

EuroCHRIE Workshops

Tuesday 25th October, 8.30-17.30, Room F108

STR Certification in Hotel Industry Analytics (CHIA) Training Session and Train-the-Trainer Workshop



You are cordially invited to attend a “Certification in Hotel Industry Analytics” (CHIA) training session and Train-the-Trainer workshop. The training is free for professors and instructors. Industry professionals are invited to attend. Grad students and senior level undergrads are also invited if space allows. The cost for industry professionals is \$200 USD and the cost for students is \$75 USD. The “Certification in Hotel Industry Analytics” (CHIA) is jointly offered by STR, AHLEI and ICHRIE.

Certification in Hotel Industry Analytics (CHIA) - The “Certification in Hotel Industry Analytics” is being offered globally to students, professors and industry professionals through a joint effort between AH&LEI, ICHRIE and STR. Nearly 6,000 CHIA certifications have been granted, and over 60 public training sessions have been conducted. The CHIA is the leading certification for industry professionals focused on analytics and the leading hotel-related certification for students graduating from Hospitality and Tourism programs. It is endorsed by the Institute of Hospitality and many other hotel organizations.

This recognition provides evidence of a thorough knowledge of the foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. Recipients have proven that they can “do the math” and interpret the results. They have demonstrated an ability to analyze various types of hotel industry data and to make strategic inferences based upon that analysis. Certification also confirms a comprehensive understanding of benchmarking and performance reports. Achieving this distinction announces that these recipients have a place among the best professionals in our industry and opens the doors to future career opportunities. Participants receive a certificate and are able to use the CHIA designation on their business cards and resumes.

The CHIA training covers the following content:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals, the metrics used by the Hotel Industry
- Property Level Benchmarking
- Hotel Industry Performance Reports

A detailed outline and also testimonials are available. The session also prepares instructors to be able to present the CHIA training to their students. A comprehensive training package is available including PowerPoints, application exercises, supporting materials, quizzes and

practice exams. It is easy to personalize the training related to a specific area of the world or for the specific needs of a school, company or organization.

Workshop Details and Registration – Room F108 at Budapest Metropolitan University will open on Tuesday at 8:30 am. The workshop will begin at 9:00 am and end at 5:30 pm. There will be coffee/drink breaks and a break for lunch at around 12:00. Breakfast will not be provided. Dress code is business casual. Training materials will be made available to participants prior to the session. It will be optimal for participants to review the training material prior to the session if at all possible. Please bring the training materials with you to the workshop on a laptop, or you can bring them in hardcopy format. There are a lot of slides so if you create hardcopies of the PowerPoints, you might want to print multiple slides per page and use both sides of the page. Training will be presented in English. Once you have completed the training you will have the opportunity to take the CHIA exam online at your earliest convenience. It is a 50 question multiple choice test with a 90 minute time limit. Upon successful completion (70% or greater), you will receive your CHIA certificate.

If you would like to reserve a seat or if you have questions, please contact sharecenter@str.com. Space is limited, so if you are interested, please let us know ASAP and we will hold a seat for you. Industry professionals can reserve a seat by emailing Phyllis Lamar at plamar@ahla.com. We would be delighted to have you join us for an educational and enjoyable experience.

Tuesday 25th October, 14.30-17.30, Room F104



HOTS Simulation Train-the Trainer Workshop

Facilitators: Dr Anna Kralj and Mike James

We produce industry leading simulation programs for the hospitality, restaurant and tourism industries. We license our products for educational use and deliver industry training and events. Our hotel simulation program, HOTS, is utilised by education and industry to teach and develop skills relating to operations, revenue management, benchmarking and more.

The HOTS Simulation Train-the-Trainer session will feature an update to the new version of HOTS and introduce how the simulation can be used to deliver revenue management specific courses. This session should be attended by both current and prospective users and will include hands-on practice with HOTS.

For more information about these workshops please email – info@russellpartnership.tech

Wednesday 26th October: 09:30 – 11:30, Room F203

REDGlobal Workshop

Using New Generation Simulations for New Generation Students in a New Generation Marketplace



Facilitators: Heidi Anaya and Peter Starks

The REDglobal Foundation provides hospitality business simulations, on a “not-for-profit” basis, as a service to educators, students, and institutions as our global “give-back” for the preparation of future industry leaders.

Delivered in over 40 countries, 8 languages, and 10 currencies, new-generation simulations are valued by over 6000 undergraduate and graduate students annually, elevating student engagement, embedding real-to-life learning, and enriching the enjoyment of teaching. They are internet delivered, industry validated, aligned with STR metrics, and grounded in reputation management for social media. Used by hospitality companies and institutions around the globe, new generations simulations help instructors bring real-world learning into class.

