



**FAIRLEIGH
DICKINSON
UNIVERSITY**

International School of Hospitality,
Sports, & Tourism Management

Hospitality and Tourism Monthly Newsletter



No Winter Lasts Forever...No Spring Skips its Turn!

The immortal words of Hal Borland, a nature writer and journalist always rings most true around this time of year. While other provinces across our beautiful country are experiencing devastating ice storms and power outages, here in the lower mainland we're starting to feel the sun-soaked afternoons and budding trees blossoming all around us, reminding us of how lucky we are to call British Columbia our home.

Another reason to feel lucky is to celebrate another month of amazing stories from students and faculty within the International School of Hospitality, Sports, and Tourism Management here at FDU Vancouver. Next week we welcome back our incredible alumni for our alumni social event held each year to commemorate the accomplishments of those who have graduated and found

meaningful employment in our incredible sector. I can't wait to see all those familiar faces!

In March, our faculty welcomed representatives from Rocky Mountaineer, Grey West Sightseeing Tours, and others to share upcoming work opportunities for our students to consider. I also had the great pleasure to attend the TIABC Conference and WORTH Summit along with a few of our students and alumni, hearing from industry leaders throughout BC.

This marks the final newsletter of the 2024-2025 academic year. I intend to go back to each one and reflect on all the successes between then and now. Lots to be proud of, no doubt. I hope you enjoy the newsletter and wish you a very productive summer travel season!

*Professor Lever
(Michael)*

Upcoming Events in April

What: Hospitality & Tourism Alumni & Current Student Event

When: Apr 09, 2025 (6-8 PM)

Registration required

Where: Fable Diner & Bar

What: Good Friday

When: Apr 18, 2025

Campus Closed

What: Rocky Mountaineer Site Visit

When: April 22, 2025

Hospitality Society members only

What: BCHA Summit

When: Apr 22-23, 2025

Registration required

Where: Westin Bayshore Hotel, Vancouver



MHMS Students Attend Degree Quality Assessment Board Meeting

The Degree Quality Assessment Board (DQAB) is an independent advisory body in British Columbia that oversees the quality assurance of degree programs. It ensures that new degree proposals meet high academic standards, benefiting students and the post-secondary system. In March, Master of Hospitality Management students attended a DQAB meeting, gaining firsthand insight into the rigorous evaluation process for academic programs. Observing these deliberations provided students with a deeper understanding of quality assurance in higher education and its role in shaping industry-relevant programs. This experience reinforced the importance of maintaining high educational standards and preparing students for leadership roles in hospitality and tourism.



Tourism Industry Association of British Columbia Annual Conference

The Tourism Industry Association of British Columbia (TIABC) hosted its annual BC Tourism Industry Conference from March 5 to 7, 2025, at the Sheraton Vancouver Wall Centre. Themed "**Tourism For All – Embracing the Journey**," the conference attracted over 460 delegates from across the province to discuss the evolving landscape of British Columbia's tourism sector.

Dr. Michael Lever attended the conference alongside three MHMS students, **Sara Alaviyeh**, **Anand Chendkapure** and **Hayk Yaralyan**. Their participation underscored FDU's commitment to integrating academic perspectives with industry practices, providing students with invaluable exposure to current trends and networking opportunities within the tourism industry.

Dr. Jarrett Bachman, Scholar-in-Residence at Destination British Columbia (Destination BC), also played a significant role in the conference. Dr. Bachman has been instrumental in advancing research on resident perceptions of tourism in British Columbia, contributing to Destination BC's initiatives aimed at understanding and enhancing the relationship between tourism development and local communities.





WORTH Leadership Summit Held at Westin Bayshore Hotel Vancouver

The WORTH Leadership Summit, held on March 11, at Vancouver's Westin Bayshore, convened professionals from recreation, tourism, and hospitality to promote women's leadership and inclusivity. Dr. Michael Lever attended the event together with the Alumni of FDU, demonstrating his commitment to advancing diversity within the industry. The summit featured keynote presentations, breakout sessions, and networking opportunities, with speakers such as **Amal Masri**, CEO of Fix The Broken Rung, and **Melanie Mark**, former B.C. legislator, sharing insights on fostering equitable workplaces. This gathering underscored the importance of collaborative efforts in building a more inclusive future for the sector



Faculty Research Showcase Presentation Series Spring 2025



The Faculty Research Showcase Presentation Series for Spring 2025 highlighted innovative research across disciplines, fostering academic exchange and collaboration. Dr. Michael Lever contributed to the series with his presentation on "Using Prolific Data Collection Platform," showcasing its effectiveness for gathering high-quality survey data for academic studies. His session explored the platform's capabilities, best practices for research design, and its advantages in ensuring diverse and reliable participant responses. The event provided faculty and students with valuable insights into modern research methodologies, reinforcing the university's commitment to advancing scholarly inquiry and data-driven decision-making

ISHSTM Featured at Taylor's University, Malaysia: Dr. Hiran Roy Presents on Sustainable Tourism

ISHSTM at **FDU** gained international recognition as Dr. Hiran Roy was invited to speak at Taylor's University, Malaysia. Addressing Master of International Hospitality Management (MIHM) students, Dr. Roy delivered an engaging session titled "**Sustainable Tourism Development: A Case of Canada.**" He explored key aspects of responsible destination management, eco-friendly business practices, and the role of Indigenous communities in Canada's tourism landscape. His presentation not only enriched students' understanding of sustainability but also reinforced FDU's global impact in advancing hospitality and tourism education.





