

# Hospitality and Tourism Management

Fairleigh Dickinson University – Vancouver

# MONTHLY NEWSLETTER

December 2022

As we head toward the end of the Fall semester, we wish all students well on final exams.

Rest up and recharge during the holidays – you deserve it! We will see you in 2023!

## Upcoming Events

December 12-16

**Finals Week for Fall 2022**

December 14

11:00 AM – 12:00 PM |  
Cambie #261

**Research Seminar Series  
with Dr. Michael Lever**

December 16

08:00 AM – 10:30 AM |  
Cambie #130

**Special Project  
Presentation Festival**

*\*All Welcome!\**

December 19 –

January 2, 2023

**Campus Closed**

## Hospitality & Tourism Research Seminar Series

Our newly initiated Research Seminar Series allows students and faculty to engage with hospitality and tourism research directly and learn more about the research process at FDU. This semester, **Dr. Michael Lever** will talk about:

### A Picture is Worth a Thousand Shares: The Case of Destination Canada's Social Media Visual Storytelling Campaign

What makes some of your favourite advertisements stand out to you? Most likely, they told a great story. The use of story elements in advertising is a powerful way to convey a marketing message. This holds true in a consumer-to-consumer context as well, as evidenced by the continuing proliferation of vigilante marketing, a form of organic advertising in which unpaid fans of a brand create and share user-generated content (UGC), often through stories shared on social media. This research presents a tourism case study aimed at exploring the increasing impact of video-based UGC on destination brand engagement.

## November Highlights



Graduate students in the **Organizational Behavior and Leadership** course visited the **River Rock Casino Resort** in Richmond. Students toured the kitchen and banquet area with Executive Chef, Tobin Boothe, and learned about their leadership practices.



Undergraduate students in the **Food and Beverage Management** course visited **Salmon n' Bannock**, one of the few Indigenous owned and managed restaurants in Vancouver. Students received a guided tour and learned about authentic Indigenous cuisine, including Pemmican Mousse and traditional oven-baked bannock. The experience provided insight on food and beverage management in a unique and important cultural context and allowed students to widen their palates with new tastes, smells, and sounds.





Graduate students in the **Global Marketing** course spent an inspirational day in Whistler, BC, packed with laughs, learning, and lasting memories. The day included visits to the **Westin Resort & Spa, Whistler**, hosted by Karen Bauckham, Director of People and Culture; the **Whistler Convention Centre**, hosted by Karen Goodwill, VP Destination & Market Development, Tourism Whistler; the **Squamish Lil'wat Cultural Centre**; and the **Fairmont Chateau Whistler**, hosted by Rebecca Hubbs, Talent Acquisition Manager.

**As we come to an end of another semester, a few of our 2022/2023 graduate students reflect on their journey at FDU...**

**Cristina Sánchez-Ortega**

My master's degree in FDU is like a passport - it opened doors to new cultures, new people, and new worlds. It is useful, but to get it requires a lot of paperwork and sometimes that gives me a headache. Overall, my master's degree in FDU (passport) will be something that I value, which has helped me build great memories.

**Kamal Uniyal**

I think my journey at FDU is nothing but a knowledgeable adventure. When I started it two years ago, I never thought it would impact my life, personally and professionally. I was so stressed initially, anxious in the middle, and patient at the end. In a way, it gave me all sorts of reassurance and resilience to achieve my goals. I learned to enjoy the journey more than the results.

**Iuliia Gromykhlova**

My metaphor for the time at FDU is Sonic the Hedgehog. Similar to the video game, it was an amusing journey. However, the time went by rapidly like Sonic's speed. Overall, I enjoyed being a part of such a vibrant and dynamic family, and I have no regrets for choosing FDU over other schools.

**Dicen Hans Rabanal**

I would like to compare my personal journey at FDU to overcoming a Dementor, which is an animated object from the movie Harry Potter. This ghastly terror of an object sucks the life and the light out of a person when permitted to do so. Similar to that, going to grad school, albeit rewarding, hasn't always been easy for me. The thought of failing haunted me and it made me not enjoy the process of learning. Instead, I was driven by fear rather than inspiration.

This occurred until I had to learn how to conjure my personal Patronus charm, which in the movie represents an object that is made of light and often take form in the shape of an animal. Casting this spell requires one to channel the most profound of emotions, specifically, positive ones.

Comparatively, I had to remind myself of my purpose and why I had chosen to study at FDU. This has kept me going up until this point, where I'm ¾ my way to finishing. The journey continues just as the fear of Dementor catching up with me but as I go along, I'm also continuously conjuring my Patronus, only better and stronger.

**Criss Jia**

My FDU journey is like a mountain, and I am the climber who makes the effort to keep going. Even though there were difficulties and challenges, I made it. Now I am heading for the summit.