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## Ground-breaking Global Criteria for Sustainable Tourism

By: Allison Paytas

Ted Turner, founder and chairman of the United Nations Foundation, announced the world's first Global Sustainable Tourism Criteria on October 6 in Barcelona, Spain. "This is a win-win initiative - good for the environment and good for the world's tourism industry," Turner said at the World Conservation Congress.

Sustainable tourism is on the rise across the world, but until now, no universal standards to measure the credibility of sustainability claims existed. The major goal of the Global Sustainable Tourism Criteria is to develop a common knowledge of what sustainable tourism entails.

The criteria will serve as a standard of best practice manual for the tourism industry. In general, it will serve as a minimum business practice that any tourism business should aspire to reach. Although the criterion does not give instructions on how to achieve the guidelines that are set forth in the criteria, supplemental material will be available to companies to assist in those areas. In addition, consumers can use the criteria as a guide to selecting businesses to patronize.

The Global Sustainable Tourism Criteria's main objective is to maximize the benefits of tourism while minimizing the negative impacts. This is, in part, to respond to the United Nations' Millennium Development Goals; two of which are poverty alleviation and environmental sustainability. The tourism industry is one of the world's major economic drivers, but must be careful to ensure it decreases the negative effects on the environment.

The United Nations Foundation partnered with the Rainforest Alliance, the United Nations Environmental Programme (UNEP), and the United Nations World Tourism Organization (UNWTO) to commence the Global Partnership for Sustainable Tourism Criteria



(Cont'd on p. 2)

(Cont'd from p. 1)

(STC Partnership). The STC Partnership currently consists of 27 organizations that have teamed up to create a better understanding of sustainable tourism procedures and promote the adoption of worldwide standards. The STC Partnership took input from nearly 100,000 tourism stakeholders and analyzed over 4,500 existing sustainability criteria to create the new global criteria, which will be reviewed and receive consultation every two years.

The Global Sustainable Tourism Criteria is the first step toward a better tourism industry; where countries are able to reap the economic benefits of tourism without compromising their heritage, culture and environment.

Photos courtesy of Allison Paytas.

**Southeast Asia is  
Open for Business!**  
By: Christina Nguyen

Times are changing for the triangle countries of Vietnam, Cambodia and Laos. Tourism and Hospitality is beginning to boom. Together, the three nations will promote each other's socio-economic growth to strengthen their alliance and create a triangle of tourism that will reduce poverty and advance economic growth in Southeast Asia. Governments from each country



have high hopes for successfully promoting the development of the region because it has great potential for the hydro-power industry, crop growing, and most importantly, tourism.

A single visa to travel the 10 member countries of the Association of Southeast Asian Nations (ASEAN) is currently in the works which will boost tourism in the zone. These countries include, Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

But wait, there's more. Traveling is becoming easier with the help of JetStar Pacific, an emerging airline company that provides one-way flights from Vietnam to Cambodia for prices as low as \$40 and \$12 to Thailand.

But that's not it!

Hospitality has also found its way into the mix and will provide thousands of valuable job opportunities in Southeast Asia. Hotel expansions are underway in the upcoming years for companies such as Best Western International, Marriott International, Accor, and InterContinental Hotels Group; now all within the "Development Triangle" of Vietnam, Cambodia and Laos.



Southeast Asia has been evolving into a tourist destination that many have never experienced or discovered. It's time to pack your bags, whether it's to explore the unforeseen or begin your career dream.

Photos courtesy of www.york.ac.uk & Christina Nguyen.

**NOW TRAVELING THROUGH ASIA...**

**The 2008 World Mind Sports Games**

By: Justin Landis

The Olympics is not the only global sporting event occurring in Beijing in 2008. From October 3-18, competitors from all over the world flocked to Beijing to flex their mental muscles in the inaugural World Mind Sports Games Competition.

In these games, 37 gold medals were vied for by nearly 4,000 competitors from 143 countries. The events included Bridge, Chess, Go, Draughts and Xiangqi, also known as Chinese Chess.

Although the World Mind Sports Games was a monumental event with athletes from multiple nations represented, it did not receive many headlines in the United States. Instead, the U.S. was immersed in the great American traditions like the Major League Baseball playoffs. The Philadelphia Phillies making their first World Series appearance in 15 years is now dominating the sports headlines as opposed to other noteworthy items such as Wang Yang winning China's first World Mind Sports gold medal in Chinese Chess.