Peter and Heidi warmly welcome you to this non-commercial, interactive, and lively workshop, providing the following take-ways for educators who already use simulations and for those considering it:

Benefits of Simulations

1. How do educators, in over 80 institutions, currently blend simulations into undergraduate courses such as: Hotel Operations, F&B Management, Revenue Management, Finance and Accounting, Marketing & Sales, Human Resources, Asset Management, Strategic Management, and Capstone?
2. Why have simulations become so popular in Graduate programs?
3. How do educators use real-world simulation learning to bring STR SHARE Center, CHIA metrics, and benchmarking alive for students?
4. How have simulations impacted student engagement, course evaluations, and program reputation over the last 5 years?

New Generation Simulation Training

5. How do simulation really work behind the scenes?
6. How do instructors easily shape and scale a simulation to their specific course objectives and student level in just a few minutes.
7. How do instructors replicate any market scenario and hotel configuration with just a few clicks?

8. How can students receive complimentary certification to present to recruiters?
9. What are the 2016 simulation enhancements in REVsim, HOTELsim, F&Bsim, RATEsim, and PROFsim? And, which simulation is the perfect fit for a course.

The Annual EuroCHRIE Challenge

9. How does a student team join the Annual EuroCHRIE Hospitality Business Challenge?
10. How is the Challenge conducted, and what are the benefits for students and the instructor?

We warmly welcome you to join us for a lively meet-up filled with practical information, a hands-on simulation experience, and idea sharing. Attendance is complimentary and pre-booking can be made at Eurochriebudapest.wecotravel.hu



Peter Starks



Heidi Anaya



“An instructor who is dedicated to students..... deserves a simulation partner who is dedicated to them both”.

Wednesday 26th October: 09:30 – 12:30, Room F104

Africa - Development or Pure Business from an Educational Perspective

Facilitator: Anders Johannes Justenlund

Email: ajus@ucn.dk



This year's EuroCHRIE Africa Forum deals with the issues related to development projects and business activities on the African continent, which focus on Eastern and Southern Africa. The forum will discuss how researchers/educators, students and industry can collaborate the best way possible to create sustainable solutions in an incommensurable business environment.

What opportunities will this unique context bring to the hospitality and tourism stakeholders who are going to invest in a part of the world, where so many others have failed before them? What is it that academics, business professionals and students need to understand and learn to succeed in future ventures?

Do not miss the opportunity to discuss with four very interesting panelists, who works in different fields, but share the same interest for a continent with unique potentials.

Is Africa only about development projects or is it just pure business, when it comes to education?

Learn more during the EuroCHRIE2016 conference, 26 October 2016 – 9.30am-12.30pm in room F104 at Budapest Metropolitan University.

Forum Speakers:

Dr. Robert Newbery - Newcastle University



Robert is a Senior Lecturer in Enterprise and Innovation and has worked extensively in Asia, Africa, Europe and North America. He has founded and run a number of entrepreneurial businesses having a PhD, MSc, MBA and BSc.

He is Principal Investigator for a Comic Relief funded project 'Scaling innovative rural distribution for farmer inputs' in Kenya and is developing the Rural Business Network development concept with colleagues internationally. Robert is particularly interested in how entrepreneurship is being used for development in both the 'Global North' and 'Global South'.

Mrs. Birgitte Hvingel Jørgensen - University College Northern Denmark



Birgitte Hvingel Jørgensen is currently a part of the Export- and Marketing programmes at University College of Northern Denmark (UCN). Birgitte is the initiator of the UCN African specialization programme, which is a unique educational programme offered to students, who has an interest in becoming business professional and/or entrepreneur in an African business context. The UCN African programme closely links industry, education, research, and development together.

In recent years, Birgitte Hvingel Jørgensen together with UCN-students has made sure that Danish businesses have had success on multiple African markets. A prime example that underlines the success of the African Programme, have been the introducing the Danish cider-brand, Mokai to the Tanzanian market. Mokai is now available at selected nightclub venues in Dar es-Salaam. Birgitte Hvingel Jørgensen and UCN have made Africa – open for business for Danish businesses.

Mrs. Susina Jooste - The Private Hotel School



Susina Jooste, the director of The Private Hotel School in Stellenbosch has an insatiable thirst for knowledge and her passion for the growth of the culinary and hospitality industries have led her to fully embrace the education and training side of this industry. Her Master's degree echoed her determination to contribute to high levels of professionalism and proposed a curriculum framework for ongoing professional development in culinary and hospitality education.

