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MOVING ON UP
What's New in Your Program

SIZZLIN' TIPS
Research and Education Hot Tips

I DID IT
Accomplishments

JUST FOR THE HEALTH OF IT
Health and Wellness Tips

DOC THE DATE
Announcements

Southeast, Central, and South American (SECSA) is a federation of the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE).

VOL. 1, NO. 1, FALL 2019
FIU and CSHTM Initiate Faculty Innovation for the Retention of Students Taskforce

Andrew Moreo, PhD, CHE
Assistant Professor
Chaplin School of Hospitality and Tourism Management
Florida International University

Andrew Moreo, PhD has taken on a new 12 month role for the Chaplin School of Hospitality and Tourism Management at FIU. He now has the position of FIRST Scholar. This stands for Faculty Innovation for the Retention of Students taskforce. FIU and CSHTM have taken the need for student retention and timely graduation very seriously. In order to move the needle in these metrics, Interim Dean Michael Cheng created and installed Dr. Moreo in this position. Andrew will be working closely with FIU's Vice Dean Diann Newman and her Student Success Team in order to champion their ideas, needs, and desires with the faculty. He will also be creating innovative and relevant curricula in conjunction with faculty who have the drive and desire to redesign and enhance their courses using the most relevant, proven, engaging, and modern pedagogy. Dr. Moreo expressed his gratitude to have this very exciting opportunity to help ensure that FIU and CSHTM are leading the way in modernizing the higher education classroom.

Program Manager Appointed at New Multi-faceted Culinary Training Facility

Tim Flohr, MBA, PMP®, CFBE®
Program Manager
Kemmons Wilson Culinary Institute, The University of Memphis

The Kemmons Wilson School of Hospitality & Resort Management announces the appointment of Tim Flohr as program manager for the new Kemmons Wilson Culinary Institute (KWCI). Flohr will manage the daily operations of the custom-built culinary training facility, which features about 32,000 square feet of culinary labs, commercial foodservice operations, a library, classrooms, computer lab and student-run restaurant. He will oversee the on-site administration of the programs and faculty and student services for programs including the culinary arts focus in the BA in Hospitality and Resort Management, certificate programs, continuing education programs, professional development and food-related special interest community programs. He also will oversee special events at the location. For more information on Tim's new position, visit https://www.memphis.edu/mediaroom/releases/2019/july/timflohr.php

Hospitality Management Program Embraces Digital Revolution

Katerina Berezina, PhD, CHTP, CRME, CHIA
Assistant Professor
Department of Nutrition and Hospitality Management (NHM), University of Mississippi

Katerina Berezina, UM assistant professor of nutrition and hospitality management, demonstrates a virtual reality headset that allows travel and tourism professionals to offer customers a visual experience of a destination before they book a trip.

Katerina, an international expert in hospitality information technology who recently joined the University of Mississippi faculty. She teaches students about the technology transforming the service industry and how to capitalize on the benefits of the digital revolution, including the emerging trend of virtual reality in hotels and tourism. According to Katerina, “...virtual reality is becoming more and more accessible to everyone, for example, say you come to purchase a trip to some destination. The travel agency would give you a virtual reality tour first to allow you to see what the country is like to help you decide if you want to go there.” She believes it is important for students majoring in hospitality management to know what technology has to offer, even if they are not directly managing technology. They could be managers or owners and have to make the decisions about technology,” she explained, so knowledge of trending technology, is key.

For more information about hospitality management programs at UM, visit http://nhm.olemiss.edu/ or call 662-915-7371.

