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Business Alliance of THE-ICE



International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**

We would be delighted if you could join us for one of the free upcoming Certification in Hotel Industry Analytics (CHIA) train-the-trainer workshops. The sessions are open to professors and instructors. Graduate students and senior level undergraduate students are invited if space allows. Industry professionals are also invited to most of the sessions. The "Certification in Hotel Industry Analytics" (CHIA) is jointly offered by STR, AHLEI and ICHRIE. For more information or to reserve a seat, please contact us at sharecenter@str.com.

Portoroz, Slovenia, 21st March 2017

This will be a one day CHIA training session. The location will be the University of Primorska and our host will be Dean Dr. Miha Lesjak.



Opatija, Croatia, 22nd March 2017

This will be a one day CHIA training session. The location will be the University of Rijeka and our host will be Dean Milena Persic



Boston, USA, 31st March 2017

This will be a one-day CHIA training session. The location will be Boston University and our hosts will be Arun Upneja and Gabrielle Guarracino.



Quito, Ecuador, 31st March to 1st April 2017

Pre-Workshop Reception, Wednesday, March 29, 6-8pm. This will be a two-day CHIA training session. The location will be the Universidad de Las Americas (UDLA) and our host will be Dean Monica Alatorre, Escuela de Hospitalidad y Turismo



Lima, Peru, 4th to 5th April 2017

Pre-Workshop Reception, Monday, April 3, 6-8pm
This will be a one and a half-day CHIA training session. The location will be the Universidad San Ignacio de Loyola (USIL) and our host will be Professor Sandra Zubieta Zamudio, Director of Hotel Management.



Banja Luka, Bosnia and Herzegovina, 10th May 2017

This will be a one day CHIA training session. The location will be the University of Business Studies in Banja Luka and our host will be Dr. Marija Knezevic



Aalborg, Denmark, 16th May 2017 as part of CHME '17

This will be a one day CHIA training session. The location will be the Aalborg Congress & Culture Centre.



Chicago, USA, 19th May 2017 prior to the NRA Show

This will be a one day CHIA training session. The location will be DePaul University and our host and instructor will be Dr. Lisa Thomas, Assistant Professor at the Driehaus College of Business.



Bali, Indonesia, 30th to 31st May 2017

This will be a one and a half-day CHIA training session. The location will be STP Bali International and our host will be the STPBI staff



Baltimore, USA, 24th to 25th July 2017 prior to the ICHRIE Conference

This will be a one and a half day CHIA training session. The location has not been finalized, but it will be convenient to the conference hotel



For more information or to register - If you have any questions or need more information, please contact sharecenter@str.com. Space is limited, so if you think you might be interested, please let us know, and we will hold a seat for you. There is a brief enrollment form to fill out. If there are students or industry professionals that would like to attend, please contact us. We would be delighted to have you join us for an educational and enjoyable experience.

MORE INFORMATION ON CHIA

The Educator Workshop – The first half of these events consist of several informative presentations including:

- Hotel Industry Overview on the country and region where the workshop is located – latest performance and development trends with drill down into local areas
- Hospitality and Tourism Future Trends – hot topics, issues, challenges, and their impact upon educators
- Data and Resources Available for Research and Education – a thorough review of different types of hotel and tourism data, and other helpful resources, available for research and classroom use

Certification in Hotel Industry Analytics (CHIA)

The “Certification in Hotel Industry Analytics” is the leading (over 7,000) hotel-related certification for university students graduating from Hospitality and Tourism programs. 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 students have a place among the best graduates in their profession and opens the doors to future career opportunities. Recipients receive a certificate and are able to use the CHIA designation on their business cards and resumes. Student testimonials and a content outline are available. The Train-the-Trainer session reviews the CHIA training content, including Analytical Foundations, Math Fundamentals, Property Level Benchmarking and Industry Reports. The session also prepares instructors to be able to present the CHIA training to their own students. The training package, supporting materials, application exercises and quizzes are covered. There is a discussion of how the program is being implemented by schools around the world. It is easy to personalize the training related to your own area of the world. Instructors can receive the CHIA certification themselves by taking an online exam after the session.