



**FAIRLEIGH
DICKINSON
UNIVERSITY**

International School of Hospitality,
Sports, & Tourism Management

Hospitality and Tourism Monthly Newsletter



Happy New Year 2025!

With the start of a new year, we look forward to welcoming back our hospitality and tourism students for the Spring 2025 semester, as well as saying hello to the new faces who will be joining us for the very first time.

It's hard not to be overly reflective of what the past year looked like, and I'll admit that 2024 will be a hard year to beat. With a lineup of amazing student experiences, fun trips, guest speakers, and much more, our program moves into 2025 with the continued goal of giving our students the opportunity to learn in environments both in and out of the classroom. To continue with the spirit of co-created student-faculty experiences, we are moving into our second semester of the Hospitality and Tourism Student Experience Passport program, with a whole

new area focusing on initiatives offered by FDU Vancouver's Student Services department. Those students in either our BAIS-HRTM or MHMS degree programs will now be able to participate in events offered by Student Services that will count toward their passport stamps. We hope this will continue to foster an environment of engagement and active learning that will enhance their experience both during and after their time at FDU-V.

We also hope to leverage several of our incredible industry partnerships, including our new membership with the B.C. Hotel Association, and research opportunities for students such as the B.C. Tourism Industry Conference in Vancouver and the TTRA Canada conference in Kamloops this year.

*Professor Lever
Michael*

Upcoming Events in January

What: Back to School
When: Jan 20, 2025
Who: BAIS-HRTM Students

What: Back to School
When: Jan 27, 2025
Who: MHMS Students

What: Pizza Party
When: Jan 29, 2025
Where: Cambie Campus Room 130, 5:30 - 7:30 PM
Who: All BAIS-HRTM and MHMS students



Highlights from December 2024

HRTM 1103 Students Spread Holiday Cheer!

A big thanks to the HRTM 1103 Events and Conventions Management class for beautifully decorating the student lounge ahead of the December Hot Chocolate Social. Their creativity and teamwork created a warm, festive atmosphere perfect for the season. Special thanks to Prof. Sandra Louis for guiding the students in making this event even more special!



The Annual Holiday Party 2024 organized by the Hospitality Society

The Hospitality Society's Annual Holiday Party was a resounding success, with students coming together for a fun-filled night of celebration and camaraderie. Held at The Rec Room in Brentwood, the event featured a festive atmosphere complete with delicious food, refreshing beverages, and a variety of arcade games that kept everyone entertained throughout the evening. Students had the opportunity to unwind, socialize, and bond over friendly competitions, creating lasting memories while celebrating the end of the year.

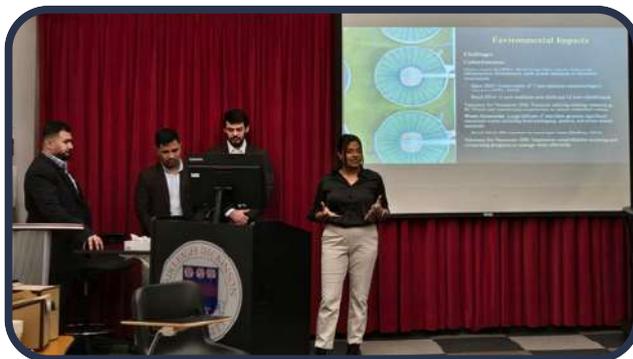




Recap of Advisory Board Meeting

The advisory board meeting held on December 9th focused on key challenges and opportunities within the international student sector. The meeting was attended by a diverse group of industry leaders, including **Krista Bax**, CEO of Go2HR; **Luke Ling**, General Manager of HotelBLU; **Richard Porges**, CEO of Destination BC; **Susan Tomihiro**, Product Director for Fresh Tracks Canada; and **Chandahaas Pathak**, Owner and Managing Director of XCCL Hospitality Management Ltd.

FDU-V's alumni **Geetha Harikrishnan**, Sales Manager at Pan Pacific Hotel Vancouver, also contributed valuable perspectives, alongside faculty members Dr. Jarrett Bachman, Dr. Michael Lever, Dr. Hiran Roy, and Professor Denise Chiang. The meeting was a productive exchange on aligning academic programs with the evolving needs of the hospitality industry.