It is very interesting how culture and symbolism play a role in this worldwide event. Since it is the inaugural year of the World Mind Sports Games, important and interesting traditions are being

established for future years. Culture and symbolism are at the forefront of these new traditions. For example, each nation has been asked to bring water from their homeland to the games in Beijing;



because water symbolizes the human spirit. The water from 143 different nations will be mixed together in a large make-shift conch shell, which shows wisdom.

When the games ended on October 18, the athletes were able to bring home a small sample of water, which illustrated the combined wisdom and human spirit in the world.

As the games progress, it appears that the World Mind Sports Game will be a tradition for years to come.

Photo courtesy of [www.sportphoto.cn](http://www.sportphoto.cn).

### **China's Tourism Industry Booming Despite Deteriorating Global Financial State**

**By: Amanda Rapp**

Among struggling markets around the world, China managed to draw an exceptional amount of tourists for the country's annual Golden Week; a seven-day celebration created by the government to institute a higher standard of living and to inflate domestic tourism in the country. Initiated in 2000, Golden Week was created to heighten travel within China. Compare it to our Memorial or Labor Day weekends, but in a far more heavily populated country. The seven-day holiday is government sponsored, meaning every citizen has paid leave from work allowing the ability to visit family members and take vacations. The country's monetary gains during Golden Week are phenomenal.

According to China's National Tourism Administration, "119 major tourist destinations received more than 18.29 million visitors," for 2008's Golden Week stemming from a 13.2 percent increase from 2007. Financially, China's major cities felt the boom as well with the Ministry of Commerce reporting more than 420 billion Yuan, (around \$61 billion), in spending during the week. According to the United States' Travel Industry Association, domestic and international tourism spending in 2007 for the U.S. was \$740 billion. Comparing that annual amount to China's one-week pull

of \$61 billion clearly shows that China's tourism industry is a huge force driving a prosperous economy.

As America feels the effects of the global financial crisis in almost every industry, it is important for students and professionals in the tourism trade to be aware of global trends shaping our future. China's Golden Week has proven to be a great movement in encouraging domestic tourism.

### **Nobody's Perfect**

**By: Jeff Liebreich**

During the 1976 Summer Olympics in Montreal, Romanian gymnast, Nadia Comaneci, scored the first perfect 10 in the history of Olympic gymnastics. This feat sent a message that perfection could be achieved, and suddenly, the sport of gymnastics developed a brand: The perfect 10.

Fast-forward 32 years to the 2008 Summer Olympics in Beijing.

The sport and stage remained the same, yet expectations of perfection were no longer placed on the gymnasts. Two years prior, the International Gymnastics Federation (FIG) abolished the perfect 10, and instead, made way for a new "open-ended" scoring system. Those Olympics sent a message to the world that perfection was no longer attainable.

I attended those Beijing Games as a gymnastics expert in the NBC Olympics research room. The pressure to be perfect was overwhelming at times, yet the entire room handled it with confidence and class. No, we were not perfect. Neither, was China.

In the months leading up to the Beijing Olympics, much speculation was placed on China as to whether it was a country deserving of hosting an Olympic Games. China's repression on human rights, confirmed reports of Chinese-supplied weapons in Darfur, and the sentencing of two elderly women to a camp that teaches "re-education through labor" filled the media during pre and post Olympic coverage. These serious issues cannot be ignored, but for the sake of the athletes, they should have.

Several people asked me how I felt going to China during a time of uncertainty. I said the Olympics weren't necessarily about China -- they were about the 11,500 athletes from 205 nations living out their dreams on sports' biggest stage. *(Cont'd on p. 4)*

(Cont'd from p. 3)

I still stand firm to those words, but with a bit of apprehension.

The Beijing Olympic Games were very much about China. Anyone who watched the Opening Ceremony understands that these Games showcased China's emerging global power.

Minutes after the Opening Ceremony, I was interviewed by Chinese Central Television (CCTV) on whether the Opening Ceremony was the "best ever." My passion for the Olympic Games has always burned as strong as an Olympic cauldron. During that CCTV interview, however, the realization that China had captured my heart, too, set in. It's a feeling I might not ever understand.

