



**FAIRLEIGH
DICKINSON
UNIVERSITY**

International School of Hospitality,
Sports, & Tourism Management

Hospitality and Tourism Monthly Newsletter



Achievements, Engagements, and Learning, Oh My!

Welcome back! There are so many exciting things to talk about from the past month, it's hard to know where to start.

In October, our faculty and students enjoyed a dynamic month of events, accomplishments, and hands-on learning.

We were thrilled to host Professor Larry Goodin from New Jersey, who led a 3-day Financial Management course at FDU Vancouver.

In terms of student success, Smela Tasev placed 3rd in the Rising Star Hospitality Competition, and seven of our MHMS students earned their Academic Performance Award.

Professor Roy and I both attended the Travel and Tourism Research Association (Canada Chapter) Annual conference to present our research and network with other tourism industry academics, professionals, and students from across the country.

Instructor Sandra Louie's Sustainability class toured the Vancouver Convention Centre West, exploring its sustainable features. Her Events and Convention Management class toured the Sheraton Wall Centre Hotel, gaining insights into behind-the-scenes event management.

Wrapping up the highlights from October, Dr. Jarrett Bachman joined Selkirk College's Industry Advisory Committee in Nelson, BC, where he discussed industry trends and growth opportunities with leaders from hospitality companies like Hyatt and Fairmont.

All in all, it has been a fantastic and productive month, with some equally as exciting updates as we get ready for November!

*Professor Lever
(Michael)*

Upcoming Events in November

What: Trip to Whistler
When: Nov 01, 2024
Who: All Advanced HR and Global Marketing students, plus invited guests and faculty

What: Remembrance Day
When: Nov 11, 2024
Campus Closed

What: Research Seminar Series Presentation by Dr. Michael Lever
When: Nov 27, 2024, 3:00 PM - 3:30 PM
Where: Cambie Campus Room No. 137
Who: All MHMS students are invited



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Highlights from October 2024

Professor Larry Goodin's Visit

Our featured faculty member, Professor Larry Goodin, travelled from our New Jersey campus to Vancouver to deliver an immersive 3-day lecture on Financial Management, including a stock market simulation and an in-depth session on the time value of money. We're excited to welcome him back again in the Spring!



Graduate Academic Distinction Award - Spring 2024

Seven of our MHMS students received Academic Performance Awards by earning a GPA of 3.7 or better and were placed on the Graduate Academic Distinction Award List. Congratulations to the award winners!

Sara Alaviyeh
Donabel Marie Alba
Mae Shanley Delgado
Navreet Kaur Pawar
Deepshikha Shukla
Smela Tasev
Jessica Wilde

Congratulations!



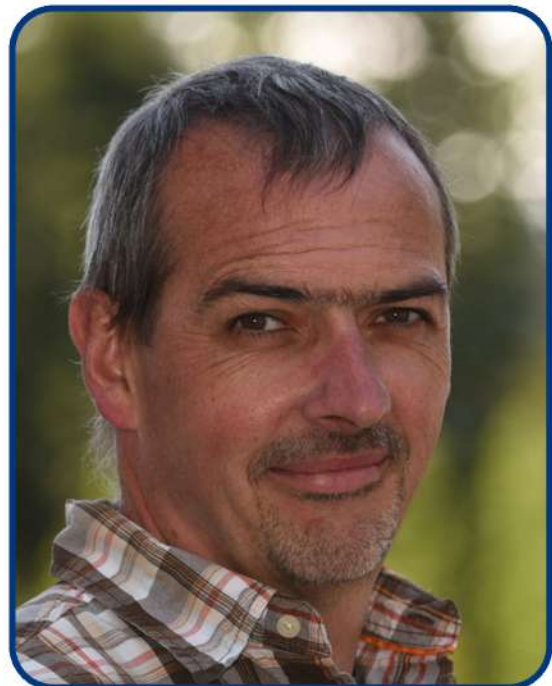


Salmon n' Bannock Indigenous restaurant class visit

On a Thursday afternoon in October, Professor Michael Lever took students enrolled in his Entrepreneurship and You course to visit one of the few Indigenous-owned and managed restaurants in Vancouver. During their visit, students met with Inez Cook and tried an assortment of popular dishes, including traditional Bannock, Pemmican mousse, sage-blueberries, and game sausages. During their visit, Inez described her experience as an Indigenous woman and entrepreneur and how those experiences have led her to where she is today. Professor Lever has been taking students to this restaurant each year to give them new perspectives of important voices in the tourism and hospitality industry.

Andre Kuerbis's Guest Visit for HRTM 7746 Students

The students in Professor Lever's Entrepreneurship and You course were pleased to welcome Andre Kuerbis to the class to talk about his experience in the hospitality industry and his subsequent work as a small business owner helping other businesses in B.C. with their bookkeeping. While the entire conversation was enlightening and sparked a great discussion among himself and the students, Andre discussed the importance of having an effective plan as a business owner in the hospitality industry. He stated that "...the results of a business plan are as valuable as the approach. This allows you in the future to do it with more structure. It's about doing it." In his parting words, Andre told the students that the tourism industry is special, and that people are more passionate and willing to share, and that for him, "hospitality is not about getting heads in beds, but sharing stories and opening our doors to visitors". Thank you, Andre – our door is always open to you!





TTRA Canada 2024

Adding to our successes, Professor Lever, Canada Chapter's 1st Vice President, journeyed to Charlottetown, PEI, for the annual TTRA Canada conference, where he earned the *Best Academic Presentation award*. Professor Roy also attended the conference and delivered a presentation contributing insights on neurodivergent thinking in tourism and hospitality.