Extracted from: Ole Miss, University of Mississippi News
Is Google Scholar Profile Worth It?
Faizan Ali, Ph.D., CHIA, CHE
College of Hospitality and Tourism Leadership
University of South Florida Sarasota-Manatee Sarasota, Florida

Like any other polarizing subject, Google Scholar certainly has its proponents and opponents. During the recent CHRIE Conference 2019 in New Orleans, I was asked by some graduate students about the worth of Google Scholar. The exact question was, “How reliable is Google Scholar? How can a scholar have 1000s of citations on Google Scholar but only a few hundred citations on Web of Science?” I thought it was a valid question and here is what I think about it:

In general, Google Scholar provides a simple way to broadly search for scholarly literature. In a single place, researchers can search across many disciplines and sources including articles, theses, books and abstracts etc., from academic publishers, professional societies, online repositories, universities and other web sites. Since 2012, Google Scholar has provided researchers an option of creating their own profile, something I would really recommend researchers do. Setting up a Google Scholar Citation Profile is easy and very quick and it can serve as an academic business card. A Google Scholar profile is a very simple way of collating your publications (and citations to them) so that others can find your work and often find an accessible copy that they can read. Compared to the traditionally accepted quality metrics for journals i.e., Impact Factor, Google Scholar profile provides some interesting metrics to highlight impact of an individual researcher including:

- Citations: Number of times all the research by an individual researcher is cited.
- h-index: It is the largest number h such that h publications have at least h citations.
- i10-index: is the number of publications with at least 10 citations. It is not easy to say if a Google Scholar Profile is amazing or if it’s not worth anything at all. However, I can highlight some of its benefits followed by some of its limitations, in comparison to other indexing services such as Web of Science and Scopus etc.

1. Google Scholar is relatively faster in updating its databases which is why it includes many articles that have not yet been indexed by Web of Science and Scopus, including “in press” articles that have been published online but have not yet been assigned issue and page numbers.

2. Google Scholar is much comprehensive, including citations from and citations to technical reports and other scholarly grey literature. This can be a good thing if you want to measure the total impact of the work.

3. Google Scholar profiles are easier to be kept up to date compared to other platforms such as ResearchGate, Academia, ResearcherID etc.

Some of the Disadvantages include:

1. Some of the work included in Google Scholar is not peer-reviewed and has been less rigorously scrutinized compared to the peer-reviewed sources included in Web of Science and Scopus.

2. It is possible for unethical academics to "game" the Google Scholar citation count. This is done to increase the citation count by adding publications done by other authors with similar surnames to their profile.

3. Many academics consider Google Scholar citation count to be higher and some, therefore, view it with more skepticism compared to Web of Science and Scopus citation counts.

To conclude, Google Scholar is a useful tool and can (and should) be used because it allows individuals to keep track of their research productivity. This is especially useful because of increased competition and a strong need for research (and researcher’s) visibility. However, it is extremely important to be ethical. In the case of Google Scholar, scholars should always keep track of their profiles and make sure it only includes their own work to avoid any problems.

To learn how to set up a Google Scholar Citation Profile, visit: "http://blog.impactstory.org/impact-challenge-day-3-google-scholar/"

Cheating Lessons:
Learning from Academic Dishonesty
Themes from the book are learning centered and evidence-based. Lang's Cheating Lessons: Learning from Academic Dishonesty serves as a foundation for discussing academic integrity and how we can foster it in our classrooms. (His column in the Chronicle broaches many of the same ideas, briefly.)

The lessons gleaned from this book allow the reader to develop and share clear actionable strategies for inhibiting cheating in individual classes and consider how we can cultivate academic integrity at the institutional level.
Our classrooms today are filled with digital natives of the ‘net’ generation who are seeking rapid information and active learning opportunities that are more engaging than traditional educational offerings and methods of course delivery. Digital natives are easily bored and become quickly disengaged if course instructions do not mirror or accommodate innovative and ‘smart’ teaching and learning strategies.

Here are some quick tips to keep students engaged and set your teaching and learning environment apart from all others.

