complete a minimum of four (4) unique experiences. Students are encouraged to pursue their Industry-Related Hours in diverse areas including non-profit/community support needs as well as industry specific needs. Industry Hours are submitted to the CIE via their Canvas site. Students should submit their hour submissions each semester or at minimum annually to the CIE.
- Student Professional Organizations (SPOs) exist to provide students further engagement with industry partners, events, and leadership opportunities not provided in the classroom environment. STHM offers several SPOs for students that complement our industry-focused curriculum. To ensure students are professionally ready and competitive in the internship and job market, STHM students are strongly encouraged to join and be actively engaged in an STHM or Fox specific SPO and are strongly encouraged to join others that meet their interests. Benefits include meeting industry leaders, attending industry conferences, and expanding your network of contacts.

Special Curricular Notes

- Accounting Course Options - STHM students are encouraged to complete ACCT 2501 Survey of Accounting rather than ACCT 2101 Financial Accounting. However, students pursuing a dual degree with Fox School of Business and Management or particular Fox minors should select ACCT 2101. Most Fox minors will accept ACCT 2501 in place of ACCT 2101, but please consult with an advisor before selecting a particular Fox minor to confirm what will be accepted. The General Business Studies Minor accepts ACCT 2501 in place of the ACCT 2101 requirement. Any Fox minor requiring ACCT 2102 Managerial Accounting must take ACCT 2101; ACCT 2501 will not be accepted as a prerequisite to ACCT 2102 Managerial Accounting.
- Multiple attempts of Accounting - Students are permitted to choose *either* ACCT 2501 or ACCT 2101 to fulfill their Accounting requirement. Whichever course students choose they are entitled to a maximum of three attempts of that particular course. Students may not mix attempts among the two courses except where noted below.
 - Students who were enrolled in STHM prior to Fall 2018 and previously had an attempt of ACCT 2101 may be permitted two attempts of ACCT 2101 and subsequently, two attempts of ACCT 2501. No third attempt petitions will be granted for either course.
 - Students who were enrolled in STHM prior to Fall 2018 and previously had two attempts of ACCT 2101 may be permitted two attempts of ACCT 2501. No third attempt petitions will be granted for either course.

Awarding of Certificates and Minors after Third Attempt Dismissals

- Students dismissed from STHM due to a failure at a third course attempt may still qualify to receive a minor or certificate for their STHM course credits based on the criteria below.
 - CERTIFICATE
 - STHM students who took four or more courses (12-17 credits) can be awarded the SRM (excluding Sport Marketing) or THM (excluding Event Leadership) certificate, if they complete a declaration form.
 - For the certificate, two or more courses at minimum should be at the 2000 level or higher (i.e., the student completes STHM 1113, THM 1311, THM 2311, and THM 3311).
 - MINOR
 - STHM students who took six or more courses (18+ credits) can be awarded the SRM or THM minor, if they complete a declaration form.
 - For the minors, two or more courses at minimum should be at the 2000 level or higher (i.e., the student completes STHM 1113, THM 1311, THM 2311, THM 3311, and THM 3312).

Academic Advising

Mr. Dariq Cobb, M.Ed.

dariq.cobb@temple.edu

Advisees:

- Sport & Recreation Management students - alphabetically from A through L (excluding international students and student-athletes)

Ms. Amanda Jaxheimer, M.Ed.

ajax@temple.edu

Advisees:

- Sport & Recreation Management students - alphabetically from M through Z (excluding international students and student-athletes)

Ms. Lauren McCulligan, M.L.A.

Senior Academic Advisor
lmcculligan@temple.edu

Advisees:

- All students majoring in Tourism & Hospitality Management
- All students majoring in Event & Entertainment Management
- International students (Event & Entertainment Management, Sport & Recreation Management, and Tourism & Hospitality Management majors)
- Event & Entertainment Management certificate
- Tourism & Hospitality Management certificate and minor

Dr. Heather Blackburn

hblackburn@temple.edu

Advisees:

- All STHM student-athletes, and +1 students

STHM Minors and Certificates

- Students interested in any of the minors and certificates in STHM may e-mail sthmcss@temple.edu to meet with an advisor.