**Guest Lecture by Professor
Lever at Royal Roads University**

Earlier in October, Professor Lever also presented a guest lecture at Royal Roads University to 25 Masters students on the role of AI in tourism education, sharing his research on generative AI's impact on Canadian tourism.



**VANCOUVER
CONVENTION
CENTRE**

**HRTM 7748 Class visit to
Vancouver Convention Center**



On October 15, Professor Sandra Louie's HRTM 7748: Developing a Sustainable Mindset for Hospitality and Tourism class visited the Vancouver Convention Centre West, one of the few venues worldwide with double Platinum LEED certification. This prestigious recognition highlights the Centre's eco-friendly design, energy efficiency, and low carbon footprint. During the tour, students explored both front- and back-of-house areas, learning how features like the green roof and advanced water conservation systems set a standard for sustainability in large hospitality venues.



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Selkirk College



Visiting Selkirk College

As part of Selkirk College's School of Hospitality & Tourism Industry Advisory Committee, Dr. Jarrett Bachman traveled to Nelson, BC on October 16 & 17. Dr. Jarrett Bachman participated in panels with faculty, students, and industry discussing student learning, industry trends, and future opportunities.

The Industry Advisory Board consists of management and executives from many successful large hospitality companies including Hyatt (Spirit Ridge) and Fairmont (Canadian Mountain Division) as well as successful independent properties in BC including the Watermark Beach Resort in Osoyoos and the Prestige Lakeside Resort and Historic Hume Hotel in Nelson.



HRTM 1103 Class visit to Sheraton Wall Center Hotel

Earlier in October, Professor Sandra Louie's HRTM 1103: Events and Convention Management class enjoyed the Sheraton Wall Centre Hotel tour, guided by Executive Chef Starri Chow. Known as the largest convention hotel in Western Canada, the Sheraton Wall Centre is a prime location for high-profile events. Students got a behind-the-scenes look at the bustling kitchen, where the team was preparing for an upcoming conference lunch, showcasing the scale and precision needed for large events. The tour also included VIPs, staff, guest lounges, and various dining rooms, giving students valuable insights into managing high-capacity venues. The experience highlighted the intricacies of event preparation and was engaging and educational for the students.





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HRTM 1103 Class Hosted Guest Speakers via Zoom

On October 18, the Events Management class welcomed guest speakers **Susan Graham, Convention Services Manager, and Michelle Taylor, Manager of Meeting and Convention Sales (Canada & International) from Vancouver's Destination Management Organization, Destination Vancouver.** Susan and Michelle shared valuable insights into how Vancouver collaborates with its convention center and hotels to attract thousands of business visitors during the off-peak season, generating millions in revenue for local businesses. Their presentation highlighted the strategies that make Vancouver a top choice for conventions and meetings, creating lasting benefits for the city's economy and tourism sector.



HRTM 7748 class hosted Irfan Rehmanji

The Developing a Sustainable Mindset in Hospitality and Tourism class welcomed **Irfan Rehmanji, Senior Manager of Worldwide Sustainable Technologies at Amazon.** Irfan shared insights into Amazon's sustainability initiatives and offered thought-provoking ideas on how hospitality businesses can address and promote sustainability within the industry. The session was both engaging and highly informative, leaving attendees inspired to consider new approaches to sustainability in hospitality.

Smela Tasev Places Third in the Hospitality Rising Star Competition

The Hospitality Rising Star competition is an esteemed annual award recognizing the top emerging talent among hospitality graduates in British Columbia, Canada. This year, hospitality graduates from various colleges and universities competed in a series of challenges designed to showcase their skills and innovation in the hospitality industry. The grand finale of the competition took place at the Fairmont Hotel Vancouver, where **Smela Tasev** secured a third place victory.

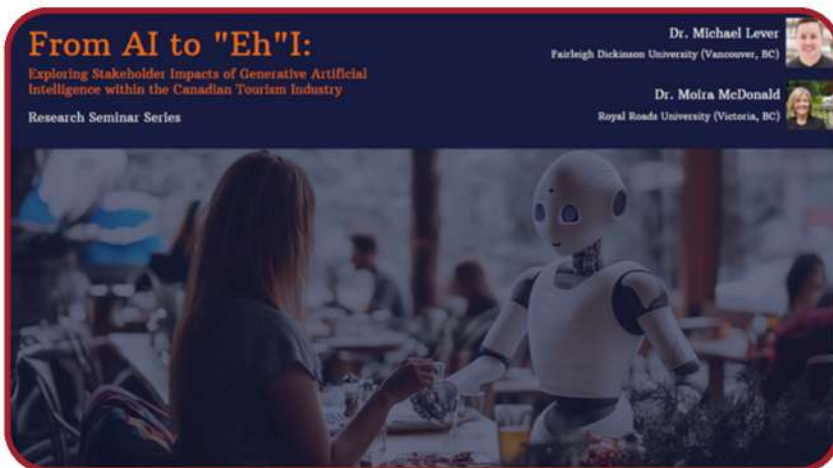
Congratulations, Smela! We're proud of you!





Upcoming in November...

Research Seminar Series Presentation by Dr. Michael Lever



Each semester, a faculty member is invited to give a presentation to the MHMS students based on one of their current research projects. This fall, Professor Michael Lever will be presenting his research titled 'From AI to "Eh" I: Exploring Stakeholder Impacts of Generative Artificial Intelligence within the Canadian Tourism Industry'. All MHMS students are invited to attend.



Thank you for reading!

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