### **Japan to Ban Amateurs Who Sign with MLB**

**By: Jason Huff**

It appears as though the Japanese Professional Baseball League is ready to play hardball. In a move Japan's Professional Baseball League (Nippon Professional Baseball) hopes will help keep young talent in the country; the league has decided to ban its athletes from playing in Japan for three years if they sign with a Major League Baseball (MLB) team right out of high school. According to ESPN.com, the league will place a two-year ban on college and company team players who sign MLB contracts. Each ban would take place following the end of a player's MLB contract.

This ban will cover all players, even if they refuse to enter their name in Japan's annual baseball draft. Star Japanese player Junichi Tazawa, a 22-year old pitcher for the Nippon Oil Corps, was one of the first players to face this ban. Tazawa has written to several Japanese teams requesting not to be drafted. If Tazawa were ever to return to Japan following a Major League stint, it is likely he would face the two-year ban.

Some experts see the ban as a ploy by Japanese teams to force MLB teams to pay them more for each player. If a player is on the roster of a Japanese team, the MLB team must pay them just to negotiate. The Boston Red Sox spent upwards of \$51 million to negotiate with Daisuke Matsuzaka, regardless of whether he signed a contract.

## **WELCOME TO THE MIDDLE EAST...**

### **Tourism in Dubai is Booming**

**By: Alicia Deitrick**

It's election time. Gas prices are high, banks are losing money and stocks are consistently going down. The current United States economy may be in the middle of a crisis, but while the country's wealth is declining, other world countries, such as Dubai, have been flourishing, especially in their tourism industries.

Dubai, located along the Persian Gulf coast in the United Arab Emirates (UAE), has been attracting travelers from all over the world. In 2005, Dubai's economy had registered at \$37 billion, with contributions from real estate and construction. The country had a 13.4 percent average growth between 2000 and 2005, and Sheikh Mohammad, the Persian Gulf Emirates ruler, predicts an 11 percent economic growth per year until 2015.

Much of Dubai's economic growth has come from the large increase in tourism. DUBAILAND, currently under development and set to be complete between 2008 and 2010, has become a \$4.9 billion private investment. Twice the size of Disney World, covering an area of three billion square feet, DUBAILAND is predicted to become the largest destination for family tourism and entertainment, not to mention, one of the largest water parks in the world.

According to the World Travel and Tourism Council, the forecasted visitor arrivals have drastically increased. Originally forecasted at 10.5 million visitors by 2015, Dubai now expects up to 14 million visitors. Additionally, the impact of tourism in Dubai will not only increase the country's economy, but it will also provide employment opportunities. The UAE expects that the travel and tourism industry will account for 23,900 jobs and will only increase in upcoming years of development.

Photo courtesy of [www.tripadvisor.com](http://www.tripadvisor.com).



## World Travel and Tourism Council to Aid India

By: Ronald Greene

On September 4, the World Travel and Tourism Council (WTTC) and the WTTC India Initiative, gathered together Human Resources leaders from around the world to confer about employment issues facing India in the future.

India is one of the world's fastest growing economies and its Travel and Tourism sector is expected to see substantial growth in the upcoming years. It is projected for the industry to grow at an average rate of 7.6 percent per year for the next ten years. With a high rate, Human Resources groups face a challenge to employ and retain skilled workers while the government tries to find new ways to attract new people to the industry.

Jean-Claude Baumgarten, President of WTTC, brought together public and private sector leaders together in the fields of Hospitality and Tourism, Education, Business Consulting and others to determine a way to change how the government and businesses promote Tourism and Travel.

Whether its speaking fluent English or professionalism, Baumgarten declared that without leadership from governments and businesses, "growth in the industry would be compromised, with damaging consequences for job creation and the economic development of the country".

According to the WTTC, the Travel and Tourism industry created over 238 million jobs worldwide this year, making it one of world's key industries for career growth and employment. With all of these new job opportunities, the industry is seeking high numbers of skilled and qualified people to fill front line and managerial positions.

## OFF TO EUROPE...

### The Ugly Side of the Beautiful Game

By: Charlie Nobile

Entrenched deep into the foundation of the world of futbol lies a growing problem that does not seem to be getting resolved. The governing bodies of European futbol, or soccer for us North Americans, have been trying to rid racism out of its leagues for years, but are they doing enough?

