



## Hospitality Education Initiatives Rock California

Hospitality education has been increasing its wavelength in the state of California over the past year. The Department of Hospitality, Recreation and Tourism Management at San Jose State University is actively involved in the new CSU Hospitality Management Education Initiative and also participated in the first Symposium for Hospitality Education at the San Jose Fairmont Hotel this May.

**HMEI** - In 2007, the number of hospitality management openings in California was projected to be over 50,000 per year. However, in the 2008 academic year, the 14 CSU hospitality management education programs produced fewer than 1,000 graduates. Consequently, the CSU system targeted hospitality education as

one of four strategic initiatives in 2009. The CSU Hospitality Management Education Initiative (HMEI) "represents a new framework for collaboration between the hospitality industry and the California State University (CSU). This initiative will forge ties among industry leaders and educators, create excitement about career opportunities in hospitality, and inform prospective students and others about the full range of CSU hospitality management programs."

Dr. Andy Feinstein, Dean of the Collins College of Hospitality Management, serves as the Chair of the HMEI initiative. Chancellor Charles B. Reed and Dean Feinstein have put together the CSU Hospitality Industry Advisory Board consisting of senior executives

from leading organizations in key hospitality-industry sectors within California. Additionally, there is a CSU Hospitality Education Leadership Committee consisting of academic leaders from each CSU hospitality management program.— Dr. Virden is on the committee. The Leadership Committee met on June 1 to discuss curriculum, best practices, and educational opportunities for students, faculty, and industry professionals. This committee will provide a forum for mutual support and exchange of ideas among program leaders. Information about the HMEI initiative and CSU Hospitality Management programs can be found at <http://www.calstate.edu/hospitality/>

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## TR Students Change Lives Behind Bars

A developing partnership with the Salinas Valley Psychiatric Program (SVPP) has Therapeutic Recreation students working to change lives behind bars. To date, six interns have stepped into a level 4 maximum security prison in Monterey County to be a part of SVPP's therapeutic recreation team. Four of the six have stayed on to take permanent positions in the program.

At SVPP, students work with licensed therapists to provide services for patients ranging from eighteen years old up to the geriatric age group. Some common diagno-

ses assessed and treated include: Schizophrenia (typically with paranoid features), Major Depressive Disorder, Bipolar Disorder, and Schizoaffective Disorder.

Inside the program, interdisciplinary teams work together in an attempt to individualize treatment for each patient served. Staff and students use their skills to create and run innovative programming, and each person brings with them a unique perspective that helps the patients improve as a whole.

Recreation Therapy serves

many purposes at SVPP. The group programming model includes, but is not limited to, groups based on: Life Skills, Yard/Exercise programming, Framework for Recovery, Anger Management, Stress Management, Lifer's Group (i.e. groups for those who are doing life), and a variety of other groups.

Recreation Therapy at SVPP is a discipline that is valued for its contribution to the multidisciplinary effort as well as its ability to be flexible and adaptable. Students get to

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## A Message from the Chair

Dear HRTM Alumni and Friends,

Greetings from the land of Sparta! I hope you take a few minutes to peruse your Summer 2010 edition of *HRTM Connections* and read about some of the excitement going on in the Department. We just finished a challenging but productive year - our students and faculty continue to shine. Our three tenure track faculty, Drs. Kim Uhlik, Ranjan Bandyopadhyay and Jocelina Santos, completed a very successful publishing year with a total of six journal articles and one book chapter. Dr. Kate Sullivan was busy this year getting the new Corinthian University Club for faculty off the ground. Two of our lecturers, Steve Dowling and Rich Larson, received special recognition from the university this spring.

We graduated 148 students in the 2009-2010 academic year. These graduates included a record 87 Hospitality, Tourism and Event Management majors (B.S.), 48 Recreation majors (B.S.) and 12 Masters (M.S.) students in Recreation. Hospitality Management graduate Mattie Mott was recognized as an SJSU Presidents Scholar, and Recreation graduate Tri Trinh received the Presidents Scholarship from

the California Park and Recreation Society.

This has also been a challenging year for our students and faculty. The economic downturn and decreased state funding resulted in fewer classes. SJSU has gone to impacted status – meaning total enrollments have been reduced, and by fall 2011 majors will also be limited. Not only did students, faculty and staff cope with reduced state financial support – we also lost a very special faculty member, friend and colleague, when Dr. Gonzaga da Gama passed away last summer. Gonzaga served as a faculty member in our department for nine years, and the last four years he was also our graduate coordinator. His passing created a huge hole in our department and in our hearts. We have launched a fund raising campaign for a memorial scholarship in Dr. da Gama's name. So far we have raised over \$3,000 to endow this scholarship. Additionally, Dean Charles Bullock generously contributed \$5000 to fund two \$2500 scholarships for this first year – one undergraduate (Mikako Nomura) and one graduate (Kim Hoang Pham).

