



EAST STROUDSBURG UNIVERSITY

Hospitality, Recreation &
Tourism Management



2024 HRTM Highlights

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- II. HRTM Best Poster Award
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MESSAGE FROM DR. STANLEY CHIANG, CHAIR HRTM

As international barriers continue to diminish, the concept of a globalized village becomes increasingly apparent, bringing individuals from different parts of the world closer together than ever before.

Here at HRTM, international tourism forms an integral part of our program. We are committed to providing students with the opportunity to engage in global experiences by traveling abroad. This approach facilitates international learning within the classroom and fosters meaningful interactions with local businesses and stakeholders. By doing so, we aim to equip our students with a profound understanding of the international hospitality, recreation, and tourism industry.

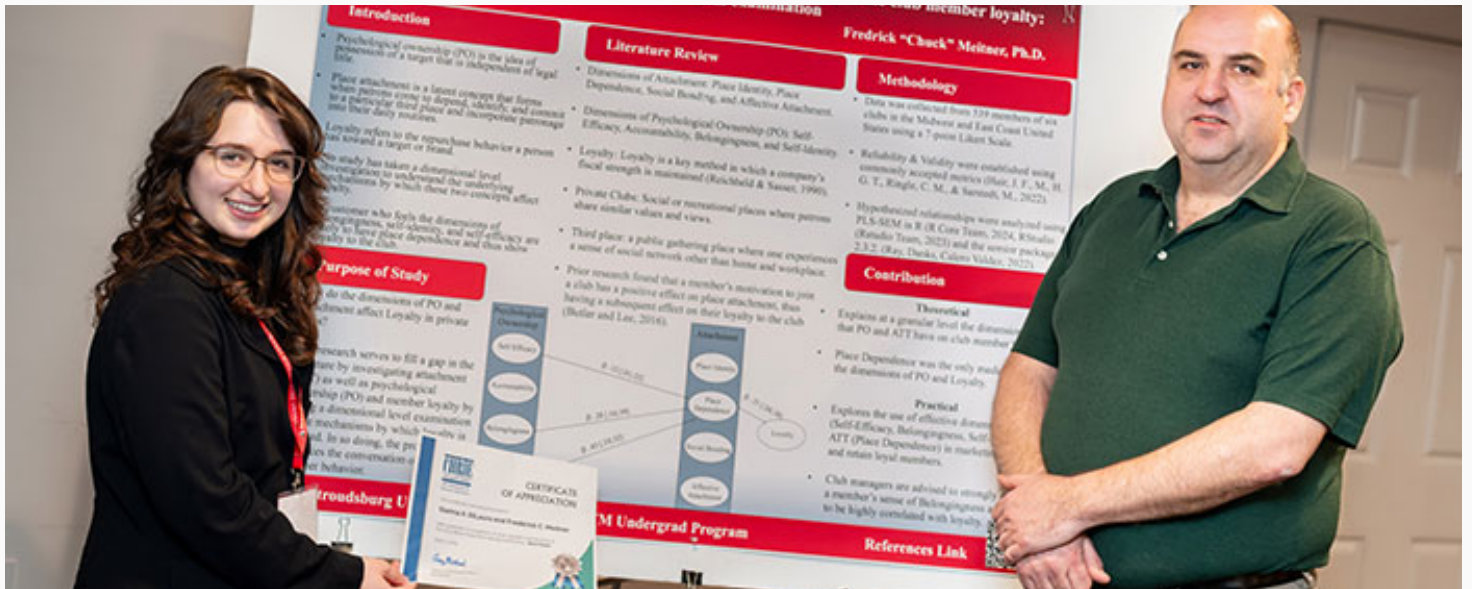
In Hospitality,
Dr. Chiang



I. HRTM Students Spent Spring Break in Italy

East Stroudsburg University students studying Hospitality, Recreation, and Tourism Management (HRTM) had the opportunity to study abroad in Italy for nine days earlier this semester. The students explored the Tuscany region, where they learned about viticulture and winemaking. They visited three renowned vineyards: Poggio Alloro in San Gimignano, Ruffino in Chianti, and Tenute Silvio Nardi in Montalcino. Each winery hosted a guided vineyard tour providing students with an in-depth understanding of how wines are produced in Italy.

