EXECUTIVE SUMMARY:

1. ACTIVITIES – PRIOR YEAR

The following activities were undertaken during the past fiscal year to the benefit of the School of Hospitality Management and IHTER:

- FIU/HVS Florida Hotel Conference held at the Kovens Conference Center in September 2000 with 110 participants
- Development and implementation of the Wine and Beverage Management for Professionals certificate course
- Development and marketing of certificate program, Enhancing Service Performance
- Negotiation of a sponsored credit program with IMS-Jamaica to provide Bachelor and Masters degree programs in Jamaica
- Negotiation of a sponsored credit program with Cruise Institute International, Inc. to establish The Cruise Academy at FIU providing for-credit courses and certificate programs to selected segments of the cruise line industry
- Initial contacts were made with universities in Peru, Mexico, and Panama toward establishing long-term relationships with the SHM to expand the reach of the programs in Latin America
- Initial contact with a Caribbean nation to establish training and degree programs in conjunction with local industry initiatives to upgrade the travel and tourism experience of its visitors, while providing continuing educational needs of local residents and those of neighboring countries
- Initial contact with representatives of a university in Africa to provide assistance in setting up a Masters Degree program in Hospitality and Tourism Management to benefit the residents of that continent
- Referral of faculty members, Professors Darby, Newman, and Quain for speaking engagements
- Conducted “Foods for the Mind” seminar for PCMA (Professional Conventions Management Association)
- Developed “Teambuilding in the Kitchen” seminar
- Initiated negotiations with the Florida Association of Meetings and Events Professionals regarding a certificate program for its membership
- Developed a proposal for the National Association of Concessionaires to provide and educational seminar for the convention in March of 2002
- Submitted proposal to Club Med for training of their Management team in current industry trends
• Initiated discussions with the Conference Center of the Americas at The Biltmore Hotel concerning a management seminar to be held the summer of 2002
• Developed a three day Time Management seminar for the local hotel industry
• Submitted a proposal to provide an audit of airport services to the Greater Miami Chamber of Commerce

2. ACTIVITIES - COMING YEAR

• Continued development of an exchange program in partnership with Latin American universities in travel and tourism
• Expansion of the Wine and Beverage Management for Professionals certificate course
• Development of two additional beverage management certificate programs: The Wines of France and Italy, The Wines of the New World, and a possible brewing science certificate course
• Market and implement a teambuilding certificate program through recipe implementation entitled: Teambuilding in the Kitchen
• Expand on faculty Speakers Bureau and market to the hospitality and travel industry community
• Implement the sponsored credit Bachelor of Science Degree program in Kingston and Montego Bay, Jamaica
• Complete negotiations and implement the sponsored credit Master of Science Degree program in Kingston, Jamaica, as well as the Executive Masters Track of the M.Sc. in Hospitality and Tourism Management in this market
• Complete negotiations and finalize details on sponsored credit and certificate programs in the Caribbean
• Continue negotiations with the university in Africa regarding establishment of a M.Sc. degree program in Hospitality and Tourism Management, as well as exchange of faculty members to the benefit of the SHM
• Secure additional contacts through active faculty participation to provide seminars for industry related organization through the utilization of the IHTER Speakers Bureau