Both of our undergraduate degrees were revised and

strengthened by the faculty, based upon recommendations from our program review and updated accreditation standards. These curricula changes are in effect for new students arriving in fall, 2010.

Over the next year, I will be meeting with our Recreation Community Advisory Council to prepare for our 2011 Council on Accreditation self-study and visit. Dr. Joe Schultz has agreed to Chair that group. This next year, I will also be meeting and working with hospitality and tourism leaders in the community to develop a new Hospitality Leadership Council. This council will provide important industry leadership to support the long term development of our hospitality program.

As always, we enjoy hearing from our alumni – please stay in touch and let us know what you are up to and how your careers are going. As alumni and community friends, many of you play an important role in our student's success through class presentations, internships, networks and jobs – thanks for staying part of our team. Have a great year! Go Spartans!

Randy J. Virden, Chair



Dr. Randy J. Virden  
HRTM Department Chair

*"We graduated a record 148 students in the 2009-2010 academic year."*

## Rich Larson Recognized at the Spring CASA Dean's Award Reception

In May of 2010, lecturer Rich Larson received the CASA Dean's Special Recognition Award for his "commitment to sustainable community partnerships that create deep learning experiences." The award comes at the end of the fifth year of collaboration with Pebble Beach Resorts to provide a unique, hands-on, event management learning experience for SJSU students.

Each year, Rich manages 35 students from the HRTM department who earn college credit as a member of the "Special Event Management Team". The team manages corporate tents, skyboxes, and fairway concessions at the annual Pebble Beach AT&T Pro-Am, one of the PGA's most celebrated golf tournaments. During this experience, students develop and practice management, customer ser-

vice, and event-planning skills in a professional environment.

It's not all a day at the beach, however. Rich directs a demanding eight-day schedule with months of preparation and training. Students work from dawn till dusk, refining and developing customer relations in the midst of a world class golf tournament.

Rich demonstrates a wonderful commitment to students

he imparts to students the knowledge and values of hospitality and helps them grow personally and professionally. He brings experience from his dynamic career as an entrepreneur, special event coordinator, university instructor, freelance writer, management consultant and expert witness.

## TR Students

(cont. from page 1)

experience first-hand the application of classroom skills in a real-world setting and the diversity of approaches to improving lives. In an effort to provide a life-changing experience for others, the students experience their own life-changing moments in a world few get to experience.

## HEI Rocks (cont. from page 1)

**Symposium for Hospitality Education** - A Symposium for California Community College and CSU Faculty was held at the San Jose Hilton on Friday, May 14. The symposium was the first attempt to bring together hospitality educators at the community college and CSU levels to discuss hospitality education opportunities, trends, professional development and articulation issues in

California. The conference was sponsored by a Family & Consumer Sciences Grant. There were over 55 faculty in attendance representing 16 different community colleges and 10 CSU campuses. Guest speakers included Dr. Andrew Feinstein, Dean of Collins School of Hospitality Management; Dan Fenton, CEO and President of San Jose Convention and Visitors Bureau; Chef Paul

John Bernhardt, Culinary Arts, Diablo Community College; and John Southwell, General Manager, San Jose Hilton. Among other outcomes, there was strong support for making this conference an annual event – efforts are underway to hold another symposium next spring.

## Nor I – New Silicon Valley Hospitality Start-up

The Department of Hospitality, Recreation and Tourism Management recently formed an internship partnership with Nor I, a new start-up company. Nor I is the fastest growing technology company in the hospitality arena and is where the Hospitality industry and Silicon Valley technology meet.

Nor I generates incremental net revenue for hotel partners while simultaneously enhancing the guest's hotel experience. Nor I's customers include Hilton, Hyatt, InterContinental, Radisson, Fairmont, Sol Melia, Kimpton, and

Four Seasons and many boutique hotels. Nor I is currently exploring leveraging its solution to span more areas of hospitality including: airline, cruise line, car rental, spectator event and online/print advertising.

The success of recent HRTM interns (who have been subsequently hired by Nor I) led President and COO, Jason Bryant, to contact HRTM about developing an internship program for hospitality, tourism and event management majors. On May 13, Mr. Bryant presented an overview of the

company (including its business model) and discussed the new internship program – which will begin this summer. The goal is to find 3-5 hospitality students each semester (and summer) to work in a team environment to help build, support and develop new hospitality related technology products (both consumer and business based web-based interfaces).