The group also visited Rome, where they had the chance to explore the Vatican Museum, Sistine Chapel, and St. Peter's Basilica. They also visited the Roman Forum and the Colosseum, experiencing the rich history and culture of Italy. "This trip was an incredible opportunity for our students to learn about Italian wine production and explore the historical and cultural landmarks of Rome. We are proud to offer this unique study abroad experience that goes beyond sightseeing," said Dr. Chiang. "The trip transformed ESU students into more well-rounded global citizens by fostering personal growth, honing communication skills in an immersive environment, and broadened cultural perspectives while giving them a deeper look into the industry."



II. HRTM Best Poster Award at Conference

East Stroudsburg University student Gianna DiLauro, a senior studying hospitality, recreation, and tourism management (HRTM) from Stroudsburg, Pa., and Fredrick “Chuck” Meitner, Ph.D., assistant professor of HRTM, attended the 2024 International Hotel, Restaurant, and Institutional Education (ICHRIE) Northeast North America Federation Conference at the University of Southern Maine.

At the conference, DiLauro received the Best Poster Award for research she did, with Dr. Meitner, exploring the nuanced dynamics between psychological ownership and attachment theory and loyalty within private clubs. “Gianna’s accomplishment defies convention as poster presentations of this caliber are typically associated with graduate students,” Dr. Sylvester Williams, Dean of ESU’s College of Business and Management said. “This accolade not only underscores Gianna’s exceptional talent but also highlights the pivotal role played by the ESU Summer Undergraduate Research Experience (S.U.R.E.) grant in supporting her endeavors.”

Awarded in 2023, the S.U.R.E. grant facilitated DiLauro’s research journey, empowering her with resources to delve deep into data analytics techniques, including R programming.



III. National Restaurant Association Show

A group of enthusiastic hospitality students, led by Dr. Chuck Meitner embarked on an inspiring journey to the National Restaurant Association Show in Chicago, Illinois. This premier event for the hospitality and tourism industry provided a wealth of opportunities for the students to gain valuable firsthand experience. Throughout the event, the students actively engaged with industry experts, gaining valuable insights into the latest trends and developments. They attended a variety of sessions and workshops, learning about innovative practices and emerging technologies that are shaping the future of the hospitality industry.

One of the trip's highlights was the opportunity to meet and interact with some of the most celebrated chefs in the industry. The students were thrilled to encounter culinary legends such as Thomas Keller, Rick Bayless, and Christine Ha. These interactions provided invaluable advice and motivation for their future careers. The National Restaurant Association Show in Chicago proved to be an enlightening and transformative experience for the students. It broadened their perspectives, enhanced their knowledge, and fueled their passion for the hospitality industry. This trip offered them an invaluable opportunity to connect with industry leaders, learn about cutting-edge innovations, and envision the limitless possibilities in their future careers.

IV. 2024 43rd Honors Convocation



Seniors from the HRTM program were recently invited to speak and receive awards at the 43rd Annual Honors Convocation. This event recognizes distinguished students, and it was a great honor for Kiondre Kenner, HRTM Senior and President of the Hospitality and Tourism Management Club, to be invited as the APSCUF Student Scholar Speaker.

Gianna DiLauro, HRTM Senior and VP of the Eta Sigma Delta International Hospitality Honor Society received the 2024 Ali-Zaidi Academic Excellence Finalist Award Presentation by President Kenneth Long. Seniors who were also recognized during the event: Alia Cantoral, Emma Stephens, Kiondre Kenner, Josephine Milanzi, Gianna DiLauro, and Rebecca Novak. We are proud of our graduating seniors for achieving such great recognition of our major. The criteria for Honors Selection include completion of at least 96 semester hours with a minimum QPA of 3.50, reflecting at least 36 semester hours of work, excluding Pass/Fail, completed at ESU.