Racist incidents have occurred in nearly every league in Europe, spanning from the Serie A in Italy, La Liga in Spain, all the way through the English Premier League in England. As sport often imitates life and society, European soccer fans can range from the harmless average supporter to the neo-Nazi extremist. Seminars and threats to close down stadiums permanently have fallen on deaf ears and European soccer officials are scampering for new solutions.

Racism in European soccer has been prevalent for numerous decades. The Italian Serie A team, S.S.



Lazio, has been associated with the Italian fascist party since the club's inception in the early 1900's. The Italian fascist dictator Benito Mussolini adored the team and frequently appeared in the stands throughout his life. Fans of Lazio cost their club 60 million Italian Lire, equating to roughly \$40,000 in 2001 because of racist signs and

chants towards their rival, AS Roma. Fans were seen holding signs stating "Team of Blacks," and "Stand of Jews," targeting both fans and players of Roma.

The ultimate form of racist hooliganism has been the ignorant monkey chants and barrage of bananas hurled at black players. In Spain's La Liga, arguably the most competitive league in the world, racist actions such as these are common practice.

In 2005, Espanol goalkeeper Carlos Kameni was subjected to monkey taunts and bananas thrown from fans in Madrid because of his Cameroonian heritage. Atletico Madrid was ordered to pay a mere \$780 fine because of their fans' ruthless actions. The incident was swept under the rug in regards to the Spanish media and Atletico Madrid allowed their racist fans to go unpunished.

Racism has veered its ugly head into enough soccer matches in Europe. The issue has clearly not died or even shrunk for that matter. As long as FIFA and UEFA soccer officials continue to sit on their hands about racism, the beautiful game will always possess an ugly side.

Photo courtesy of [www.soccer.si](http://www.soccer.si).

(Cont'd on p. 6)

(Cont'd from p. 5)

## **The Isle of Man: Exposing the World to more than just the Bee Gees**

**By: Alex Samuelian**



It may have provided the soundtrack to Saturday Night Fever, but now the Isle of Man is beginning its quest of opening its doors to the world and exposing the planet to its culture, history and breath-taking views.

Once under English and Scottish rule, the Isle of Man is located just west of the United Kingdom; however, it is not a province of the U.K. It is merely under the watchful eye of its government and more technically known as a crown dependency.

Announced on October 3, the tourism ministry proclaimed it will reveal a plan that will boost tourism on the self-governing island. Tourism Minister Martyn Quayle announced to the public that the updated campaign will cost roughly £1.1 million, according to the BBC.

The campaign will be comprised of a new and improved website, along with 30 and 60 second television commercials starring Manx citizens as the actors. Many tourists will find that the enhanced website will aid the process of figuring out how to travel to the island, or locating the best place to stay. The website will provide visitors with everything they need to know about the island, allowing guests to book ferries, flights, and even hotel rooms from the home page.

Minister Quayle is confident in the new program and was quoted by the BBC saying, "The new TV campaign and re-vamped website is a major boost for Isle of Man tourism and one of the biggest tourism campaigns to be announced."

The effort is increasingly important, considering officials have seen a fall in the tourism revenue of Scotland and its surroundings over the past few years. In a report from the Isle of Man Today newspaper, Holyrood's Economy Enterprise and Tourism Committee confirmed that the £4.2 billion in revenue from 2005 dropped to £4.1 billion in 2006. Officials placed most of the blame on rising fuel prices and exchange rates and are optimistic that they can

increase tourism 50 percent from 2005 to 2015.

The Isle of Man, located in the Irish Sea, relies heavily on its tourism industry for revenue, along with offshore banking and manufacturing. Even though the main focus of the campaign is to increase tourism revenue on the island, Quayle hopes moreover it will "show visitors the diversities of the Isle of Man, including the scenery, culture, activities and heritage."

For more information on tourism on the Isle of Man, you can check out the new official government tourist website, [www.visitisleofman.com](http://www.visitisleofman.com).

Photo courtesy of [www.visitisleofman.com](http://www.visitisleofman.com).

## **NFL Playing Game in United Kingdom**

**By: John Kopp**

Football is often considered "America's sport." Now the sport's premier league, the National Football League, is hoping the game catches on outside the United States.

