

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.

The CHIA TTT takes place in 1.5 hour sessions over 5 weeks. The following opportunities are available in 2021:

- 10:00am and 8:00pm Thursdays, January 14, 21, 28, February 4 & 11, 2021
- 10:00am and 8:00pm Wednesdays, February 24, March 3, 10, 17 & 24, 2021
- 10:00am and 8:00pm Tuesdays, April 6, 13, 20, 27 & May 4, 2021
- 10:00am and 8:00pm Wednesdays, May 26, June 2, 9, 16, & 23, 2021
- 10:00am and 8:00pm Thursdays, July 8, 15, 22, August 5 & 12, 2021

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.

The CAHTA TTT takes place in 1.5 hour sessions over 5 weeks. The following opportunities are available in 2021:

- 10:00am and 8:00pm Tuesdays, Jan 26, Feb 2, 9, 16, & 23, 2021
- 10:00am and 8:00pm Thursday, April 1, 8, 15, 22 & 29, 2021
- 10:00am and 8:00pm Tuesdays, June 22, 29, July 6, 13, & 20, 2021

The workshops are free train-the-trainer sessions for academics and will include industry professionals as well. To find out more about the CHIA and CAHTA certification and to register for the upcoming sessions, please contact sharecenter@str.com.