As member of the international advisory board for the American Hospitality Academy, she travels regularly to the AHA-International Hospitality Management Schools as guest lecturer. Susina holds a B. Home Economics (Ed) (University of Stellenbosch), B. Ed Honours (University of Potchefstroom) and Master's Degree (University of Stellenbosch). Susina further completed education programmes at The Culinary Institute of America (New York), as well as short professional courses at Le Cordon Bleu (Paris), and holds the Diploma in Professional Cooking from City and Guilds of London.

Mr. Steve Hood – STR/SHARE



Steve is Senior Vice President of Research for STR and has been with STR Global for 19 years. Being involved in the original development of the STAR program, Steve is currently responsible for research-related activities and serves as the Founding Director of the SHARE Center. As well as representing STR at global industry and academic conferences related to hospitality and tourism.

Steve also serves on advisory boards and as an honorary professor for leading international hotel schools. In 2012, Steve was recognised by ICHRIE with the Industry Recognition Award for demonstrated commitment to advance hospitality and tourism education. In 2014, he was recognised by EuroCHRIE with the Nestle Pro Gastronomica Award for demonstrating excellence in training, education and development work in the hospitality industry.

Moderator: Anders Justenlund – Vice President EuroCHRIE (University College Northern Denmark)



Anders Justenlund is Business Developer and Lecturer at University College Northern Denmark (UCN) in the department of International Hospitality, Tourism and Hotel/Restaurant Management.

His experience has brought him around the World providing teaching courses, business development consultancy, and keynotes in most parts of Europe, Africa, Middle East, Asia and North America. Anders is specialised in the areas of creative new thinking, innovation didactics and entrepreneurship. He is most passionate about linking his areas of expertise with new learning processes.

This has led to new ways of integrating students into business and research development within the hospitality industry (e.g. new ways of doing internships).

Anders is a published author and an academic reviewer for several business related journals and publications. He is the former chair of the research committee for the European Network for Business Studies and Languages. Anders seeks to develop business/academic activities within the combination of three areas:

Research/Development, Active Industry Participation, and Student Involvement.

Wednesday 26th October: 11.30 and 12.30, Room F108

Leadership Tango

Faciliator: Dr Joseph Roevens (NHTV Breda University of Applied Sciences, NL.)

Email: Roevens.J@nhtv.nl



This 60 minute workshop is about leadership, not dance. Participants engage in 4 simple walking exercises together with a variety of partners, to the rhythm of Argentinean tango music. You will explore what leadership and followership excellence means for you specifically, both by experiencing it physically, and by sharing your insights verbally. Experience of more than 7 years, and with more than 43 nationalities has proven LeadershipTango's effectiveness in transferring the subtleties of compassionate leadership and careful followership.

Thursday 27th October: 11.15 – 13.15, Room F108



Research Methods Workshop

In case you have questions about the workshop: lizineson@gmail.com

In case you wish to register for the workshop: eurochriebudapest@wecotravel.hu

Facilitator: Dr Elizabeth M. Ines



Elizabeth Ineson read Psychology and Mathematics before completing a PhD in Educational Management. She has been awarded fellowship of the Institute of Hospitality and the Institute of Travel and Tourism. In 1999, she won the EuroCHRIE President's award for outstanding achievement and is currently Director of Research for EuroCHRIE and Operations' Manager for the charitable trust, La fondation pour la formation hôtelière whose links span 21 Central & Eastern European countries. Liz's work focuses on experiential and action learning to underpin international research and consultancy through industrial links and staff development. She has conducted over 90 Hospitality research projects and seminars for companies in the UK, USA and Europe and contributed to in excess of 200 publications, conference papers/workshops, short courses, seminars and reports. She was awarded an honorary Professorship by Budapest Business School and she has co-edited seven volumes of International Case Studies for Hospitality, Tourism and Event Management Students and Trainees.

You are invited to participate in this research workshop exemplifies innovative research methods via papers published by a team of international presenters, including:

- Experiments and interviews by Mandy Claudia Tom Dieck
- Online v. on-site data collection by Eva Podovšovník,
- Auto-ethnography by Joseph Roevens,
- Hierarchical Linear Modelling by Woody Kim
- Design thinking by Xander Lub
- Impact Analysis by Steve Hood

A brief discussion on the use, advantages and disadvantages of these methods follows the presentation after which we would welcome input from any other researchers who have recently employed innovative methodology.

Please see below for further details relating to the presenters.