Special Projects Presentation Festival Fall 2024

The Special Projects Presentation Festival, held on Dec 13th, showcased the innovative research conducted by graduating students. This year, the event was sponsored by **Destination BC**, which highlighted the growing importance of sustainable tourism and destination management. The first presentation, titled "Climate Resilience and Tourism in British Columbia: Destination Management Perspectives", was led by students **Sara Alaviyeh, Patrick Edezaro, Vaishnavi Malladi, and Palak Bhandari**, under the guidance of Dr. Hiran Roy. Their research examined strategies to mitigate climate risks in the tourism sector and enhance long-term sustainability. The second presentation, "A Comprehensive Impact of FIFA World Cup Events: A Case of Vancouver, British Columbia", was presented by **Mohammad Hamza Azam, Chavini, Guillermo Cruz Y Celis Jimenez, and Tek Bahadur Shresta**, also advised by Dr. Roy. This study explored the socio-economic and cultural impacts of hosting large-scale events like the FIFA World Cup in Vancouver, providing critical insights into event management and legacy planning.

Congratulations from all of the faculty in the ISHSTM department to each of these students on successfully completing this important milestone!



Research and Creativity Spotlight



Dr. Hiran Roy's Recent Professional Achievements

Dr. Hiran Roy has recently achieved two significant professional milestones that reflect his commitment to continuous learning and enhancing his expertise. He has earned a certification in **Autism and Neurodiversity** in the Workplace from the Faculty of Education at the University of British Columbia, highlighting his dedication to promoting inclusivity and understanding within professional environments. In addition, Dr. Roy became a **Certified Digital Marketing Associate** through the Digital Marketing Institute, further expanding his skill set in the rapidly evolving field of digital marketing.

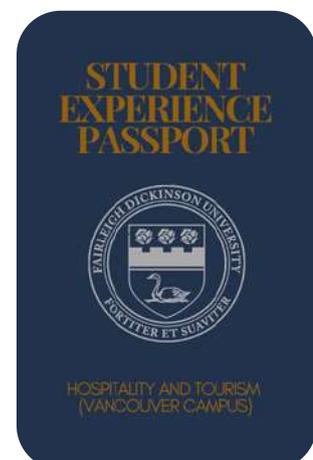


Dr. Michael Lever Honoured as 'Reviewer of the Year' for the Journal of Vacation Marketing

In another notable academic achievement, Dr. Michael Lever was recognized as one of three **Reviewers of the Year** for the **Journal of Vacation Marketing**. This recognition underscores Dr. Lever's significant contributions to the field of tourism research and his commitment to advancing knowledge in vacation marketing, further cementing his reputation as a leading expert in the academic community. His dedication to providing valuable peer reviews has played a crucial role in maintaining the quality and rigor of scholarly publications in tourism studies.

Student Experience Passport: A Successful First Semester of Engagement and Growth

The first-ever semester of the **Student Experience Passport** was a remarkable success, offering students an innovative and engaging way to enhance their academic journey and extracurricular involvement. This new initiative by **Dr. Michael Lever** encouraged ISHSTM students to participate in a wide range of events, workshops, and activities across campus, all designed to enrich their personal and professional development. As students collected stamps for each activity they attended, the passport became a tangible representation of their growth and achievements. The success of the inaugural semester not only demonstrated the value of this initiative in fostering student engagement, but also highlighted the importance of creating well-rounded experiences that complement academic learning.





Upcoming in Spring 2025

Welcome Back *Pizza* Party

Mark your calendars for the Welcome Back Pizza Party on January 29, 2025. All BAIS-HRTM and MHMS students are invited to join us for a fun-filled event to kick off the new semester. This is a fantastic opportunity to meet new friends, reconnect with old ones, and share ideas in a relaxed, social setting. Enjoy delicious pizza while chatting, exchanging thoughts, and building a strong sense of community. It is the perfect way to start the year with great conversations and even greater company.

Certification in Hotel Industry Analytics (CHIA) Training Program Offered in Spring 2025

In the Spring 2025 semester, Dr. Michael Lever will be offering the **Certification in Hotel Industry Analytics (CHIA)** training program to MHMS students. The CHIA, provided by STR (a leading global data benchmarking company for the hospitality industry), is a highly respected certification that covers essential topics in hotel industry analytics.

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

The CHIA certification is a valuable credential for students interested in pursuing careers in hospitality management, as it provides a comprehensive foundation in the data analytics used by hotels and resorts worldwide.



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Thank you for reading!

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