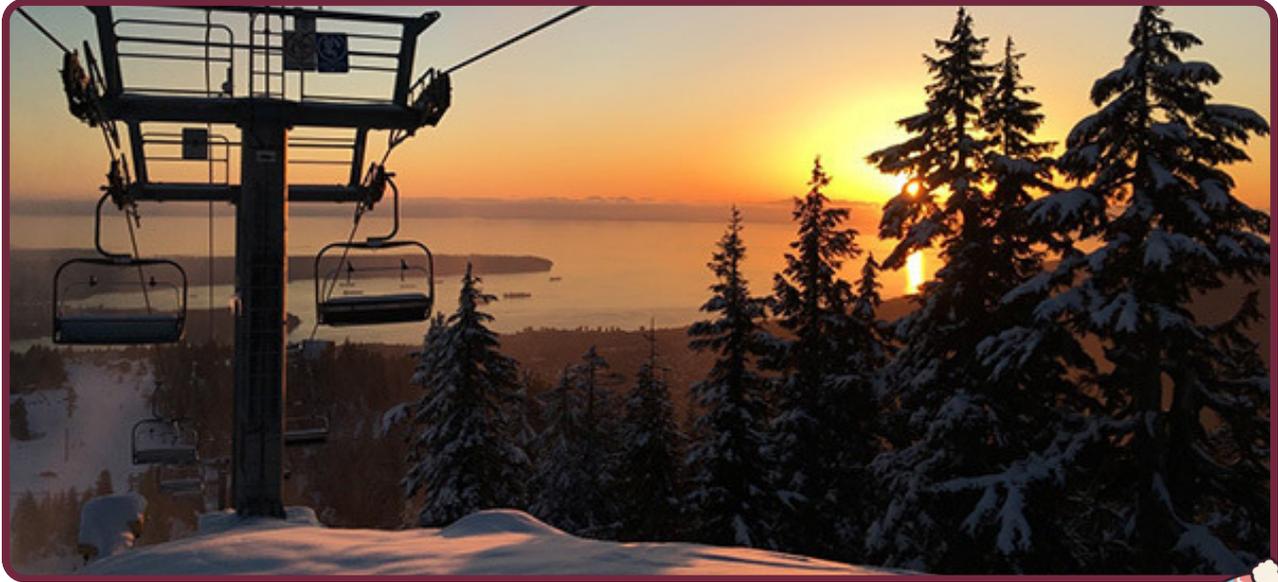




**FAIRLEIGH
DICKINSON
UNIVERSITY**

International School of Hospitality,
Sports, & Tourism Management

Hospitality and Tourism Monthly Newsletter



Sunny Days, Snowy Grouse: Vancouver's February Magic

February in Vancouver wraps us in a magical mix of sunny skies and winter wonder.

For an unusual number of January days, we've been enjoying crisp, beautiful weather down here in Metro Vancouver, with blue skies lighting up campus paths and the seawall, while just a short drive away, Grouse Mountain stands blanketed in thick snow—perfect for skiing, snowshoeing, and gondola rides with breathtaking views of the city and ocean below.

We're still holding out hope for that rare lowland snowfall to dust our streets and parks, turning everyday walks into something truly special before spring takes hold.

Reflecting on December's MHMS Special Project Festival, we celebrated the standout research of hospitality future leaders.

Our Winter 2026 semester has been buzzing since welcoming back MHMS students on January 8th, with campus alive as friends reunite.

The fun welcome-back pizza party on January 21st had everyone mingling over delicious slices, laughter, and great conversations, kicking off the semester with real community spirit.

This Winter, we are so excited for the many events and other amazing opportunities ahead, including the new CHIA certification course in hotel analytics—covering everything from revenue metrics to data-driven decisions.

Let's embrace these sunny days, snowy peaks, and upcoming opportunities to create unforgettable experiences for Vancouver's visitors.



