

## **Certification in Hotel Industry Analytics (CHIA) Train-the-Trainer Sessions**

The CHIA has become the most popular student certification focused on hotel analytics. Nearly 20,000 students, professors and professionals have earned this valuable industry stamp of approval. Students can add the CHIA designation onto their resumes to help them stand out among their peers in an increasingly competitive industry and the knowledge obtained during the training can propel them ahead in their careers. The CHIA program has been revised for a totally online format, including videos and a comprehensive training package with everything needed, to make this easy for professors. The train-the-trainer session covers content and implementation to prepare faculty to offer the certification. There are two opportunities:

- Virtual sessions starting Tuesday August 18<sup>th</sup> – the virtual TTT will consist of 5 webinars, one per week
- Sunday October 25 prior to the APacCHRIE conference in Hong Kong - this will be a full-day in-person session

To find out more about the CHIA certification and to register for the upcoming sessions, please email Duane Vinson at [dvinson@str.com](mailto:dvinson@str.com).

## **Certification in Advanced Hospitality and Tourism Analytics (CAHTA) Train-the-Trainer Sessions**

The CAHTA was launched in 2019 and is being offered by top schools around the world. Over 200 professors have attended TTT sessions so far and many more schools are planning to offer the CAHTA in the fall and next year. Built upon the CHIA foundation, the CAHTA provides comprehensive training on four popular hospitality and tourism research projects: a market study, an event impact analysis, an economic analysis and a feasibility study. Students learn step-by-step procedures to conduct industry quality research and complete one of the projects where they gain valuable experience analyzing data and presenting their findings. Thorough case scenarios and research templates are included. These students can bring their project to their interview and the testimonials have been incredible. The train-the-trainer sessions prepare professors to offer the CAHTA. There are two opportunities:

- Virtual sessions starting Tuesday September 22<sup>nd</sup> – the virtual TTT will consist of 5 webinars, one per week
- Monday October 26 prior to the APacCHRIE conference in Hong Kong - this will be a full-day in-person session

To find out more about the CAHTA certification and to register for the upcoming sessions, please email Duane Vinson at [dvinson@str.com](mailto:dvinson@str.com).