V. Stony Acres Challenge Course



Stony Acres Challenge Course Level 1 Badge: Teambuilding on Low Elements and Basic Belaying is designed and offered for hospitality, recreation, and tourism majors. This two-day training session introduces a variety of warm-up, trust, and group problem-solving activities through low ropes courses. Participants will be able to gain the following competencies and a Credly badge after completed and passed the challenge.

- Define and explain basic concepts of working with groups from different demographics in a ropes course setting
- Facilitate warm-up, trust, and group problem-solving activities
- Demonstrating spotting and participant safety skills
- Lead processing/reflecting discussions during activities

In addition to the above basic components, after participants have successfully completed the course, they will be able to distinguish the basic concepts of static and dynamic belays and demonstrate proper climbing communication protocols and basic belaying.

VI. Alumni Networking and Career Expo

The Hospitality, Recreation, and Tourism Management Department of East Stroudsburg University organized the Alumni Networking and Career Expo Event. The event aimed to bring together HRTM alumni, industry professionals, and businesses to share industry best practices, career opportunities, and employment opportunities.

The event started with opening remarks from guest speakers Sylvester Williams, Dean of Business and Management, and Christopher Barrett, CEO of Pocono Mountains Visitors Bureau. After the opening remarks, the event recognized 15 students who received scholarships in 2023. These scholarships were awarded to Kahli Abrams, Gianna DiLauro, Evelyn Belkey, Julia Gallo, Kiondre Kenner, Crysta Heffner, Rebecca Novak, Charles-Oliver Godin-Blier, Joshua Petschelt, Aliyyah Potts, and Emma Stephens. The event also hosted the Eta Sigma Delta International Hospitality Management Society induction ceremony for eight HRTM students.

The guest speakers presented on various topics such as hospitality leadership, contract food service, revenue management, and profit margins in asset management companies, data analytics and the sales industry, how to attract and identify talents, time management, and current trends for regional park systems.

Finally, students from the College of Business and Management had the opportunity to visit vendors from the career fair, including Aramark, Camelback Resort, Great Wolf Lodge, Kalahari Resorts & Conventions, Kittatinny Canoes, Inc., Lehigh Valley Restaurant Group, Live! Hospitality & Entertainment, Mountain Creek Resort, Onvo, Pocono Mountains Visitors Bureau, Pocono Raceway, Serenite Private Residence Club at Camelback Mountain, Settlers Hospitality, Special Recreation Services, Inc., Stone Mountain Adventures Summer Camp, Wyndham Destinations, YMCA of Bucks County and Hunterdon Counties.

VI. Alumni Networking and Career Expo



HRTM Alumni and Guest Speakers



2023 HRTM Scholarship Awardee

VI. Alumni Networking and Career Expo

HRTM CAREER EXPO

EXPLORE CAREER
OPTIONS TODAY!

Including:


- Aramark
- Camelback Resort
- Great Wolf Lodge
- Kalahari Resorts & Conventions
- Kittatinny Canoes, Inc
- Lehigh Valley Restaurant Group
- Live! Hospitality & Entertainment
- Mountain Creek Resort
- Onvo
- Pocono Mountains Visitors Bureau
- Pocono Raceway
- Sérénité Private Residence Club at Camelback Mountain
- Settlers Hospitality
- Special Recreation Services, Inc.
- Stone Mountain Adventures Summer Camp
- Wyndham Destinations
- YMCA of Bucks County and Hunterdon Counties

REGISTER ON
HANDSHAKE



 MARCH 14, 2024, 1:00pm-3:00pm

 SCI TECH LOBBY

 (570) 422-3219

 careerdevelopment@esu.edu



VII. HRTM Event Planning Activities



College Bound Program



2023 Pickle Me Festival



ESU Pride Festival



Stroudsmoor Country Inn

VII. HRTM Event Planning Activities

Students in our event planning courses have been exposed to necessary event planning skills such as: designing the meeting experience, strategic planning, site, and venue selection, negotiating contracts, budgeting, and marketing the meeting. Students have also helped plan departmental and campus-wide events as well as completed professional events and meeting planning internships in resort and convention centers.