Upcoming Events in February

What: Winter 2026 Academic Awards Ceremony

When: Feb 04, 2026

Where: Cambie Student Lounge

What: Family Day Holiday

When: Feb 16, 2026

Campus Closed

What: Winter Recess

When: Feb 17-21, 2026

No Classes





Highlights from December 2025 & January 2026

Final Semester Special Project Presentation Festival

On December 18th, The MHMS Special Project Presentation Festival was held at the Vancouver Campus, providing a platform for students to present their capstone research under the guidance of faculty mentors. The event highlighted applied research addressing contemporary challenges and emerging trends within the hospitality and tourism industry.

The festival featured three research presentations. **The first presentation examined the impact of user-generated content on customer behaviour in the hospitality industry and was supervised by Professor Denise Chiang. This study was presented by Kinley Chokey, Myat Moe (Emma), Min Che Chiang, and Wendy Paola Guerreros Vasquez,** and explored how digital engagement influences consumer decision-making in hospitality contexts.

The second presentation focused on DEIA perceptions among Generation Z employees in Canada's hospitality workforce, under the mentorship of Dr. Michael Lever. Presented by Aqsa Khan, Hayk Yaralyan, Manoj, and Anand Chendkapure, the research offered valuable insights into inclusivity, workplace expectations, and evolving workforce dynamics within the Canadian hospitality sector.

The final presentation, guided by Professor Denise Chiang, delivered a comparative analysis of social media marketing strategies used in the FIFA World Cup versus the Olympic Games. Presented by Lam My Duyen (Helen) Phan, Jiayi (Joey) Dai, Abish Lageju, and Aashish Neupane, the study highlighted differences in global event branding, audience engagement, and digital marketing approaches.

Overall, the festival fostered meaningful scholarly discussion and critical inquiry, reinforcing the program's commitment to experiential learning, academic excellence, and industry-relevant research in hospitality and tourism studies.





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MHMS Welcome Back Pizza Party

The MHMS community recently came together to host a lively Pizza Party, welcoming our new students to campus! The event provided a fantastic opportunity for students to meet, mingle, and build connections in a relaxed and fun environment.

With delicious pizza, laughter, and engaging conversations, the pizza party fostered a sense of camaraderie and excitement among attendees. New and returning students alike enjoyed the chance to interact, share experiences, and kick off the semester on a positive note.

Events like these highlight the welcoming and inclusive spirit of MHMS, making it more than just a place to study—it's a community to belong to.



New Certification Opportunity



Certification in Hotel Industry Analytics (CHIA) Training Program

The CHIA is a highly valued, industry-recognized credential in the hospitality sector, earned by over 42,000 students, professors, and professionals. For a student, attaining this distinction signals that you are among the top graduates in our field.

Each winter semester, the International School of Hospitality, Sports, and Tourism Management at FDU Vancouver conducts a CHIA Training Program available exclusively to MHMS students, hosted by Professor Michael Lever. The training program teaches students about foundational metrics, definitions, formulas, and methodologies used in the hotel industry. Students work at their own pace throughout the semester. After completing the recommended homework activities, students will receive a personalized link to access the exam and earn their certification.

Benefits to Students

By participating in this training program, students will prove their ability to “do the math” and interpret the results. Additionally, they will demonstrate the ability to analyze various types of hotel industry data and draw strategic inferences from that analysis. Certification also affirms a comprehensive understanding of benchmarking and performance reports used by industry professionals. Essentially, students will learn how to understand the current state of the hotel industry, including relevant ongoing events.



Want to Learn More?

To help you decide whether to participate and to allow you to ask questions, Professor Lever will host a virtual CHIA Training information session on Monday, February 9th, at 1:30 p.m. via Microsoft Teams. There is no requirement to participate in the training program by attending this session, and it will count as an Information Session stamp in your HTM Student Experience Passports!

To be added to the calendar invitation, please email Professor Lever no later than Friday, February 6th, to confirm your interest in attending, and he will send you the join link.

If you cannot attend the session at that time but still want to participate in the training program, a recording link will be shared with all students who RSVP'd in advance.

Ready to Sign up for the Winter 2026 Intake?

All details will be shared during the information session, including examples of study and exam materials, a suggested timeline, registration process, important deadlines, and more. So, please plan to attend that session, even if you already know you want to participate.

For additional information, please visit the CoStar CHIA official website:

<https://elearning.costar.com/chia>



Thank you for reading!