Dr. M. Claudia tom Dieck is specialised in tourism and hospitality management with a strong focus on digital tourism including social media and augmented/virtual reality. Coming from a hospitality background, with an education from a leading Swiss hotel management school, she worked in hotels in Malaysia and Germany. She is a project manager at the Manchester Metropolitan University Creative Augmented and Virtual Reality Hub (<http://www2.mmu.ac.uk/creativear/>) and the Programme Chair of the Annual International AR and VR Conference



Eva Podovšovnik is Assistant Professor at the Faculty of Tourism Studies, University of Primorska, Portoroz, Slovenia. She teaches quantitative research methodology, e-tourism and social networks in tourism and is Head of the Commission for students affairs at the Faculty of Tourism Studies. Eva's research activities focus on methodology and quantitative data analysis (segmentation, public opinion research and data mining).



Joseph Roevens (BA Cornell, MA Johns Hopkins, PhD Tilburg) teaches, facilitates and coaches participative forms of HRM, Change Management, Decision-making and Semco-style Leadership. He authored several books and articles on Change, e.g. "Organize with Chaos", and developed an innovative approach to Leadership, baptized "Leadershiptango". His approach to research is influenced by phenomenology and the method of embodied participant observation.



Woody Kim is the Robert H. Dedman Professor of Hospitality Management and the Director of the International Center for Hospitality Research & Development at Florida State University. He holds a Ph.D. from Purdue University and taught at universities within the U.S. and abroad for the last 20 years. He published more than 100 peer-reviewed articles and made over 100 conference presentations. In 2011, he was recognized in a JHTR article as 5th out of 50 leading hospitality and tourism scholars worldwide in relationship to the productivity at top-tier journals from 2000 to 2009. He has also received the 2004 JHTR Best Article of the Year award from Sage Publication. In 2009, he was honoured with the Institute of Hospitality Education Research Award. Currently, he is an associate editor of the Journal of Quality of Assurance in Hospitality and Tourism. He also sits on the editorial boards of six journals.



Xander Lub is Professor of Hospitality Management & Experience Design at NHTV University, Breda, the Netherlands, AHFM/ Senior Lecturer @ VU University. His research covers Hospitality and Experience and Service Design as well as HRM-related issues Dr. Lub has (co-)authored over 70 papers in the last six years and serves as a reviewer for 5 international journals. His work is published in leading scholarly books and international journals in hospitality and management. In 2013, he received the IJCHM Best Paper Award from Emerald. He has consulted to the industry for years, and has about 21 years of teaching and course development experience in Bachelor, Master, MBA, and Executive Education programmes



Steve Hood is Senior Vice President of Research for STR. He is currently responsible for research-related and represents STR at global industry and academic conferences related to hospitality and tourism. He serves on advisory boards and as an honorary professor for leading international hotel schools. In 2012, Steve was recognised by iCHRIE with the Industry Recognition Award and in 2014, he was recognised by EuroCHRIE with the Nestle Pro Gastronomia Award. STR is the leading authority on lodging industry performance trends and performance benchmarking. In 2011, STR launched the SHARE Center, providing hotel and tourism data and additional resources to nearly 600 universities in 60 countries around the world to support their research and classroom activities. It has helped to introduce the “Certification in Hotel Industry Analytics” and the “Hotel Industry Foundations and Introduction to Analytics” certifications for students, professors and industry professionals, jointly offered by AHLEI and STR.

Thursday 27th October: 11.15 – 13.15, Room F203

Reflections on the current state and future potentialities of critical hospitality studies

Facilitator: Mr Kelvin Zhang (Edinburgh Napier University)

In case you have questions about the workshop: 40177792@live.napier.ac.uk

In case you wish to register for the workshop: eurochriebudapest@wecotravel.hu



This workshop is intended to create a space of intellectual discussion, on the current situation and future potentialities of critical hospitality studies. During the workshop, we will together reflect on the current state, areas of potential growth, and challenges of critical hospitality studies, with a particular focus on the future possibilities of critical hospitality studies. The workshop will employ Ketso toolkit (www.ketso.com), which is a hands-on workshop toolkit for creative engagement. Based on an inclusive philosophy, Ketso is designed for diverse participatory group work, and aims to stimulate discussions, capture ideas, identify key issues, and plan for future actions. We welcome all conference delegates interested in participating in the discussion of, and contemplation on the critical turn of hospitality studies.

Thursday 27th October: 14.15-15.45, Room F203

ICHRIE Johnson & Wales Case Study Competition & Journal of Hospitality & Tourism Cases: writing & using case studies

Facilitator: Dr Marianna Sigala (University of South Australia)

In case you have questions about the workshop: Marianna.Sigala@unisa.edu.au

In case you wish to register for the workshop: eurochriebudapest@wecotravel.hu



The workshop aims to 'train', guide and motivate scholars to develop, write and use case studies for educational purposes. The workshop will reveal insights from the I-CHRIE Johnson & Wales Case Study Competition and the Journal of Hospitality & Tourism Cases. Pedagogical strategies for integrating case studies into instructional methods will also be presented