Students were involved with the marketing, planning, and execution of the 2024 Annual Earth Day Festival at Pocono Environmental Education Center. The Festival is to celebrate the Earth and our environment through activities and hands-on learning experiences.



ANNUAL EARTH DAY FESTIVAL
SATURDAY, APRIL 27 • 11AM-4PM

HELP US CELEBRATE THE **EARTH!**

CALL **PEEC**
570.828.2319

\$5 PER CAR

There will be hands-on learning stations, interpretive hikes, conservation exhibits, crafts, food, music, and much more!

POCONO ENVIRONMENTAL EDUCATION CENTER
538 Emery Road • Dingmans Ferry, Pennsylvania 18328

VIII. Outdoor Environmental Education

RECR 280's adventures in Outdoor Environmental Education, we visited the Pocono's best-hidden nature center: Lacawac Sanctuary. The students toured both the visitor center and the up-and-coming environmental education building, examining the educational displays and exploring the interactive Nature Scavenger Hunt trail. The student then explored the Lodge of Connell Park, a National Historic Landmark, now utilized for special events, such as weddings. We ended our day by hiking around the pristine glacial lake of Lacawac and learning about the unique geology of the area.



IX. Hospitality & Tourism Management Club (HTMC)

The Hospitality & Tourism Management Club (HTMC) allows students to gain actionable advice from a wide variety of industry experts. The HTMC provides networking and career contacts. The club hosts club activities, field trips, trade shows, and property tours.

We are honored to share that the HTMC club received the education program award once again for our outstanding effort in bringing HRTM majors and the industry together! Join our club by searching and adding "Hospitality and Tourism Management Club" in Warrior Link.

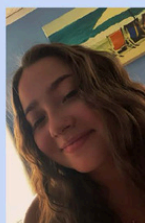
HTMC FALL 2024 OFFICERS



Advisor - Chuck Meitner



President - Kaeli Weatherford



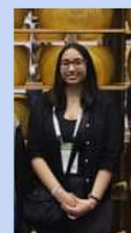
Vice President - Jamie Freeze



Secretary - Brooke Shallop



Mary Popielarz
- Public Relations



Catherina Maldonado
- Treasurer



IX. Hospitality & Tourism Management Club (HTMC)

A Message from the President:

Hello everyone, my name is Kaeli Weatherford president of the Hospitality and Tourism Management Club for the upcoming Fall 2024 semester. My major is Hospitality Tourism and Recreation Management with a minor in Event Planning. This will be my third year at ESU. I am heavily involved in HTMC and ESU Christian Fellowship. Both clubs offer me many opportunities to connect and meet new people.



Being a campus leader challenges me and motivates me to give my best to the club. I am very excited for the upcoming semester. Please feel free to contact me about any of the organizations mentioned or any opportunities to help you get acquainted with ESU. I look forward to meeting new warriors and strengthening our connections throughout the semester.

Kaeli Weatherford

President of Hospitality and Tourism Management Club

IX. Hospitality & Tourism Management Club (HTMC)

A sample of our the clubs tours and activities, to find more please follow us on Esu Hrtm Dept on facebook and Instagram.



