HOTEL INDUSTRY FOUNDATIONS AND INTRODUCTION TO ANALYTICS

HIFIA Description

The "Hotel Industry Foundations and Introduction to Analytics" (HIFIA) certification program is an abbreviated version of the "Certification in Hotel Industry Analytics". The CHIA has quickly become the leading certification for undergraduate and graduate students in Hospitality and Tourism programs. The HIFIA is targeted at two-year schools, vocational institutions and colleges in developing areas of the world. The content is more condensed. The HIFIA consists of 5 sections instead of 16 sections in the CHIA. The duration of the training is shorter, less than half of the time required for the CHIA. Although the HIFIA has less of an emphasis on math, reports and analyzing data, it still builds a solid foundation on Hotel Industry Basics. It provides a thorough introduction to the math required by a hotel or tourism industry professional, to the reports that are used in the hotel and tourism industry and to the analytic skills used by industry professionals. The HIFIA helps student understand that the math required by a hotel or tourism industry professional is not "rocket science". The HIFIA also helps students appreciate that the hotel and tourism industry relies heavily upon data and the ability to analyze that data.

Qualifying students receive a certificate. Their names and schools are listed on the AHLEI website and they can include the HIFIA accomplishment on their resume/CV.

Content

The certificate program is based upon five content areas:

1. The Players in the Hotel Industry – various affiliations
2. Categorization Used by the Hotel Industry – various ways hotels are defined and categorized, both geographically and non-geographically
3. Introduction to Benchmarking – ways the hotel and tourism industry compare performance to competitors
4. Intro to Hotel Math – an introduction to key performance indicators, formulas, and math-related terms
5. Intro to Industry Reports – an introduction to reports that are used to measure performance of hotels and markets

A detailed outline of the training content is available. HIFIA training includes case scenarios, hints, sample reports, industry "tricks of the trade," analysis examples, quizzes and discussion questions. Application exercises are also included where participants gain hands-on experience working with hotel data. Schools are provided with a comprehensive training program, sample data and supporting materials to make it easy to present the training to their own students. Schools are presenting the HIFIA certification training to students in workshops as well as in courses such as lodging operations, accounting and capstone classes.

Details

The exam is administered by the AHLEI. There are 30 questions on the exam and a minimum score of 70% must be obtained. Retakes are available. The cost of the certification for students is $60 USD. Need-based scholarships are available.

Train-the-Trainer Sessions

Free Train-the-Trainer sessions are conducted all over the world on a regular basis. The TTT sessions present the HIFIA and/or CHIA content and prepare instructors to be able to present the training at their own schools. We show how you can personalize the training related to your own country or city or any area of the world that you are interested in studying. Instructors can take an online exam after the TTT session to receive a certificate themselves.

Events

To view our upcoming Train-the-Trainer sessions visit https://str.com/about/events.

Progress

Since 2012, nearly 18,000 students, professors and industry professionals have received the HIFIA and CHIA certifications. Over 2,000 professors from 600 universities have attended over 100 Train-the-Trainer sessions. We regularly receive great testimonials from graduates regarding the value of the CHIA during their interviews and when they start their hospitality careers.

The HIFIA is offered globally through a joint effort between the AHLEI (American Hotel & Lodging Educational Institute) and STR.

For more information contact:

str | SHARE center

Steve Hood
Senior VP of Research
STR
+1 615 824 8664 ext.3315
shood@str.com

Duane Vinson
Assistant Director
STR SHARE Center
+1 615 824 8664 ext.3329
dvinson@str.com

Chris Jack
Vice President
AHLEI
+1 517 318 2330
cjack@ahlei.org

AHLEI
AMERICAN HOTEL & LODGING
EDUCATIONAL INSTITUTE