



JUNIOR RESEARCHER MENTORING PROGRAMME 2022

Code:	JRMP2022_38
School / Department:	School of Hotel and Tourism Management
Name of Research Leader:	Dr Catherine Cheung, Associate Dean and Associate Professor
Research Topic:	Business Data Analytics in the Hospitality Industry
Short Description of the Research Project:	<p>This research project is a collaboration of two Research members of the School of Hotel and Tourism Management (SHTM) and Smith Travel Research (STR). Selected student candidates will work in a team of 3, supervised by the Research team members of this project, two members are faculty members of the SHTM, both are certified hospitality industry analytics trainers and one supporting member. Mr. Steve Hood is the Senior VP of Research for STR and Founding Director of the SHARE Center. The project involves analyzing various types of hotel industry data provided by STR and making strategic inferences based on that analysis. The project will also utilize data provided by Hotel ICON, the teaching hotel of The Hong Kong Polytechnic University.</p> <p>To conduct this research project, basic training will be provided to participating students on the following:</p> <ul style="list-style-type: none"> • Hotel Industry Analytical Foundations; • Hotel Math Fundamentals; • Property Level Benchmarking (STAR Reports); and

	<ul style="list-style-type: none"> Hotel Industry Performance Reports <p>After completing this project, students will have an opportunity to take the Certificate of Hospitality Industry Analytics (CHIA) exam administered by the American Hotel and Lodging Educational Institute (AHLEI). Upon passing the exam, each successful candidate will receive a certificate and can use the CHIA designation on his/her resume/CV.</p>
No. of Places Offered:	3
Frequency of Meetings:	Weekly/ Bi-weekly
Special Requirement(s):	<ul style="list-style-type: none"> - Hardworking, self-motivated and interested in the Hospitality industry and Mathematics - Good scores in Mathematics at HKDSE

** The information presented above is subject to change.*