

Certification in Advanced Hospitality and Tourism Analytics (CAHTA)

The “Certification in Advanced Hospitality and Tourism Analytics” (CAHTA) is being offered globally to undergraduate/graduate students and professors by STR with multiple industry endorsements. The CAHTA is a natural progression above and beyond the popular CHIA which has been received by over 16,000 students and professionals.

The CAHTA is a comprehensive training program on hotel and tourism research projects with a focus on experiential learning and industry relevance. Participants demonstrate step-by-step analytical skills to conduct popular research. Students observe a range of case scenarios and then apply what they have learned to complete their own research project. They must also pass a thorough certification exam. The training can be personalized related to a geographic area, type of research or related to the needs of a school or class.

The CAHTA Workshop

During the session we will review the CAHTA content, which includes the following components:

How to Conduct a Market Study – analysis of hotel performance for a city

How to Conduct an Impact Analysis – hotel performance related to an event

How to Conduct an Economic Analysis – hotel data correlated to economic data for a country

How to Conduct a Feasibility Study – is it a good business decision to build a specific hotel in a specific location?

Training materials will be sent to attendees in advance. The session prepares instructors to be able to present the CAHTA training to their students at their own schools.

At this time, the workshop is designed as a train-the-trainer session for professors who have already offered the CHIA certification to their students. The workshop is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. Register by emailing sharecenter@str.com

New Orleans, LA: July 23-24

Date & Time: Tuesday, July 23 | 8:30 a.m. - 5:00 p.m. and Wednesday July 24 | 8:30 a.m. – 12:00 p.m. (classroom will open by 08:00 a.m. both days).

Venue Details: The University of New Orleans, Kirschman Hall 462, 2000 Lakeshore Drive, New Orleans, LA 70148

Dress Code: Business Casual

Nashville, TN: August 13-14

Date & Time: Tuesday, August 13 | 9:00 a.m. - 5:00 p.m. and Wednesday, August 14 | 9:00 a.m. - 5:00 p.m. (classroom will open by 08:30 a.m. both days)

Venue: STR Corporate Office, 735 East Main Street, Hendersonville, Tennessee 37075

Dress Code: Business Casual

London, UK: November 8-9 (Tentative)