



# HOSPITALITY MANAGEMENT

NEWSLETTER

## From the Dean



Dr. Charles Calvert

What a great start to the year! USCB opened the new \$24 million, state-of-the-art Hilton Head Island Campus to classes on January 14th! The campus is specifically

dedicated to Hospitality Management education and designed to function like a working conference center. It was designed to be an experiential learning campus. The facilities include a teaching kitchen for the Quantity Food Course and a beverage lab for our Wines, Spirits, and Beverage course. A Hospitality Technology and Innovation lab also allows students to produce professional-quality reports for industry and their classes. Students have access to local hospitality industry professionals on campus as guest speakers and as mentors at local businesses during their work experience on the island.

The Hilton Head Island Campus offers upper-division courses Monday to Thursday, with no classes on Friday. The innovative schedule allows students time to work after 3 p.m., and Friday through Sunday in order to gain practical experience in their field of study. Students are also able to earn funds that assist them in paying for their college education, and many local businesses provide our students with additional tuition assistance.

Students can gain research and data analysis experience with The Lowcountry and Resort Islands Tourism Institute and event management experience through the Center for Event Management Hospitality Training. Both of these

*(Continued on page 4)*



# NOW OPEN!

Our beautiful Hilton Head Island Campus is now open! Hundreds gathered for the ribbon-cutting ceremony on Nov. 14, 2018, and toured the sparkling new facilities, which include 40,000 square feet of classrooms, conference rooms, student services, faculty offices, and event and meeting facilities. The expansive food and beverage labs offer students the opportunity to learn safe food preparation and creative beverage service hands-on with state-of-the-art food-service equipment. A fully equipped science lab houses the marine and environmental biology courses. Tiered and traditional classrooms complement the 35-station computer classroom, which is being used for analytical hospitality courses, including accounting, cost controls and revenue management. A small café with indoor and outdoor seating provides breakfast and lunch options for students; it's open to the public during the week.

The Osher Lifelong Learning Institute (OLLI), Lowcountry and Resort Islands Tourism



Institute (LRITI) and the Center for Event Management and Hospitality Training (CEMHT) are now headquartered at the Hilton Head Island Campus. Space has been dedicated for the Heritage Library Foundation, which offers resources for ancestry research and historical information about Hilton Head Island and the Lowcountry.

The campus represents a return to Hilton Head Island for USCB, which offered classes in the 1980s and '90s in an office building originally located in the same spot where the new campus has been built. "It feels so good to be home," says Su Gibson, faculty member and Hilton Head Island native. "The school's ties to the community have always been strong, but now that we're back on the island, we'll be able to offer that much more in terms of elevating the hospitality experience for our residents and visitors through the work of our students and graduates."

# Taste of the Season: A Splendid First Community Event Held On Campus

Hilton Head Island – Bluffton Chamber of Commerce's 2018 Taste of the Season event was held on November 16th, just days after the new USCB Hilton Head Island Campus ribbon-cutting ceremony. The event showcased the new campus and its beautiful facilities to more than 500 attendees and 38 participating local restaurants and eateries. Our students also took part as event volunteers, organized through the hospitality program's Event Management course led by instructor Keri Olivetti, the director of USCB's Center for Event Management and Hospitality Training.

Fenna Leijsten, an exchange student from HZ University in the Netherlands, was one of the student volunteers for the event. "Working these kinds of events shows you how much time and effort go into each event. It really gave us and the guests the opportunity to see the new building from the inside," Leijsten said. She and the other student volunteers provided help decorating the building and organizing the flow of attendees by checking bracelets at the entrance to the VIP area. The best



part? Leijsten said the volunteers were given the opportunity to sample the delicious foods served to attendees from each restaurant. Score!

## Hospitality Student Association Continues its Expansion



Fall 2018 was a historic semester for USCB! Beyond the state-of-the-art Hilton Head Island Campus opening, the Hospitality Student Association (HSA) hit its stride. The new HSA was officially founded in the spring semester of 2018, and began activities with a staff-guided behind-the-scenes tour of the Sonesta Resort. Regional Marketing Director of Expedia DeJa Hunt also traveled to campus to hold an informative session for the group. Despite two hurricanes and other campus challenges this fall, HSA was able to tour Palmetto Bluff, take a bike tour of HHI and the new campus, and welcome our first HZ foreign exchange student member. Our board members formed the Warm Welcome Team for the HHI campus ribbon cutting celebration.

HSA is growing, and we always look forward to new student members. This organization is a wonderful way to get to know other Hospitality Management majors, explore the Lowcountry, see the different aspects of the industry, build your resume, and network if you would like to work where we visit. We have a monthly event and a meeting every two weeks. Students: join our Facebook, Instagram, and Org Sync page to be up-to-date and email me if you would like to be added to the email list!



Plans in the pipeline for our upcoming schedule include: Volunteering at Hood to Coast Hilton Head Island Relay, an internationally renowned race, Touring the Disney Hilton Head Resort, touring a Lowcountry Spa, and

job shadowing an event planner, just to name a few. We are open to all majors, so consider joining us to explore more of the Lowcountry next semester!