The San Diego Chargers and New Orleans Saints played a regular-season game in London, England on Oct. 26 at Wembley Stadium. Earlier this season, the Buffalo Bills defeated the Pittsburgh Steelers in a Monday Night Football contest played in Toronto's Rogers Centre. The Bills will play a game in Toronto in each of the next four seasons.

"I think this will be great for all fans because I think it will give the opportunity for the people of Toronto to have a game in their market," NFL commissioner Roger Goodell announced before February's Super Bowl. "And, it will also give Buffalo Bills fans a chance to go to that game."

In September, 40,000 tickets for the Chargers vs. Saints game sold out in 90 minutes. The second general admission sale sold out 15,000 tickets in 30 minutes earlier this month.

"Once again, this demonstrates the huge interest in the sport in the UK," said Alistair Kirkwood, NFL United Kingdom office managing director. "Fans here are excited to be able to see two teams of this caliber playing in the UK, and with a full Wembley Stadium, we expect the atmosphere to be electric when the Saints and Chargers take the field."

In October 2006, NFL owners voted to play up to two games outside the U.S. every season through 2011. Of those foreign-soil games, the NFL has agreed

to play at least one game in the United Kingdom each season. The contest between the Chargers and Saints marked the fourth regular season game played outside the country. The Arizona Cardinals and San Francisco 49ers played the first such game in Mexico City.

The New York Giants and Miami Dolphins played the first game outside North America last season, when 81,176 fans packed a sold-out Wembley Stadium to see the Giants beat the Dolphins, 13-10.

### **NBA Players Leaving for Overseas Money**

**By: Sam Parry**

Commissioner David Stern of the National Basketball Association has mentioned the idea of making professional basketball a worldwide game, spreading the NBA to cities all over the globe. He has not declared that he wanted his players to be lured away from the NBA by large overseas contracts. Currently, that is a problem the NBA is being faced with, and it is only expanding.

In the past, players formerly in the NBA or struggling to reach the league would use playing overseas as an option to advance their careers. For example, Dominique Wilkins (Greece) and Dennis Rodman (Finland) had brief stints playing outside the U.S. Temple's own, David Hawkins, is currently in Italy.

The NBA has realized the growing international interest and has adopted NBA Europe Live, bringing preseason games to Barcelona, Berlin, London and Paris. With basketball becoming ever more popular overseas, and more players in the NBA coming from abroad, teams and leagues worldwide are receiving more recognition than ever before. This is causing a trickle-down effect to the point that overseas players are staying overseas and NBA players are being lured away from the league.

This has not affected the NBA to a high degree as of yet, but it is escalating. Recently many mid-level and role players in the NBA have been enticed, the biggest name being Josh Childress of the Atlanta Hawks.

Childress was offered a contract with a first year payment of \$5.5 million from the Hawks; overseas he is making \$7 million per year. However, high profile players have been contacted and have admitted interest in the idea. LeBron James has stated that he has not ruled it out as a possibility.

Kobe Bryant has admitted that he would go if the price is right.

Dwayne Wade has even made comments about the idea saying, "They throw thirty, forty, fifty million a year at me? I can't turn that down." In



contrast, the highest paid player by year from the 07-08 NBA season was Kevin Garnett at \$27.75 million.

The NBA cannot compete with such high earnings under their salary cap and America's economy is certainly not helping their situation. Globalization of the sport of basketball is a great opportunity for the NBA, but also a great competitor. It will be interesting to see how the NBA and the sport of basketball evolve in years to come.

Photo courtesy of NBA.com.

**Thanks for traveling with us!**

#### **TEMPLE UNIVERSITY SCHOOL OF TOURISM & HOSPITALITY MANAGEMENT 17th ANNUAL CAREER DAY**

Wednesday, November 12, 2008

9:00 am – 12:00 pm

Great Court in Mitten Hall

On Wednesday, November 12, 2008, the STHM Main Campus Senior Seminar class will be hosting the 17th Annual Career Day for the undergraduate student body. This event will allow students to meet and network with over 40 vendors that represent the tourism, hospitality, sport and recreation industries.

The participating vendors can assist students in completing both internship and industry-related hours requirements and also offer employment opportunities. All vendor information will be available online for students to view prior to the event.

If you have any questions concerning Career Day, please e-mail Main Campus Project Chair - Astrid Schrier at [astrid.schrier@temple.edu](mailto:astrid.schrier@temple.edu).

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