The internships allow students to experience an innovative start-up company environment. Interns who are hard-

*“The Nor I internships allow students to experience an innovative start-up company environment”*

working and can handle a high-paced, multi-tasked start-up environment have an excellent chance of employment. Nor I has nearly doubled its sales and employees in each of the past two years (currently 70 full-time employees), and they are looking to do the same in the future.

## Elders of the Tribe: Stephen G. Dowling



Stephen G. Dowling has provided a steady influence to the lives of our majors. SJSU recognized Steve for his over 30 years of service as a lecturer this past spring. It is hard to believe but Steve first hired into the Recreation and Leisure Studies dept in 1979. Two of his recommendations for hire came from the then Mayor and City manager of Cupertino. High praise preceded his tenure at SJSU, and he has lived up

to and exceeded the well deserved praise.

Twenty five years of service in Cupertino coupled with his five years in the City of San Mateo have provided the backdrop for the content expertise Steve brings to the classroom. He is known for his relaxed, yet serious teaching style in the areas of event planning, supervision, professional writing, and finance in recreation. His zest for the

leisure profession and for life, make him a popular instructor for our “Creating a Meaningful Life” course, as well as in our graduate program.

The department has benefited greatly by Steve's decision to expand his career beyond service in municipalities. He has been and continues to be a fabulous addition to our academic team!

## Mr. Bob Alter: Advisory Board Visit



Bob Alter  
Hospitality Industry Advisory Board

**HMEI Adopt-A-Campus Program:** The San Jose State University Department of Hospitality, Recreation & Tourism Management was recently adopted by Mr. Bob Alter, a CSU Hospitality Industry Advisory Board Member. Each of the advisory board members picked a CSU campus to visit. Mr. Alter, the Chairman of Sunstone Hotel Investors, a NYSE publicly traded Real Estate Investment Trust based in San Clemente, California visited campus on March 18. Mr. Alter is a graduate of the Cornell University School of Hotel Administration and was

a member of the Cornell University Council from 1999-2003 and was a Dean' Distinguished Lecturer at the Hotel School in 2001. In June 2008, he received the Hospitality Innovator of the Year Award at the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at Cornell University.

Mr. Alter met with HRTM students, faculty, and local hotel officials during his visit. He shared with students his own professional journey as an entrepreneur – in 1976, he struck out on his own at age 25 and used his savings to pur-

chase a 28-room hotel in Steamboat Springs, Colorado. His morning discussion focused on entrepreneurship and its role in hospitality. Several faculty were able to spend time with Mr. Alter at lunch. In the afternoon, he discussed current hospitality trends in the hotel industry. One of the goals of the CSU HMEI initiative is to develop a closer relationship between hospitality industry leaders and the academic community. We hope to invite Mr. Alter back to campus again in the next academic year.

## Faculty Research Spotlight: Dr. Ranjan Bandyopadhyay

*"I am passionate about Tourism, and I want people to understand this complex phenomenon called Tourism much better."*

**- Dr. Ranjan Bandyopadhyay**

Dr. Ranjan Bandyopadhyay is Assistant Professor in the department. Ranjan obtained his Ph.D. in Tourism with a minor in Cultural Anthropology from Penn State University, and his dissertation explored the politics of heritage tourism in India. Previously, he taught at the Nottingham University Business School, UK.

His research is qualitative and inter-disciplinary in nature, drawing on insights from sociology, anthropology, political science, philosophy and cultural studies to understand the value of tourism, particularly in societal and political rather than economic terms. His research interests include sociology of tourism, visual culture, politics of representation, nationalism, heritage, nostalgia, identity, and social justice.

Ranjan has secured funding to support his research from

Penn State University, Nottingham University, Government of Taiwan and California State University. He has presented his research at preeminent conferences and universities like American Anthropological Association, American Political Science Association, Oxford University, UC Berkeley, among others. His publications have appeared in social science academic journals such as *Annals of Tourism Research*, *Journal of Sustainable Tourism*, and in well-known tourism journals like *Journal of Tourism & Cultural Change*; *Tourism, Culture & Communication*; *Tourism: an International Interdisciplinary Journal*. Ranjan was quoted in *Newsweek* recently for his work on the socio-cultural impacts of tourism in developing countries.



Dr. Ranjan Bandyopadhyay

## Current Student Perspectives

### Tri Trinh - BS in Recreation (2010)

My name is Tri Trinh, and I am a senior Recreation major and a Dance minor at SJSU. I am ecstatic to be studying abroad for one year at Lincoln University in New Zealand.

