



## **Stockton's Dr. Joseph Lema Awarded Fulbright to Help Develop Tourism Education in Asia**

Associate Professor of Hospitality & Tourism to Work in Thailand, Indonesia

### ***For Immediate Release; with photo of Lema***

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**Galloway, NJ** - Dr. Joseph Lema, associate professor of Hospitality and Tourism at The Richard Stockton College of New Jersey, has been awarded a 2014 Fulbright Specialist US-Association of Southeast Asian Nations (ASEAN) initiative award to help develop tourism education programs in Thailand and Indonesia this summer.

Through the Thailand-United States Educational Foundation, Dr. Lema will be collaborating with Burapha University International College during July and August and then travel to Jakarta, Indonesia to work with the partner Trisakiti Institute of Tourism until the end of August.

His work will involve lecturing, developing curriculum, assessing educational and professional development needs for hospitality organizations, and advancing ASEAN regional tourism marketing research for the development of a globally competitive workforce. With increased investment by multinational corporations, higher education has an important role in developing leadership capacity that can meet the needs of an increasingly complex hospitality and tourism industry in this dynamic region of the world, Dr. Lema noted.

"I am looking forward to having the opportunity to participate in sharing experiences and knowledge that leads to more competitive approaches to hospitality and tourism, higher education and increasing mobility for students," he said.

"Dr. Lema's work exemplifies the college's commitment to global perspectives, one of the pillars of a distinctive Stockton education and very characteristic of Stockton's faculty," said President Herman Saatkamp. "Dr. Lema joins Dr. Mary Lou Galantino, professor of Physical Therapy at Stockton, who is working on global health education and HIV research as a Fulbright specialist in South Africa starting this month."

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Headquartered in Jakarta, Indonesia, ASEAN was first established in 1967 in Bangkok with the founding nations including Indonesia, Malaysia, Philippines, Singapore and Thailand. ASEAN now has 10 member nations that have accelerated the 2020 ASEAN vision with an agreed upon partnership for peace, stability, prosperity and the development of caring societies as supported through the official ASEAN Charter and the principles of the United Nations Charter.

By the end of 2015, an ASEAN economic community plans to provide liberalized trade and labor mobility that will allow a more dynamic hospitality and tourism environment, as advocated at the annual ASEAN Tourism Forum most recently held in Sarawak, Malaysia.

Since coming to Stockton in 2011, Dr. Lema has developed collaborative research with Dr. Donna Albano, associate professor of Hospitality and Tourism Management Studies, to facilitate academic advising of students as a holistic process rather than a transactional approach. He has also served on Stockton's Advising Council. He said those experiences will inform his work with Southeast Asian educational institutions.

"I feel well positioned in sharing our distinctive advising process for higher education," he said.

He contributed firsthand to a 2013 summer study abroad exchange, lecturing and mentoring students from the United States, South Korea, Sri Lanka, and China at Jeju National University in Jeju, South Korea through Stockton's Office of International Services, Dr. Lema said.

Dr. Lema was also a Fulbright scholar in the Maldives in 2012. He worked in cooperation with the Maldives National University, the Ministry of Human Resources, the Ministry of Tourism Arts and Culture, and various stakeholders in the resort industry.

While there, he said he developed a network of colleagues throughout South Central Asia from Sri Lanka to the Kyrgyz Republic. That network "provides a solid foundation for further collaborations and approaches toward a global education," he said.

"I appreciate the initiative and commitment of Dean Pongruengphant of the Burapha University International College and Ms. Porntip Kanjananiyot, executive director of the Thailand - United States Educational Foundation in hosting a U.S. Fulbright scholar in the culturally and historically rich areas of Thailand and Indonesia," Dr. Lema said.

"Promoting hospitality and tourism education throughout ASEAN member countries helps to support the unprecedented changes in this dynamic region of the world and to narrow the development gap," he said.

The Fulbright program is sponsored by the United States Department of State, Bureau of Educational and Cultural Affairs. It was founded by the late U.S. Sen. J. William Fulbright in 1946 and now operates in 155 countries. Fulbrights provide funding for students, scholars, teachers, and professionals for graduate study, advanced research, university teaching, and teaching in elementary and secondary schools.

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