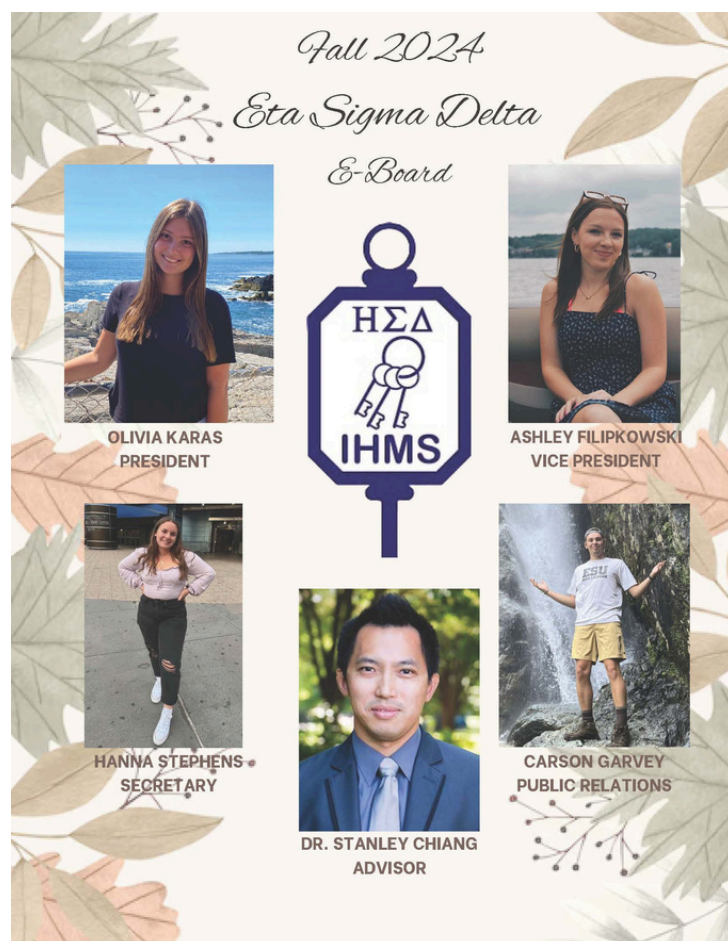
X. Eta Sigma Delta Hospitality Honor Society: ESU Chapter



The Eta Sigma Delta ESU Chapter was introduced to East Stroudsburg University in 1990, and since then has helped hospitality students become better leaders and prepared for success in the industry.

Eta Sigma Delta has grown to have over 90 chapters. These chapters allow members to distinguish themselves from others in the hospitality field, job recruitment, and educators.

There are six points of honor that ESD students will recognize and shine including Creativity, Diversity-Equity-Inclusion, Ethics, Excellence, Leadership, and Service. To join the society, students need to declare themselves as HRTM majors with a cumulative GPA of 3.0+ and a junior/senior status.



EAST STROUDSBURG UNIVERSITY ESD INDUCTION CEREMONY



INTERNATIONAL
CHRIE
Council on Hotel, Restaurant,
and Institutional Education
*The Hospitality &
Tourism Educators*



Congrats



XI. Internship Spotlight: Rebecca

This past summer, I completed an internship at Bear Brook Valley in Fredon, New Jersey. I have been working at this venue for the past three years. During my internship, I was promoted and began taking on clients, allowing me to start planning my own weddings. This experience made me a more well-rounded employee as I gained valuable experience in every department including wedding coordination, marketing, reception, kitchen, and bar. On wedding days, I conducted property tours,

assisted as a bridal attendant, acted as an assistant coordinator.



I highly recommend this internship to future students. The hands-on experience and supportive environment provided invaluable insights into the Hospitality and Events industries. I am grateful for this internship opportunity and the support from my co-workers, which has broadened my understanding of the industry and helped me in my future career aspirations. As part of my internship, I worked on a special project that involved producing over 30 original videos for use during the live broadcast of the weekend event.

XI. Internship Spotlight

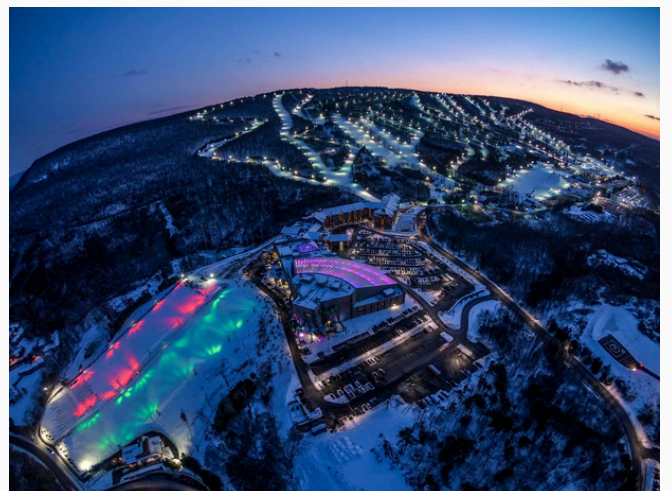
Rachel Granor

I commenced my tenure at Camelback Resort in June 2022 and swiftly acclimated to the inclusive atmosphere. After a year as a retail associate, I was offered the role of retail supervisor, despite initial reservations due to being a full-time student. However, I embraced the position, confident in my ability to effectively lead the team. Throughout my internship, I remained in this role, overseeing multiple outlets and focusing on the "4 keys to success": Personalization, Warmth, Awareness, and Proactivity.



