

# ANNUAL REVIEW

## 2016-2017



# BOSTON UNIVERSITY SCHOOL OF HOSPITALITY ADMINISTRATION





## Dear Friend of SHA,

It was a banner year! Every dean hopes to begin a letter this way—and I'm pleased to say that this year, it's absolutely true for the Boston University School of Hospitality Administration (SHA), as reflected in our programs and progress.

Among our proudest achievements was the start of a new graduate degree program, the Master of Management in Hospitality. It's geared to students

with strong business or liberal arts backgrounds who seek career opportunities in hospitality leadership in the U.S. and around the world. We've also advanced our international partnerships, cementing an internship program with the Emirates Academy of Hospitality Management in Dubai. Along with our existing relationship with the Chinese University of Hong Kong, we've also established three more c-to-c (campus-to-campus) connections with hospitality programs in France, New Zealand, and Dubai. All of these relationships will expand opportunities for cultural exchanges—which our students rate very highly—and add yet another benefit to the SHA program.

We also established new academic concentrations in real estate management, event management, and marketing to allow our students a more tailored and fulfilling academic experience. This improvement in the curriculum works hand in hand with the excellence and dedication of our faculty. To better support them, we have created the New England Hospitality Research Symposium Series, a research program that partners with the hospitality programs of the University of Massachusetts Amherst and the University of New Hampshire to foster greater research activity.

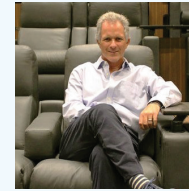
Our dreams are big, and so is our collective energy. Among our goals for the year are the creation of new academic electives; the enhancement of our research productivity; consideration of a micro-master's degree program for online presentation; and the introduction of an executive education center.

None of these initiatives and achievements are possible without active engagement from alumni and friends of the School. Thank you for all your contributions: they have taken many forms, but each one has been valuable to, and valued by, our community. We hope to publish a review of this type every summer moving forward to give you a sense of how the school has capitalized on your support, what we have accomplished, and which exciting new directions we are hoping to pursue. I hope you enjoy reading this review, and I look forward to meeting you in the future to thank you personally.

Sincerely,

Arun Upneja  
Dean and Professor  
School of Hospitality Administration

## 2016-2017 HIGHLIGHTS



**Adolfo Fastlicht** ('89), CEO of The Lot, was named Alumn of the Year. **Jonathan Jaeger** ('08), **Leslie Lone** ('06), **Rene Leung** ('03), and **Amanda Guile** ('00) were named Young Alumni of the Year.



**Emily Stewart** ('18), **Carly Chinitz** ('18), **Justin Cipriano** ('18), and **Katie Acheson** ('18)

participated in the **Park Inn by Radisson's Global INNOvation Room competition** in Manchester, England.



**Chef Jaques Pepin** was the inaugural guest of the **Howard Johnson Executive-in-Residence program**.

His one-day residency included a talk and networking session for students and faculty.



**Two seminar rooms were remodeled with new technology** to better serve student group

projects, especially international projects requiring seamless video conferencing.



The School launched its first graduate program, the one-year **Master of Management in Hospitality (MMH)**. Thirty-five students began the program in July 2017.



**Carly Antonioli** ('17), **Ally Rung** ('17), and **Juan Montes de Oca Angarita** ('17) joined Professor

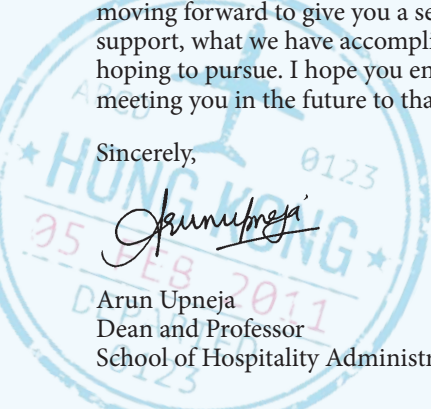
**Leora Lanz** in **Havana, Cuba** for the **South American Hotel Investment Conference**.



SHA's **American Hotel & Lodging Association** chapter was named **Top Student Chapter** by **Massachusetts Lodging Association**.



