



**FAIRLEIGH
DICKINSON
UNIVERSITY**

International School of Hospitality,
Sports, & Tourism Management

Hospitality and Tourism Monthly Newsletter



It's Time for Some March Madness!

Check out the upcoming events calendar on the side of the page - March might be unofficially dubbed "conference and research showcase month" given it is the beginning of several tourism and hospitality industry conferences which FDU faculty and students get involved with each year.

From March 5th to 7th, the Tourism Industry Association of British Columbia will be hosting its annual conference, taking place this year at the Sheraton Vancouver Wall Centre right here in the heart of the city. I am so thrilled to be personally attending this event for the third year in a row, having enjoyed past conferences in Prince George and Victoria. I am even more delighted that we will again be joined by some of our incredible Master's students, who will attend the conference as attendees and dedicated volunteers.

Later in March, I will also participate in the annual WORTH Summit, a fantastic opportunity to learn from incredible women in recreation, tourism, and hospitality.

This month's newsletter will show even more inspiring stories of student and faculty success. Continuing our tradition from the fall semester, we were incredibly privileged to have Professor Larry Goodin return to the Vancouver Campus (and bring some great weather with him - thanks, Larry!!) to offer the in-class portion of his Financial Management course. Our amazing alumna, Ria Emmanuella, was also featured in the 'Vancouver is Awesome' newsletter. Finally, I had the immense joy of recognizing the outstanding academic achievements of six of our MHMS students. You all rock!!

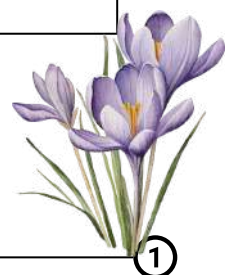
*Professor Lever
Michael*

Upcoming Events in March

What: BC Tourism & Hospitality Conference
When: Mar 5 - 7, 2025
Registration required
Where: Sheraton Vancouver Wall Center

What: CHIA Info Session
When: Mar 07, 2025 (2-3 PM)
Who: All MHMS Students
Where: Online via Zoom

What: WORTH Leadership Summit
When: Mar 11, 2025
Registration required
Where: The Westin Bayshore Hotel





Highlights from February 2025

Professor Larry Goodin's Visit

We welcomed back our featured faculty member **Professor Larry Goodin** who travelled from 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. During the interactive session with Professor Goodin, he was asked if he were a tree and can be planted anywhere in the world, where would he choose to be planted and why, to which Professor Goodin beautifully answered **"I would be planted in the desert, so I could give shelter to those who are lost."**

Not only were his words inspiring but truly motivational for our students. Thank you Professor Goodin for sharing your wisdom.

Upcoming Events in March

What: Faculty Research Showcase

When: Mar 19, 2025 (2-3 PM)

By invitation only

Where: Cambie 130

What: Summer 2025

Course Registration Begins

When: Mar 31, 2025

Where: Self-Service Portal



Graduate Academic Distinction Awards - February 26, 2025

Six 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!

Anand Chendkapure
Deepshikha Shukla
Jessica Wilde
Myat Moe
Smela Tasev
Vaishnavi Malladi





**Career Boosting Event in Collaboration
with Gray Line Westcoast Sightseeing**

Fairleigh Dickinson University Vancouver recently hosted an exciting career-boosting event in collaboration with the **Gray Line Westcoast Sightseeing!**

Hospitality and Tourism Management students together with other FDU students had the unique opportunity to engage with the company representatives on campus and gain insights into the company's culture, mission, and vision. This event also provided a platform for students to expand their networks, explore potential career paths, and learn about the company's two upcoming hiring fairs!



FDU Alumna Ria Emmanuella Featured in Vancouver Is Awesome Newsletter

We are proud to share that **FDU alumna, Ria Emmanuella**, was recently featured in the **Vancouver Is Awesome** newsletter, highlighting her journey from the classroom to a thriving hospitality career.

Ria, now a **Banquet Manager** at **Fairmont Hotel Vancouver**, leads a team of over 100 staff, overseeing major events such as conventions, galas, and fundraisers. She credits her **Masters in Hospitality Management Studies** from FDU Vancouver for equipping her with essential leadership, time management, and people skills that have contributed to her career success. During her time at FDU, the hands-on learning model, small class sizes, and globally diverse environment helped build her confidence and professional expertise.

We congratulate Ria on her success and look forward to seeing her continue to thrive in the industry!



**VANCOUVER
IS AWESOME**

SCAN ME



Scan the QR code to read the full story



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.

SuperHost - Foundations of Service Quality



Since 1985, **SuperHost** by **go2HR** has been recognised as the gold standard for customer service excellence in BC.

SuperHost Foundations of Service Quality is a practical and engaging training program designed to equip individuals with essential customer service skills. Whether you are new to the workforce, returning after a break, or starting a frontline customer-facing role, this course provides valuable insights to help you deliver outstanding service.

Learning Outcomes:

- Fundamental customer service, communication, and teamwork skills
- The critical role of frontline employees in the service industry
- Understanding expectations from customers, employers, and employees
- Effective communication etiquette and best practices
- Strategies for handling service challenges and recovery techniques

This training offers affordable, high-quality instruction tailored to meet today's workplace demands, ensuring that employees are well-prepared to exceed customer expectations.

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Thank you for reading!

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