My primary responsibilities encompassed managing the "Mountain Market" store, supervising a team of 5 associates, achieving sales targets, and ensuring store hygiene. Additionally, I underwent cross-training at the Café & Bar coffee shop, where I acquired expertise in specialty coffees and gained valuable insights into the food and beverage operations. This exposure enabled me to engage with guests from diverse backgrounds, handle various scenarios, and foster enduring connections. I take immense pride in my role at Camelback Resort and eagerly anticipate the future opportunities it offers.

The logo for Camelback Resort, featuring the word "Camelback" in a large, red, cursive font, with the word "RESORT" in a smaller, red, sans-serif font below it.

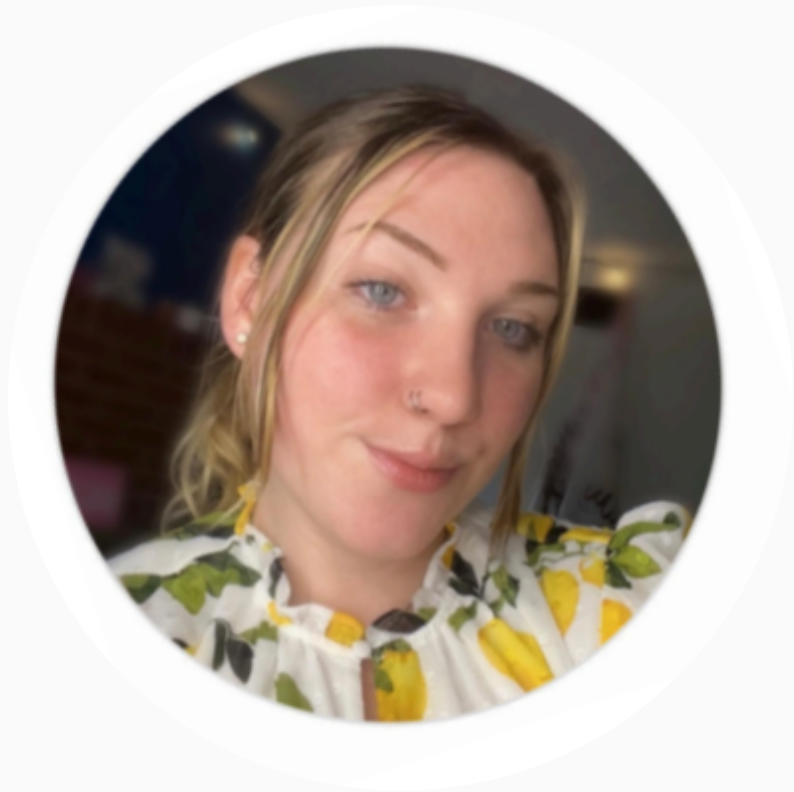


XI. Internship Spotlight

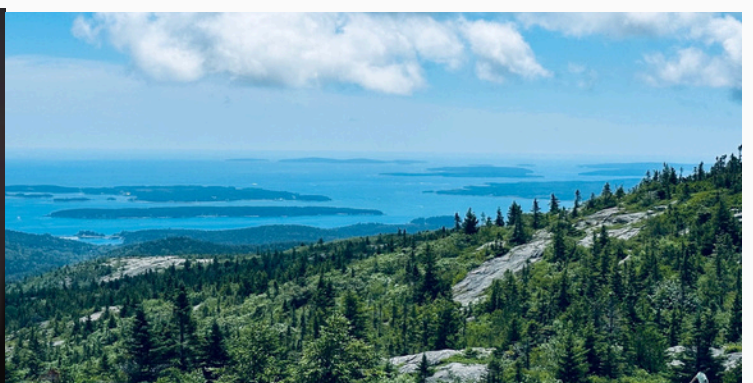
Jessica

During the summer of 2024, I interned at AAA North Penn, a company with more than 1,000 offices that provide services to its members, including roadside assistance, travel, and license work. I have always loved to travel and knew that I wanted to work in the travel industry.

