



**FAIRLEIGH  
DICKINSON  
UNIVERSITY**

International School of Hospitality,  
Sports, & Tourism Management

# Hospitality and Tourism Monthly Newsletter



## Happy Holidays, and so long, 2024!

**Wait, is it the end of 2024 already?** I swear the fall semester just started... In all seriousness, students and faculty in our program have had their fill of exciting experiences both on and off campus.

During November, we took our students up to Whistler Resort for a full day outing to tour the Westin Resort & Spa and Fairmont Whistler, explore the Whistler Convention Center, learn about the Squamish and Lil'wat history of the land at the Squamish and Lil'wat Cultural Center, and a few moments in between for students to do some sightseeing and grab something to eat and drink. It was a pleasure accompanying the students on this trip and reminding them that education goes well beyond the classroom here at FDU Vancouver.

We had lots to do on campus, too! As usual, members of the hospitality and tourism

community were invited to our classrooms to impart their wisdom to the students. The Executive Manager of GreenStep Solutions Inc. visited Instructor Sandra Louie's Sustainability class to share his thoughts with her students. We also did a bit of our own promotion by inviting students to attend my presentation on generative artificial intelligence within the hospitality industry as part of our twice-yearly Research Seminar Series.

As we look forward to the final month of 2024, we continue to build the relationships with industry partners in our annual tourism and hospitality industry advisor committee meeting, as well as the student-led Holiday Party and Game Night, which will allow us to unwind a little before (gulp) final exam season!

*Professor Lever  
Michael*

### Upcoming Events in December

**What:** Annual Holiday Party & Game Night  
**When:** Dec 03, 2024  
**Who:** All FDU Students

**What:** Final Exams week  
**When:** Dec 09 - 14, 2024

**What:** Special Project Presentation Festival  
**When:** Dec 13, 2024, 8:00 AM - 10:00 AM

**What:** Campus Closed  
**When:** Dec 15 - Jan 02  
**\*Staff & Faculty away from work\***



## Highlights from November 2024

### MHMS Students Experience Whistler's Heightened Hospitality

On November 1st, students from the HR Management and Global Marketing courses visited Whistler, BC, accompanied by Dr. Jarrett Bachman, Dr. Michael Lever, and Prof. Denise Chiang. The trip featured tours of key local landmarks, offering valuable insights into the hospitality industry. The day began at the Westin Whistler Resort & Spa, where the leadership team gave a presentation on the resort's operations and guest experience. They then visited the Whistler Convention Center to learn about event management, before heading to the Squamish Lil'wat Cultural Centre. This cultural hub provided students with a deeper understanding of Indigenous heritage in this area. The final stop was the Fairmont Chateau Whistler, where students explored the behind-the-scenes areas of the property and learned about career opportunities in luxury hotel management. The day was both educational and enjoyable, providing students with a unique look into Whistler's hospitality and marketing sectors.





### **HRTM 7715 Class Hosts Guest Speaker on Sustainability**

On November 12, 2024, Instructor Sandra Louie's HRTM 7715 Sustainability class welcomed **William Hogg, Executive Manager at GreenStep Solutions Inc.**, as a guest speaker. GreenStep specializes in helping organizations of all sizes fund, measure, and enhance their sustainability efforts.

William shared several case studies, including his personal experiences guiding hospitality businesses through successful sustainability transformations. His presentation provided valuable real-world insights, helping students connect the sustainability theories they've studied in class with practical applications in the industry. The session offered an excellent opportunity for students to learn from an expert in the field and deepen their understanding of sustainability practices in hospitality.



### **Dr. Hiran Roy's Upcoming Publications and Scholarly Contributions**

We are proud to share the latest academic achievements of Dr. Hiran Roy, whose collaborative research efforts continue to make a significant impact in the fields of tourism and sustainable investing. Dr. Roy has co-authored two major works that are now accepted for publication, with equal contributions in both projects.



- **Book Chapter: "Faith-Inspired Food Tourism"**: Dr. Roy's book chapter, titled Faith-Inspired Food Tourism, has been accepted for publication under **Emerald Publishing**. This chapter explores the emerging niche of faith-based food tourism, examining how religious practices and beliefs influence culinary tourism experiences around the world.
- **Article: "Inside Story of Impact Investing in Emerging Markets: A Systematic Review to Measure Responsible and Sustainable Investing Patterns Using the ADO Framework"**: Soon to be published in the Journal of Economic Surveys (**Rank: "A" under ABDC**), Dr. Roy's article presents a comprehensive systematic review of impact investing in emerging markets. Using the ADO (Aims, Drivers, and Outcomes) framework, the article assesses patterns of responsible and sustainable investment in these regions, offering key insights into the ethical and sustainable investment strategies that are shaping the future of global finance.



