



**FAIRLEIGH  
DICKINSON  
UNIVERSITY**

International School of Hospitality,  
Sports, & Tourism Management

# Hospitality and Tourism Monthly Newsletter



## Bring on the Cherry Blossoms!

**February is such a beautiful time to live and work in British Columbia's lower mainland.** Around this time each year, the cherry blossoms open up in the whitcomb cherry trees, transforming the streets and parks around Vancouver into vibrant pink and white hues that remind us that spring is just around the corner.

Speaking of spring, our Spring 2025 semester is now in full swing as we welcomed back our Master of Hospitality Management Studies students on January 27th! It is so great to see the campus come back to life and buzzing with eager students looking for their first class of the semester and catching up with friends since saying their farewells right before the holiday break. This spring, we are so excited for the many guests, events, and other amazing opportunities our

students have to earn more than just a degree (which is, in itself, a pretty big deal, don't get me wrong!).

On January 31st, I offered a first-of-its-kind workshop on generative AI skills for students. I believe that these tools will be important to learn, and to use effectively and with integrity, to keep students competitive when they enter the modern workforce. A few days prior to that, we held our welcome (back) pizza party, and this month students will have the option to obtain their Certification in Hotel Industry Analytics (CHIA) through a 12-week training course.

We are also excited to officially launch the HTM Student Experience Hub, a website designed to keep students informed of all upcoming events, important dates and deadlines, and more.

### Upcoming Events in February

**What:** MHMS Writing Boot Camp

**When:** Feb 03 & 10, 2025

**Who:** All First Sem MHMS Students

**Where:** Cambie Campus  
137 (9 AM - 1 PM)

**What:** Finding First Job In Canada (By Career Services)

**When:** Feb 04, 2025

**Who:** All FDU Students

**Where:** Cambie Campus  
130 (1:30 - 2:30 PM)



**What:** PIP Info Session

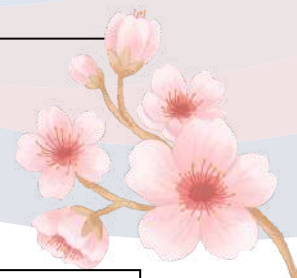
**When:** Feb 06, 2025

**Who:** All HTM Students

**Where:** Cambie Campus  
257 (2:30 PM - 3:30 PM)



*Professor Lever  
Michael*



## Highlights from January 2025

### Welcome new MHMS Spring 2025 Students!

We are thrilled to welcome the new cohort of students to the MHMS program this Spring 2025 semester. The orientation session was a warm and insightful beginning to this exciting academic journey.

Dr. Michael Lever shared valuable insights into the program, highlighted its opportunities, and provided guidance to help students thrive in their studies and beyond.

Welcome aboard, and here's to a successful semester!



### Hospitality and Tourism Students - Welcome (Back) Pizza Party

The Welcome Back Pizza Party on January 29, 2025 returned to usher in the Spring semester!

Students in both the Master of Hospitality Management Studies and BAIS Hospitality and Tourism programs came together to kick off the new semester in style and catch up after a long winter break. It was great to see you all again back on campus!



### Upcoming Events in February

**What:** Personal Branding & Networking (from Career Services)

**When:** Feb 06, 2025

**Who:** All FDU Students

**Where:** Online, **RSVP required** (11:00 AM - 12:00 PM)



**What:** Job Ready Day (Resume / Cover Letter / LinkedIn, Interviews, etc.) (By Career Services)

**When:** Feb 12, 2025

**Who:** All FDU Students

**Where:** Cambie Campus (11:00 AM - 2:30 PM)



**What:** CHIA Info Session

**When:** Feb 13, 2025

**Who:** All HTM Students

**Where:** Cambie Campus 257 (1:30 PM - 2:30 PM)



**What:** Family Day

**When:** Feb 17, 2025

**\*Campus Closed\***

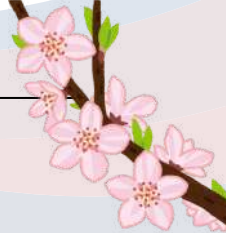
**What:** Spring 2025 Research Series Seminar Presentation

**When:** Feb 19, 2025

**Who:** All HTM Students

**Where:** Cambie Campus 130 (3:00 PM - 4:00 PM)





### **Generative AI Skills Workshop: Preparing Students for the Future**

On January 31st, Dr. Michael Lever hosted a pioneering workshop on **Generative AI Skills for students**.

This first-of-its-kind session focused on the essential tools and techniques that students will need to understand and master in order to stay competitive in the modern workforce.

Dr. Lever emphasized the importance of using these advanced technologies effectively and with integrity, ensuring that students not only gain **technical expertise** but also **approach AI with a sense of responsibility**. As artificial intelligence continues to transform industries, the ability to harness these tools will be a critical skill for future professionals.

This workshop marked an exciting step forward in equipping students with the knowledge they need to excel in an AI-driven world.



As a welcome surprise, the class was visited by the Honourable **Anne Kang**, Minister of Post-Secondary Education and Future Skills, and **Sunita Dhir**, Parliamentary Secretary for International Credentials. In her message to the class, Anne talked about her journey as an immigrant to Canada and being a student in B.C. **Thank you both for your visit to FDU Vancouver and for supporting our students!**

## **New Certification Opportunity**



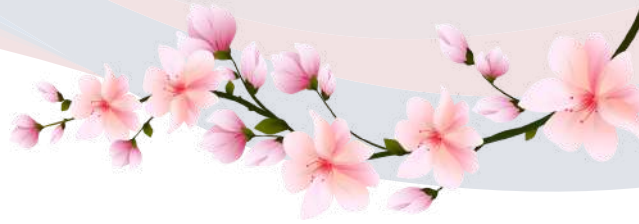
### **Certification in Hotel Industry Analytics (CHIA) Training Program**

This month, students will have an exciting opportunity to earn their **Certification in Hotel Industry Analytics (CHIA)** through a comprehensive **training course**. The CHIA, provided by **STR**—a global leader in hospitality data benchmarking—is a highly respected certification that covers essential topics in hotel industry analytics.

Through this program, students will gain a solid understanding of key concepts such as **industry terminology, major players, hotel classifications, and important benchmarking practices**. The course will also explore crucial performance metrics, formulas, and methodologies used in the industry to assess hotel performance and make data-driven decisions.

The CHIA certification will provide students with the knowledge and skills needed to thrive in areas like revenue management, market analysis, and data interpretation—all of which are critical in today's competitive hospitality landscape.





**Introducing the HTM Student Experience Hub: Students' One-Stop Resource for All Things HTM**

We are thrilled to officially launch the **HTM Student Experience Hub**. This dedicated website is designed to keep all hospitality and tourism management students connected, informed, and ahead of the curve throughout their time at FDU Vancouver. This online platform will serve as the students' go-to resource, and will provide easy access to a wide range of essential information, including **upcoming events, important dates and deadlines, program announcements and resources and opportunities**.

Whether the students are looking for information on an upcoming pizza party or preparing to apply for an internship, this website will ensure that they never miss a beat. Be sure to check it regularly to make the most of everything the website has to offer!

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*Thank you for reading!*

<p><b>HAVE SOMETHING TO ADD FOR NEXT TIME?</b></p>	<p>604-648-4409</p>
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