I was intrigued by the fact that New Zealand was the first country in the world to have a government department for tourism. Studying abroad in New Zealand is very important to me because my main area of focus is Tourism. I want to be immersed in a different culture and truly get the feeling of living independently in a foreign area. I selected the California State University International Program because it allowed me to stay on track with my degree progress. It also has the

same fees as attending SJSU and offers programs in Recreation and Tourism. I have always dreamt about visiting New Zealand. The two main things I want to experience through this program are becoming immersed in its magnificent culture and enhancing my studies in Tourism and Recreation.

A distinctive component of studying in New Zealand is the availability of nature and its beautiful landscape. The government, people, and tourists of New Zealand are very concerned about preserving the land and ecosystem. During school breaks, I am very fortunate to be able to travel and explore the magnificent coun-

try. I traveled to Stewart Island on the tip of the South Island during spring break, and completed a six-day back-country tramp. This tramp was physically demanding and mentally exhausting, but I was able to submerge myself in a pristine and absolutely breathtaking environment.

I will graduate from San Jose State University with a Bachelor of Science in Recreation in the spring of 2011. After graduation, I plan to serve in the AmeriCorps: National Civilian Community Corps for one year. I am very excited to pursue a career in Events Tourism.



Tri Trinh living large in New Zealand

### Jill Garcia - BS in Hospitality (2010)

For the past 4 months I have had the opportunity to complete my internship at Nor1. Nor1 is a hyper-growth startup company in the Silicon Valley that is bringing forth the likely intersection of technology and hospitality.

I come from almost 5 years of front of the house, luxury hotel experience. Making the transition to a technology

and analytics based hospitality company was an interesting, but almost logical, decision. It makes sense that technology and hospitality should go hand in hand in the Silicon Valley.

Working for Nor1 has shown me that the hospitality industry is not limited to careers in hotels, restaurants, or event planning. I realized there are so many more opportuni-

ties to be discovered within hospitality such as revenue management, analytics and technology.

My passion is hospitality, and my main career objective is to better the industry for both the hotel and the guest. Being able to work for Nor1 seeing firsthand how the eStandby Upgrade solution is impacting the hospitality in-

dustry has proved to be an invaluable experience. I am fortunate to have had this opportunity, and to graduate with a job offer knowing that I will be impacting the cutting edge of hospitality.



## HRTM Instructors Promote Take Back Your Time

Dr. Suzy Ross and B.J. Grosvenor, Faculty in HRTM, hosted our annual Take Back Your Time (TBYT) event in October. TBYT is a major U.S./Canadian initiative to challenge the epidemic of overwork, over-scheduling and time famine that now threatens our health, our families and relationships, our communities and

our environment.

We were delighted to have with us that evening three preeminent speakers who have been at the forefront of the TBYT movement: John de Graaf, Executive Director of Take Back Your Time ([www.timeday.org](http://www.timeday.org)); Cecile Andrews, author of *Slow is Beautiful: New Visions of Commu-*

*nity and The Circle of Simplicity: Return to the good Life*; and Richard Hobbs, Executive Director, Human Agenda, whose mission is to advance initiatives on sustainable wages to allow everyone the possibility of working to live, instead of living to work.

In the audience were com-

munity members and students representing a wide variety of college majors. The panel generated thought provoking response and queries from those in attendance.

## 2010 HRTM Outstanding Alum: Linda Roberts Klemczak



*“Recreation programs enhance life, teach skills, build self-esteem and confidence, create community, improve lives & contribute greatly to the economic development of the community.”*

Linda Roberts Klemczak received her Bachelor of Science degree from SJSU in Recreation & Leisure Studies in 1976. Linda has worked in the recreation profession ever since. She began her career in Santa Clara as a Playground Program Coordinator. She later served as Santa Clara’s Cultural Arts Coordinator. She went on to become a Senior Recreation Supervisor for Union City’s Recreation & Leisure Services Department.

Linda spent the last 25 years working for the City of

Campbell. She has been responsible for managing every aspect of the city’s vibrant community center: the staff, operations, maintenance, property and budget. She was also directly responsible for the operations of Campbell’s Heritage Theatre, and the Historical Museum & Ainsley House.

Linda was recently promoted in 2009 to become the Director of Recreation & Community Services for the City of Campbell. She is a strong advocate for parks and recreation programs as the

leader of one of the state’s most successful community service departments. She also takes the time to enjoy recreation in her personal life. She loves to play golf and travel with her husband, Mark. She has volunteered to walk and score for 7 years for the AT&T Pebble Beach Pro-Am. She also loves reconnecting with her family and friends whether it be at her mountain cabin or her home in Santa Clara. During her own leisure time, she enjoys hiking, fishing, boating, photography and cooking.

### Gifts and Donations:

*Thanks to the following individuals and organizations for their gifts to the Department and/or the Gonzaga da Gama Memorial Scholarship over the past year.*

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