# THE ANNUAL HOLIDAY PARTY & GAME NIGHT



## The Annual Holiday Party & Game Night is Back

FDU Vancouver and The Hospitality Society are excited to bring back the **Annual Holiday Party & Game Night** this year! With exam week just around the corner, it's the perfect time to take a break from studying and unwind before the final rush. The event will take place on **Tuesday, December 3rd, 2024, from 6:30 PM to 10:30 PM at The Rec Room @ Brentwood.**

This is the only campus-wide event hosted by students, for students, designed to wrap up the year on a high note! The ticket includes unlimited pool games, a variety of delicious food and drink options, and 237 credits to spend in the Gaming Yard, featuring over 90 state-of-the-art arcade games. All of this is valued at over \$90 CAD, and students can access it for **just \$30 CAD plus tax.**

Each student can bring up to three non-FDU guests, so feel free to invite your friends and enjoy a stress-free evening filled with fun and games.

Don't miss out on this fantastic opportunity to celebrate the end of the semester with your peers and faculty—**grab your tickets by scanning the barcode**, and get ready for an unforgettable night!



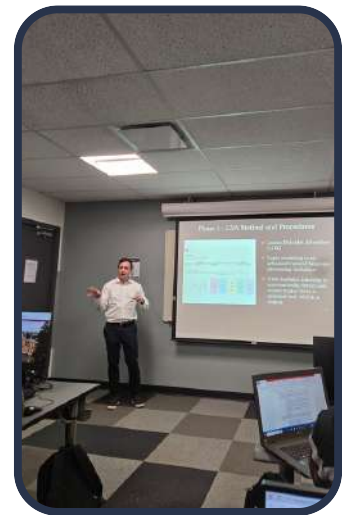
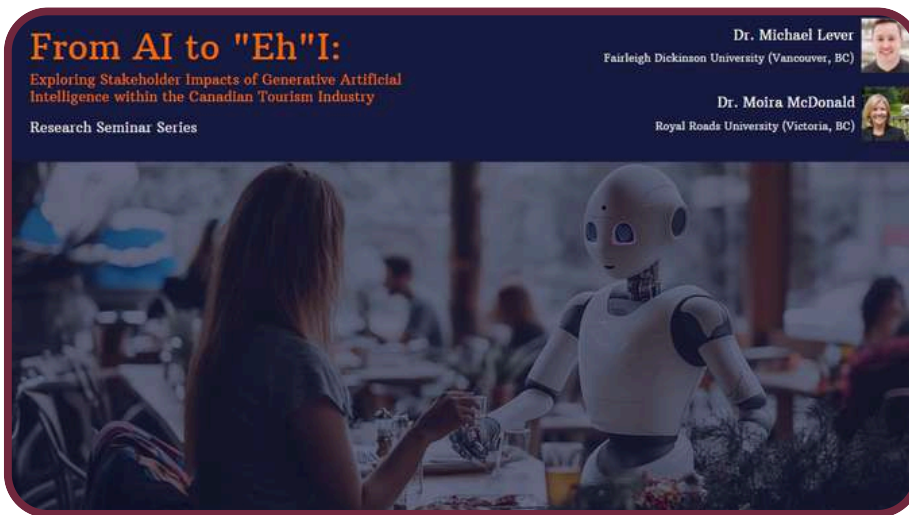
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### Research Seminar Series Presentation - Fall 2024

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 presented his research titled **'From AI to "Eh"!: Exploring Stakeholder Impacts of Generative Artificial Intelligence within the Canadian Tourism Industry'**.





### **In Memoriam: Edward Perry – A Life of Leadership, Education, and Advocacy**

It is with great sadness that we share the passing of Edward Perry, a beloved member of the HEDNA community, who left us at the age of 57. Edward's untimely passing has left a profound impact on all who knew him. While his life was far too short, his contributions to the world, particularly in hospitality, education, and advocacy, were immeasurable. Edward Perry was a respected corporate hospitality leader who later went on to open his own organizational transformation consulting practice. His expertise and insight were invaluable to the businesses he worked with, helping them to evolve and grow. But perhaps what stood out most about Edward was his passion for teaching and sharing his vast knowledge.

As a part-time professor, he taught at institutions including Fairleigh Dickinson University in New Jersey, Seneca College, George Brown College, Centennial College, and Canadore College in Toronto. He authored four university textbooks that have been published by some of the most recognized names in education, including Pearson and McGraw Hill. Through these texts, Edward left a lasting legacy in academia, shaping the minds of countless students.

In addition to his professional achievements, Edward was a staunch advocate for the 2SLGBTQI+ community. Together with his husband, Robin Yap, Edward launched two scholarships at George Brown College to support deserving 2SLGBTQI+ students, both domestic and international. These scholarships were designed to ease the financial burden for students who demonstrated leadership and commitment to the community, allowing them to focus on their studies and futures without the added stress of financial concerns. Edward's commitment to education, quiet leadership, and his advocacy for authentic self-expression continue to inspire us.



In Edward's honour, we invite you to contribute to the scholarship fund he and Robin established, to continue providing opportunities for students to thrive. Your donations will ensure that Edward's legacy lives on, creating even more opportunities for students to shine and embrace their authentic selves—just as Edward did throughout his life.

Scan here to donate



## Upcoming in Spring 2025

### 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.



# STR

*Thank you for reading!*



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