At their first international competition SHA's new **DECA Chapter** members were five top-ten category finalists and one third-place overall category winner.



## BY THE NUMBERS

312

total SHA students

112

international students from 21 different countries

24

students declared a SHA concentration in either hospitality marketing, event management, or real estate development

### SHA Class of 2017

6

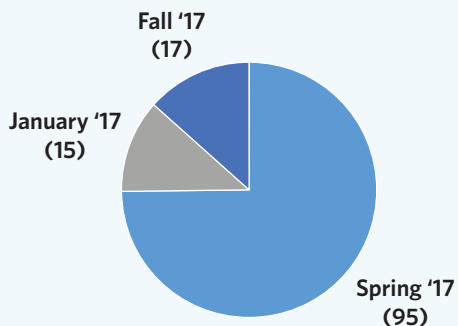
students pursued a dual degree

24

students declared a minor

127

graduates



### Activities Funding

**\$33,200**

of funding was distributed to SHA student groups like AH&LA, NACE, NSMH, Diner's Club, and HSMAI

**\$12,246**

was used to fund registration and travel expenses for students to attend industry conferences like ALIS, CHICOS, SAHIC Cuba, and the New York Hotel Experience Show

**\$3,114**

was used to cover travel expenses for two student interns at The Taj Mahal Palace Hotel in Mumbai, India



*During the annual weekend trip to NYC, students toured hotels, restaurants, attended the Hotel Experience show, and networked with alumni.*

## SHA HOSTS INAUGURAL WOMEN'S HOSPITALITY CAREER CONFERENCE



During March 24-26, 2017, the School hosted its first 5th Gear Shift: Women Navigating & Powering Your Career, a week-end-long symposium designed to educate female students on the skills, knowledge, perspectives, and actions required to empower their choices and become

successful leaders in the hospitality industry. The conference was developed on three founding pillars: confidence, communication, and change. Panels and workshops covered topics ranging from leveraging confidence in the workplace, driving personal messaging, and shifting possibilities.

“As these young women launch their careers, it is critical they are armed with the tools they will need to successfully navigate their journeys – confidence, communication, and the willingness to embrace change,” said Nancy Medoff (SHA '91), VP Global Sales of BCD Meetings and Events, who served as co-chair and Confidence workshop leader. “The transformation in these women throughout the weekend was nothing short of remarkable, and I could not be more proud to be associated with this event.”

Kymberly Irizarry (SHA '17), a recent graduate who concentrated in real estate, shared, “All of the workshops built on each other and made you change your paradigm at every moment. The Change workshop taught me to be comfortable being uncomfortable; the Communication workshop taught me not to be afraid to take up space and that I have value to give; and the Confidence workshop taught me how to be able to understand my own value.”

***“...the Communication workshop taught me not to be afraid to take up space and that I have value to give.”***

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## FACULTY ACHIEVEMENT

**Dr. Tarik Dogru's** paper "Investment and Firm Value: Is there an Optimal Investment Level in Hotel Firms?" received the Best Paper award at the International Association of Hospitality Finance Management Education Research Symposium.

**Professor Leora Lanz** was selected as one of the 2016 Top 25 Extraordinary Minds in Sales, Marketing & Revenue Optimization by HSMIA (Hospitality Sales & Marketing Association International).

**Dr. Peter Szende** was awarded the 2017 ICHRIE Chef Herman Breithaupt Award recognizing his lifetime contributions and outstanding service both to hospitality education and to International CHRIE.

**Professor Bill Nesto's** book, co-written with Frances Di Savino, *Chianti Classico: The Search for Tuscany's Noblest Wine*, was the only book from the U.S. to win in the "Drink Special Awards" category at the 2017 Gourmand International World Cookbook Awards.