Dr. Lever Attends Ascenda University's Academic Poster Presentation

This March, Dr. Lever had the opportunity to attend an engaging **Academic Poster Presentation** hosted by **Ascenda University**. The event, part of the BHMT 402 course – Creating Value in the Hospitality Economy, showcased the innovative work of undergraduate students who developed conceptual frameworks to address real-world operational challenges in the hospitality industry.

Students, who also work at renowned hospitality businesses such as Fairmont Hotel Vancouver Airport, Pinnacle Hotel-North Vancouver, Delta Hotel, Paradox Hotel, Flair Airlines, and Vancouver Convention Centre presented their research, applying **Michael Porter's Value Chain Model to enhance business operations**. The event was an inspiring display of creativity, critical thinking, and industry-relevant problem-solving.

Dr. Lever thoroughly enjoyed witnessing the dedication and innovation of the students and looks forward to seeing their contributions to the future of the hospitality industry.



Dr. Hiran Roy Named Editor for New Book on Social Responsibility in Hospitality & Tourism

Dr. Hiran Roy has been selected as one of the editors for the upcoming book chapter "**Social Responsibility in Hospitality & Tourism: Bridging Education and Practice Transitions**." This significant contribution is part of the **Routledge Insights in Tourism Series**, published by **Routledge Publishing (UK)**. The book explores the evolving role of social responsibility in the hospitality and tourism industries, emphasizing the connection between academic education and industry practices. Dr. Roy's editorial leadership underscores his dedication to advancing research in sustainable and ethical hospitality, shaping discussions that bridge theoretical knowledge with real-world applications in the global tourism landscape.





FDU Alumni Connect with Hospitality and Tourism Management Students in Engaging Online Event

What an inspiring evening it was as **FDU Career Services**, led by **Pete Moores** and **Kira Straesser**, hosted a virtual panel discussion featuring accomplished FDU alumni from the Hospitality and Tourism Management program. The event brought together industry leaders **Paresh Sidhwani**, **Ramy Fouda**, and **Cristina Sanchez** to share their diverse journeys, challenges, and insights from the hospitality field.

The panelists discussed key topics like career transitions, the importance of networking, and the role of adaptability in the industry. Their personal stories and practical advice provided invaluable guidance to students aiming to enter or grow within the hospitality sector.



Upcoming in April

FDU Vancouver Hospitality Alumni & Current Student Evening on April 9, 2025

The much-anticipated FDU Vancouver Hospitality Alumni & Current Student Evening is happening on April 9, 2025 at Fable Diner & Bar. This event promises to bring together hospitality alumni and current students for a fun and engaging evening. Whether you are looking to reconnect with friends, network with fellow FDU hospitality professionals, or enjoy a friendly game of pool or darts with professors, this event offers something for everyone. It is an exciting opportunity to strengthen the FDU hospitality community and foster valuable connections in a casual, enjoyable setting.

Site Visit to Rocky Mountaineer in April

This April, Career Services at FDU is organising an exclusive trip to Rocky Mountaineer, providing students with a valuable opportunity to gain firsthand knowledge of its operations. As a world-renowned luxury rail service, Rocky Mountaineer is known for delivering exceptional guest experiences, and this visit will offer insights into its hospitality, logistics, and customer service excellence. Students will have the chance to interact with industry professionals, observe daily operations, and understand the intricacies of running a high-end tourism business. This immersive experience will be invaluable for those aspiring to build careers in hospitality, tourism, and related fields.





Upcoming in April

Upcoming BCHA Summit 2025 in Vancouver: FDU Involvement and Volunteer Opportunities

The BCHA Summit 2025 is set to take place at Westin Bayshore Hotel, Vancouver, bringing together key stakeholders from the hospitality industry to discuss trends, innovations, and the future of tourism in British Columbia. This year's theme, **Shaping Tomorrow: Leading and Growing Together**, emphasizes embracing new opportunities and realizing untapped potential in the hospitality industry. The Summit will address key issues shaping the sector's future, including tariff implications, transportation infrastructure, hiring strategies, public safety, smart technology, and evolving guest expectations.

Two of our MHMS students, **Deepshikha Shukla** and **Jessica Wilde**, will be volunteering at the event, gaining hands-on experience and contributing to its success. Additionally, **Denise Chiang**, lecturer at ISHSTM FDU, will be attending the Summit, engaging in forward-thinking discussions, gaining actionable insights, and fostering valuable networking opportunities. This event will provide an excellent platform to explore how hoteliers can lead through change, drive innovation, and grow together.



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Thank you for reading!

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