The AAA North Penn Club has given me so many opportunities to learn and experience what travel is all about. Through them, I was able to travel to different office locations and cruising port locations to acquire the learning goals I had set for myself.



The travel agents that I had the pleasure of meeting over a short span of time were all wonderful in teaching me the different aspects of travel. Interning as a Travel Agent was one of the best decisions I have ever made. I highly recommend ESU students to consider AAA North Penn as a possible company to complete their internship.



XI. Internship Spotlight

Kenny Maula

I had a great experience at Great Wolf Lodge. I applied for the internship because the general manager, Bill Colavito, visited our school and left a strong impression on me. I learned something new every day, even if I didn't realize it. My priority in the food and beverage department was to ensure that the guests had a memorable experience. Throughout the internship, I gained valuable experience in the food and beverage industry and developed strong customer service skills by assisting guests with their needs.



The internship provided me with hands-on experience in ensuring guest satisfaction and maintaining high customer service standards. I also had the opportunity to participate in job shadowing. During these sessions, I joined other interns in different departments to learn about their operations. This helped me develop skills in communication, teamwork, and problem-solving while understanding industry regulations and standards. My supervisors and managers were very helpful in training me to become a food and beverage supervisor.



XI. Internship Spotlight

Hannah Einwechter

I had the amazing opportunity to intern as a front desk agent at Camelback Resort this past Spring of 2024. My main responsibilities included checking guests in and out of the hotel, addressing inquiries, resolving issues, and establishing a rapport with the guests. This role provided me with invaluable learning experiences, particularly because I had never worked in a front office position before. I acquired skills in navigating PMS systems, communicating effectively with guests using hotel platforms, and driving ticket sales.



Additionally, I gained insight into back office operations, which involved answering phone calls and responding to texts from the texting services. Throughout my internship, I had the opportunity to gain comprehensive knowledge of front and back office procedures, and I am tremendously grateful to my managers and directors for their guidance. Overall, this experience was truly eye-opening, and I am thankful for the opportunity to learn and advance my career at Camelback Resort.



XII. Alumni Spotlight

Mia Svetovich - Class of 2022



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UNIVERSITY**

Hospitality, Recreation &
Tourism Management



Mia Svetovich
Restaurant Manager
Gaylord Palms Resort and
Convention Center
Class of 2022

I spent a year as manager in training through the Gaylord Palms specialty outlets, including the Old Hickory Steakhouse, Socio the Cuban-inspired lobby bar & MOOR, and regionally inspired cuisine. During my program, I also took online leadership & and professional development courses & and had the opportunity to shadow every department in the hotel. After completing my program, I became the Restaurant manager of MOOR.

XII. Alumni Spotlight

Nicole Sohns - Class of 2010



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Hospitality, Recreation &
Tourism Management

Nicole Sohns

Regional Director of
Revenue Management

InterMountain Management

Class of 2010

With a hospitality career spanning back to 2004, Nicole has worked in many different positions in hotels and restaurants. She discovered her passion for revenue management in 2017 and has been in that role ever since. Nicole earned the Certified Revenue Management Executive (CRME) certification in 2021, underscoring her commitment to staying at the forefront of industry trends and best practices.

XII. Alumni Spotlight

Donna Ward - Class of 1985



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Hospitality, Recreation &
Tourism Management

Donna Ward

Vice President of Sales
Hard Rock Hotel Casino
Class of 1985



Donna is a senior executive with 38 years of proven success in sales, marketing and operations. her accomplishments are built upon a strategy of attention to detail and intense focus on internal and external customer service. I have an extreme love of family, community and am highly competitive both personally and professionally.