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## Part-time Faculty Additions

**Marie Caci**, Meeting & Event Strategy Consultant

**Steve Kent**, Former Managing Director, Goldman Sachs

**Althea Peabody**, Director of Pricing & Distribution Strategy, Starwood Hotels & Resorts

**Bill Robinson**, Owner, RAM Group

**Beth Rogers**, Founder, Point Taken Consulting

**Lisa Klein Pearo**, Business Education Consultant

**Rice Wales**, Owner, Rice Wales Marketing

**Joseph Tagliente**, Partner and Principal, The Lenrock Management Group, LP

**Jake Winquist**, RSM Management Consulting

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## Published Research

**14**  
accepted referred  
research papers

**9**  
top journals accepted  
SHA faculty research paper

**Boston Hospitality Review**, the School's hospitality industry journal experienced tremendous growth in 2016-2017.

**3**  
*Boston Hospitality Review* issues  
published

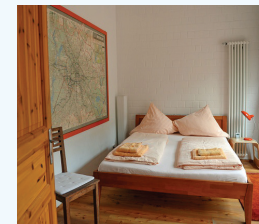
**19**  
articles published in 3 issues  
since fall 2016

**10**  
articles authored by SHA faculty  
in the *Boston Hospitality Review*

**30,000+**  
unique pageviews on *Boston  
Hospitality Review* articles; a  
70% growth over 2015-2016

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## The Accommodation Experiencescape: A Comparative Assessment of Hotels and Airbnb



by Dr. Makarand Mody, Dr. Courtney Sues, and Dr. Xinran Y. Lehto (Purdue)

In a dynamic and competitive lodging industry, the decision to book often comes down to the unique experiences offered by an accommodation brand. The faculty authors analyzed surveys from both Airbnb and hotel customers to determine how each type of accommodation facilitated the dimensions of Pine and Gilmore's experience economy construct. They found that Airbnb outperformed hotels on all eight experience dimensions - entertainment, education, esthetics, escapism, serendipity, localness, communitas, and personalization. Despite this, hotels did as good a job as Airbnb at meeting the ultimate goal of creating meaningful and memorable experiences. Much of these outcomes are being driven by brands' strategic content marketing efforts. **The full article can be found on [www.researchgate.net](http://www.researchgate.net).**

# CAREERS

Marriott Career Center hosted over 20 on-campus recruiting events and eight professional workshops including a free LinkedIn headshot photoshoot for all students.

## Sample of on-campus recruiters:

- Marriott International
- Hyatt Hotels
- Hillstone Restaurant Group
- Aramark
- Adelphi Hospitality Group
- Ritz Carlton
- Omni Parker House
- InterContinental Hotels Group

**245**

mock interviews completed during the fall and spring semester combined

**119**

on campus interviews conducted for post-grad roles for the Class of 2017

**73**

on campus interviews conducted for undergrads seeking internships, externships, or temporary work experience



## Internships at home & abroad



**Carly Chinitz ('18)** was a Hotel Operations intern at Belludi37 Hotel while participating in SHA's newest study abroad program in **Padua, Italy**.



This summer, **Elana Kalish ('18, left)** and **Mia Donatello ('19, right)** are Event Operations Hospitality interns for the **Boston Red Sox**.



## Class of 2017 First Destination Data\*

**73%**

of students that indicated they were job seeking reported full-time employment

**\$41,518**

average starting salary

**33%**

of full-time employed students are in the Boston area

**17%**

of full-time employed students are in New York City

**9%**

of students reported attending graduate school including NYU, Columbia, Northwestern, Pepperdine University, & London School of Economics

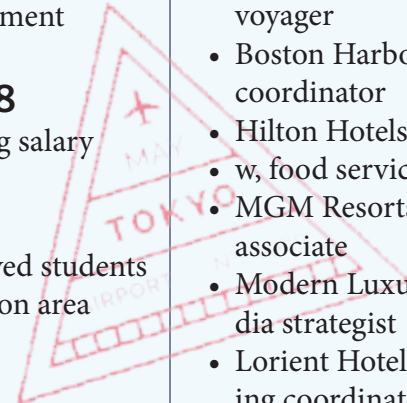
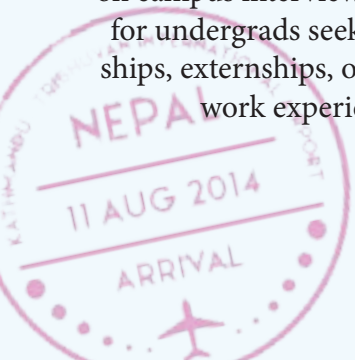
## Sample of employers and positions accepted by 2017 graduates:

- Hersha Hospitality, revenue analyst
- Marriott Hotels, rooms voyager
- Boston Harbor Hotel, sales coordinator
- Hilton Hotels, sales manager
- w, food services manager
- MGM Resorts, management associate
- Modern Luxury, social media strategist
- Lorient Hotel & Spa, catering coordinator

## Top Class of 2017 Employers:

- Marriott Hotels
- Aramark
- Four Seasons
- Hyatt Hotels
- Hilton Hotels
- InterContinental Hotel Group
- Mandarin Oriental
- Kimpton Hotels

\*Data as of July 3, 2017



## INVESTMENT

The School of Hospitality Administration is grateful to report a successful 2017 fiscal year of investment and enhancement including new scholarships, international programs, Advisory Board involvement, and upgrades to learning facilities.

**225**

total donors to the School

**158**

of total donors were alumni

**232.9%**

increase in gift revenue

**95**

gifts given to the School in 24 hours during Giving Day on April 5, 2017

**100+**

attendees at SHA alumni events in Boston and New York City



Two seminar rooms were re-modeled with new technology to support SHA student group and international projects. Upgrades included 70" tv monitors, HD web-cams and microphones, laptop and tablet inputs, and AirMedia software allowing students to wirelessly connect any device to TV monitors.

## Dean's Advisory Board

**Ken Hamlet**, Chairman, Montesquieu Winery and Former Co-Managing Member, Monalex Partners, LLC, joined the board.

**Ian Carter**, President Global Operations & Development, Hilton Worldwide, served as a Dean's Lecture Series speaker.

**Punit Shah (SHA '02)**, President & COO, Liberty Group, served as the School's 2017 Commencement speaker.

Board members assisted with welcome calls to Class of 2020 admitted students.

A list of all Advisory Board Members can be found at [bu.edu/hospitality](http://bu.edu/hospitality).

## NEW SCHOLARSHIP HELPS STUDENTS AFFORD INTERNSHIP TRAVEL COSTS



In loving memory of Michael D. Butvinik (SHA'13), his parents Joan Clowes and Jeffrey Butvinik, established the Michael D. Butvinik Hospitality Internship Travel Scholarship Fund at the School of Hospitality Administration (SHA). Their generosity will help subsidize the travel costs associated with many internship opportunities that are available to SHA students.

This summer, three students were awarded the first scholarships to subsidize travel expenses for the following internships:

- Marina Poole ('19, above) - The Rosewood Hotel, London
- Justin Cipriano ('18) - JP Morgan Chase, New York City
- Kaitlyn Tran ('18) - IVY Connect, New York City

## KOTHARI FAMILY GIFT TO ESTABLISH INDIA INTERNSHIP EXPERIENCE & INVEST IN LEARNING ENVIRONMENTS



A new gift given to the School by Sanjay and Manju Kothari (parents, CGS '13, SHA '15) will invest in learning environments, name a newly renovated School classroom, and will establish the Kothari India Experience. The Kothari India Experience will provide a permanent international internship

program while supporting the School's existing intern partnership with the Taj Mahal Palace Hotel in Mumbai, India. Additional internship opportunities in India will allow students to live and learn in a culture where hospitality is a traditional high art. The gift will also help cover costs that might typically prevent a student from participating in an international internship or class trip like accommodations, flights, and meals.

# Join us for **Alumni Weekend 2017**

Join us back in Boston for alumni weekend, September 13-17, 2017. Check out the entire lineup of events like a Red Sox game, art gallery openings, culinary tastings, and best of all:

**School of Hospitality Administration  
Reception and Alumni Awards Ceremony  
Friday, September 15th, 5:00-7:00pm**

Catch up with alumni, faculty, and staff over drinks and hors d'oeuvres! **RSVP & details:**  
[bu.edu/alumniweekend](http://bu.edu/alumniweekend)

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