Services Provided Through the Center for Student Services (CSS)

Center for Student Services (CSS)
Speakman Hall, Suite 108
1810 N. 13th Street
Philadelphia, PA 19122
215-204-8905

The School of Sport, Tourism and Hospitality Management's advising unit, the CSS, provides individualized information on placement exams and results, majors, minors, course sequence and load, scheduling, career planning, and academic resources. As a result, students are better equipped to make well-informed decisions regarding their futures.

The CSS encourages a collaborative relationship between advisor and student, ultimately empowering the student to make sound and responsible decisions concerning his or her education. The student takes an active role in the utilization of the services offered by the School, and the University at large, while the academic advisor strives to assist the student with his or her academic, cultural, emotional, and pre-professional needs.

Special Advising Policies and Procedures

The school utilizes a variety of advising sessions: workshops, electronic group advising (asynchronous), virtual, and walk-in sessions; however, students are encouraged to schedule individualized appointments to cater to their specific academic needs.

Faculty

John Allgood, Assistant Professor (Practice), Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; M.S., University of Oklahoma.

Benjamin Altschuler, Assistant Professor (Teaching/Instructional), Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; Ph.D., University of Utah.

Bradley Baker, Assistant Professor, Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., Temple University.

Heather A. Blackburn, Assistant Professor (Teaching/Instructional), Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ed.D., Drexel University.

Debra K. Blair, Associate Professor (Teaching/Instructional), Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ed.D., Temple University.

Christine Ann Cleaver, Assistant Professor, Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; M.Ed., Cabrini College.

George Diemer, Assistant Professor (Teaching/Instructional), Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., Temple University.

Daniel C. Funk, Professor, Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., The Ohio State University.

Amy Giddings, Associate Professor, Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., Temple University.

Caroline Heffernan, Assistant Professor, Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., University of Minnesota.

Jonathan Howe, Assistant Professor (Teaching/Instructional), Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., The Ohio State University.

Gareth J. Jones, Assistant Professor, Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., North Carolina State University.

Jeremy S. Jordan, Professor, Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., The Ohio State University.

R. Aubrey Kent, Professor, Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., The Ohio State University.

Ceridwyn Ann King, Associate Professor, Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; Ph.D., Griffith University.

Thilo Kunkel, Associate Professor, Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., Griffith University.

Lindsey Lee, Assistant Professor, Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; Ph.D., University of Houston.

Xiang Li, Professor, Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; Ph.D., Texas A and M University.

Lu Lu, Assistant Professor, Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; Ph.D., University of Washington.

Joseph E. Mahan III, Associate Professor (Teaching/Instructional), Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., University of Maryland College Park.

Chihyung Michael Ok, Associate Professor, Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; Ph.D., Kansas State University.

Richard Ridall, Associate Professor (Teaching/Instructional), Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; M.Ed., Temple University.

Wesley S. Roehl, Professor, Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; Ph.D., Texas A and M University.

Ira L. Rosen, Associate Professor (Practice), Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; M.A., Montclair State University.

Michael F. Sheridan, Associate Professor (Practice), Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; M.T.H.M., Temple University.

Katherine Sveinson, Assistant Professor, Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., University of Regina.

Elizabeth A. Taylor, Assistant Professor, Department of Sport and Recreation Management, School of Sport, Tourism and Hospitality Management; Ph.D., University of Tennessee.

Luorong Wu, Associate Professor, Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; Ph.D., The Pennsylvania State University.

Yang Yang, Associate Professor, Department of Tourism and Hospitality Management, School of Sport, Tourism and Hospitality Management; Ph.D., University of Florida.