It is our desire to grow and make an impact on the industry, campus, and community. If you have any questions or any suggestions on future events, feel free to contact me at sam19@email.uscb.edu or 803-741-8200. ~ Samantha Moore, Hospitality Student Association Organizer

# Eta Sigma Delta Holds Food Drive

The Eta Sigma Delta hospitality honors society conducted a very successful food drive this fall for victims of hurricanes Florence and Michael. The drive was organized by Alexandria Rivers and Sarah Sheedy of the organization. They received generous donations of canned and packaged foods from USCB students when stationed outside of the café in November and from students in several hospitality courses. The donated foods were given to the Red Cross and Bluffton Self Help.

Eta Sigma Delta is a national honor society organized by the Council on Hotel, Restaurant, and Institutional Education (CHRIE). Hospitality Management faculty member Nancy Hritz advises the USCB chapter, which has approximately 20 esteemed members. Membership is exclusive, with students having to meet academic excellence and hospitality degree progress criteria before admittance to the society.

For more information about the society or a link to the application to join USCB's chapter of Eta Sigma Delta, please contact Dr. Hritz at [nhritz@uscb.edu](mailto:nhritz@uscb.edu).



## JOB BOARD

USCB's Hospitality Management students are highly sought after by local businesses, and students and alumni have many work and internship opportunities available at any given time. Sean Barth, internship director for the program, receives and distributes job postings to current and former students who have signed up for the email blasts. Here are some examples of the exciting opportunities currently available:

- **Resort Operations Supervisor** (F&B) at the Barony Beach Club, MCVI Hilton Head Island
- **Event Management Intern** with the AdFish Group including event management, marketing & PR
- **Travel Sales Agent** with AAA, Hilton Head and Bluffton
- **Summer Internships** at all Marriott Vacation Club properties, Hilton Head Island

If you would like to post a job for our students or receive the job email blasts, please contact Sean Barth at [barthse@uscb.edu](mailto:barthse@uscb.edu)

## FACULTY HIGHLIGHT:

### Nancy Hritz Publishes New Research About Cruise Satisfaction



Dr. Nancy Hritz published the article "Millennials' perceptions of social interactions, memorability and satisfaction onboard cruise ships" in the journal "Tourism in Marine Environments." Coauthored with Shelby Rodden, the study examined the unique social environment that

cruise ships present and their relationships with memorable experiences and therefore intention to cruise again.

A special feature of the cruise experience is that passengers and crew cohabitate and are interacting with each other at all times. Cruise passengers and crew are confined to a relatively small location, particularly during days at sea, in contrast to land-based hotels and resorts. Moreover, cruise ship spaces are carefully designed and strategically planned and this lends itself to memorable experiences.

The research determined that social interactions among passengers were more memorable than passenger and crew interactions for the millennial demographic. Moreover, the authors find that the size of ship may play a role. Social interactions on ships that were considered large in size (accommodating 2,500–3,499 passengers) were rated as more satisfying than those on larger or smaller ships.

# Scholarship Opportunity

Our students have many opportunities to work and gain experience while earning money to pay for college. What's even better than that? Receiving a scholarship. The deadline for the Tourism Leadership Council scholarship has passed for this year (good luck, applicants!), but there is always another scholarship on the horizon.

For example, for those students interested in the spa industry, the International SPA Association Foundation is now accepting applications for the 2019 ISPA Foundation Mary Tabacchi Scholarship. The scholarship was created in 2006 and named in honor of Mary Tabacchi, Ph.D, RD, Professor, Services Marketing and Operations Management, at the Cornell School of Hotel Administration.

Junior, senior or graduate students enrolled full-time in a bachelor's or master's program pursuing a career in spa management, leadership or entrepreneurship are encouraged to

apply by April 5, 2019. The recipient will receive \$5,000 to offset his/her educational expenses as well as a complimentary registration, travel stipend and hotel accommodations to attend the 2019 ISPA Conference & Expo, which will be held at the Venetian Resort in Las Vegas! Additionally, the recipient will receive a one-year ISPA student membership and will be assigned a one-year mentor to help navigate his/her career aspirations.

To learn more about eligibility requirements and to access the application, please visit the ISPA website listed below or contact a member of ISPA staff.

International SPA Association  
2365 Harrodsburg Road, Suite A325 | Lexington, KY 40504  
P: 1.859.226.4326 | F: 1.859.226.4445  
ispa@ispastaff.com | experienceispa.com

## Call for Alumni Feedback

Our research team is gathering important information from all Hospitality Management alumni. If you graduated from our program, please use the following link to access a quick survey: <https://www.research.net/r/HM19AISG>

Your answers will help us better understand where our former students started and where they've ended up after graduation. The link will be live until March 30th, but don't delay. Please participate today!

## Reader Action for this Issue

This is the first of our quarterly newsletters for the department, and we're hoping to grow our readership. Please encourage your colleagues and friends to sign up to receive these newsletters at [www.eepurl.com/ggn8vT](http://www.eepurl.com/ggn8vT). It's a great way to stay connected with the happenings of the department and learn about upcoming events on the Hilton Head Island Campus.

## From the Dean

*(Continued from front page)*

organizations are housed on the Hilton Head Island Campus and allow students to work collaboratively with peers, faculty, and industry representatives. The campus is located off of Pope Av-

enue only a few blocks from the Atlantic Ocean. There's a bike trail that leads straight to the beach and free bikes are provided for students to use in between and after classes. Come visit the campus and take a tour!

Sincerely,  
Dr. Charles Calvert  
Dean, Hilton Head Island Campus



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