XIII. Scholarships

Scholarships provide financial support to students who have achieved academic success within the Hospitality, Recreation, and Tourism Management Department. Each year, HRTM scholarships are posted on esufoundation.org. Applications are open from March through April for applicants to apply.

Each scholarship may have specific scholarship requirements. We thank our alumni, industry partners, and corporate sponsors for supporting HRTM scholarships!

2024-2025 HOSPITALITY SCHOLARSHIP AWARDS

Ashley Filipkowski

Jack Jones Memorial Endowed Scholarship

Kyra Lenhart

Camelback Ski Corp Endowed Scholarship

Julia Gallo

Edmund A. Strickland Endowed Book Award

Delaney Wessner

Alice Hartinger Shelly '04 Annual Scholarship

Austin Tipping

Hotel, Restaurant & Tourism Annual Scholarship

Rebecca Novak

James T. Kassel, Jr. '86 Memorial Endowed Scholarship

Hanna Stephens

Jeffrey and Robin Robertson '84 HRTM Annual Scholarship

Kerrin Sullivan

Colin Brett Orodener Memorial Endowed Annual Scholarship

Kaeli Weatherford

Todd and Shari Nelson Family Foundation Annual Scholarship

Olivia Karas

Pocono Mountains Visitors Bureau Recreation Annual Scholarship

Kahli Abrams

Pocono Mountains Visitors Bureau Bob Uguccione Endowed Scholarship

XIII. Scholarships

2024-2025 AMERICAN HOTEL LODGING ASSOCIATION SCHOLARSHIP AWARDS



Alexis Fox

Dalaney Wessner

Kaeli Weatherford

Rebecca Novak

**HOSPITALITY, RECREATION AND TOURISM
MANAGEMENT DEPARTMENT**

Congratulations to the recipients of the 2024-2025 American Hotel Lodging Association Scholarship! The AHLA acknowledges the dedication and hard work of students in the hotel and lodging industry. These students have a promising future ahead with long-lasting careers awaiting them.

XIV. 2023-2024 Internship Sites

Hospitality, Recreation, and Tourism Management majors have completed internships at the following sites during 2023-24 academic year:

AAA Travel North Penn
Bear Brook Valley
Camelback Resorts
Cooper's Seafood House
County of Bucks Department Parks and Recreation
Disney World & Resorts
Great Wolf Lodge
Homeplate Catering & Hospitality
PLS Logistics Services
Pocono Mountains Visitors Bureau
Top of the world, Sawcreek Estates
Slate Quarry Hotel Inc.
Stroudsburg Open Space Commission



XV. Crayola Executive Lecture Series

The Crayola Executive Lecture Series is part of the College of Business and Management Residential College program offering all students the opportunity to interact with guest lecturers, learn about their career and business ventures and life experiences.



XV. Hospitality Data Analytics

Beginning Fall 2024, the HRTM department will begin to offer a minor in Hospitality Data Analytics which provides students with the ability to develop analytical skills to discover information from large amounts of data, eliminating guesswork from planning marketing campaigns to create a comprehensive analysis of a company's financial status and establish a revenue stream.



EAST STROUDSBURG UNIVERSITY

Hospitality, Recreation, and Tourism Management **Minor in Hospitality** **Data Analytics**

Minor in Hospitality Analytics (18 Credits)

Core Courses (12 Credits)

- HRTM 100:** Fundamentals of Data Analytics (3)
- HRTM 205:** Data Wrangling in Hospitality Data Analytics (3)
- HRTM 315:** Operation Analytics in Hospitality Management (3)
- HRTM 461:** Hospitality Data Analytics (3)

Electives (6 Credits)

- HRTM 351:** Hospitality & Tourism Information System (3)
- HRTM 420:** Applied Deep Learning in Hospitality Industries (3)
- HRTM 462:** Advanced Hospitality Data Analytics (3)
- HRTM 490:** Hospitality & Tourism Data Analytics Internship (3)