Upcoming Events

March 4
9:00am-11:30am (Zoom)
Teaching Development Workshop
By invitation only

March 6
12:00pm-1:00pm – Undergraduates (Cambie lounge)
1:00pm-2:00pm – MHMS (Cambie lounge)
Fall Academic Awards Ceremony
Invitation and information for awardees from Enrolment Services via email

March 6-7
BC Tourism Industry Conference – Victoria, BC

March 13
12:00pm-1:00pm (VCC Downtown Room 420)
Dr. James A. Williams Inspirational Talk
Open to all / no RSVP needed

3:00pm- 4:00pm (Cambie #257/259)
Dr. James A. Williams Inspirational Talk
Open to all / no RSVP needed

March 18
Last Day for Student Withdrawal from Classes

HRTM 7716 Field Course Declaration Forms Due
All new MHMS students – send to Dr. Bachman

March 21
3:00pm - 4:00pm (Hybrid)
Faculty Meeting
By invitation only

March 25
Registration for Summer Term Begins (undergrads)

March 29
Good Friday – Campus Closed

April 1
Easter Monday – Campus Closed

Visiting Scholar on Campus – Dr. Dipra Jha, Washington State University

On February 13th, FDU Vancouver hosted Dr. Dipra Jha, Associate Dean for Equity and Inclusion and Scholarly Associate Professor at Washington State University.

Dr. Jha delivered a seminar to faculty and graduate students titled "Cross-Cultural Perspectives in Hospitality". The seminar offered insights into the intercultural dimensions within the hospitality industry, focusing on enhancing hospitality experiences by integrating cross-cultural competency and awareness to foster a more inclusive and dynamic hospitality environment.

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CBC Interview about Yukon's Latest (and Strangest!) Marketing Campaign

Last week, the Yukon Government released its latest marketing campaign to promote the territory's unique landscape and experiences. The campaign, titled 'Yukon: it's a little bit metal', features a heavy metal band giving a high-octane performance, complete with epic guitar riffs and dramatic drum solos.

In an interview with CBC's Nassima Way, FDU Vancouver Assistant Professor Lever offered some thoughts on the campaign and what impacts it may have on tourism to the Yukon.

You can read the article here: https://ici.radio-canada.ca/nouvelle/2052161/touriste-campagne-musique-medias-sociaux.

New Elective Course – HRTM 7754 (Social Media in Hospitality)

Assistant Professor Dr. Michael Lever is teaching a new course this semester where students explore various concepts, theories, and approaches related to social media in the hospitality industry. Each week, students discuss their ideas related to multiple contemporary topics, including host-guest relationships, sustainability, cultural and heritage tourism, service quality, and more.

At the end of the semester, students will be designing and creating their own YouTube channels that showcase what they learned in the course in fun and creative ways. Below are a few of Professor Lever's latest designs, demonstrating the value of memorable YouTube thumbnails.

Services Management to be Offered in Field Course Format Only as of 2025

After garnering feedback from students, faculty, and industry, the Master of Hospitality Management Studies (MHMS) program will only offer the required Service Management course (HRTM 7716) in field course format for students who begin the MHMS program in Spring 2025 and beyond.

Students who start the MHMS program in 2024 will still have the choice to take the course in either traditional in-class format or the field course format.

Looking forward past 2025, every student graduating from the MHMS program will participate in the Services Management field course to the Okanagan. This provides students with a unique educational experience while also learning about a beautiful part of British Columbia and the variety of hospitality and tourism businesses and job opportunities available in that region.

For a recap of this academic year's Services Management field course in October 2023, please visit www.medium.com/@FDUVancouver.

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