1. Utilize several forms of social media and virtual communication platforms (Facebook, Twitter, Instagram, LinkedIn, Snapchat, Pinterest, Trip Advisor, Yelp, YouTube, Zoom, Skype, Flipgrid) in your live and online lectures. Gone are the days of instructing students to “put away your cell phones during class.” It is now an era of, “Get on Yelp and find out which resorts in our city received a four-star rating within the past three days.” Or, “you are under the weather and can’t make it to class today? Zoom in to the presentation!” A mobile phone is one of several lifelines that keeps you connected to your students.

Students can use their phones during lectures, labs, or group meetings to:
- quickly research resorts across the world and report back immediately
- snap, view, share pictures of dishes prepared in food preparation classes
- research vendors for an event
- call vendors for an event
- research theme ideas for an event
- conduct group meetings remotely
- create tease videos and blogs of a significant project or event
- broadcast live on Facebook, Instagram, and Snapchat during class events.

2. Run classes like business meetings while empowering students! This strategy prepares students for careers in the real world. Instead of attending classes in flip flops, jeans, and t-shirts, students report to classes in business attire with a mindset ready to learn in a business-like manner. Instead of conventional lectures, organize each team of students to meet with you on a timeline and discuss project proposals, and goals and objectives. Let students develop action items, prepare agendas and conduct meetings; focusing on action items, which results in lively, engaging, and more focused dialogues.

3. Change the Zone. Host each class in various locations on or off campus, relevant to each week’s topic and conducive to group collaboration. Let students have a say in the chosen locations. With this style, it is quite possible that different locations can enable better memories of that week’s specific lesson.
**I DID IT**

**Accomplishments**

Mark Traynor, Ph.D., Associate Professor
Program Coordinator
Culinary Science, Nutrition, Dietetics, and Hospitality Management
Auburn University

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Gastronomy Education and Promoting U.S Cuisine for Ukraine

**SCOPE OF WORK**

The Department of Nutrition, Dietetics, and Hospitality Management, Auburn University (AU) has been awarded the Cochran Fellowship for Ukraine – Gastronomy Education and Promoting U.S. Cuisine by the USDA FAS. The principal investigator for the program is Dr. Mark Traynor, with Dr. Donna Burnett serving as the co-investigator. AU will design and deliver a transformative educational training program for five (5) Fellows. The Fellows are chefs and restaurant owners representing the diverse gastronomy sector in Ukraine.

The overall aim of the training program is to expand the Fellows’ understanding of U.S. cuisines beyond the stereotype of unhealthy fast-food consumption. Furthermore, culinary trends, innovative food marketing, design techniques, and digital media tools are of great importance. This program will expose the Fellows to an authentic representation of contemporary U.S. cuisine. The Fellows will become aware of the breadth of quality, diversity, and creativity of U.S. food products and ingredients.

The learning activities will immerse the Fellows in the lifestyles and regional cuisines the U.S. has to offer. The learning activities will take place in three important culinary cities that represent distinctive regional cuisines: Atlanta, New York City, and Miami. The training program will involve lectures, demonstrations, and field visits from September 17 to October 03, 2019. Field visits will include visits to restaurants, farms, farmers markets, and professional kitchens.

**LEARNING OBJECTIVES**

At the end of the training program, Fellows should have an understanding of:

- The diversity, creativity, and quality of U.S. cuisine, culture, festivals, and food markets, moving away from fast food, which is an unhealthy stereotype associated with American food.
- Restaurant functions, including high-end restaurants, fine-dining, haute foods, street foods, fast foods, large and small-scale restaurants.
- New culinary trends and cooking techniques, including hands-on experience with menu design and plating.
- Innovative food marketing and design techniques and use of digital media tools (Instagram, Facebook, Twitter, blogging, cooking shows, television segments, etc.) to build communities of Ukrainian consumers passionate about U.S. food culture.
- Food production in the U.S., including visits to fruit and vegetable farms.
- U.S. beef, pork, and poultry products: cuts, cooking techniques, quality inspection, research, and industry overview from farm to table.
- U.S. seafood products: cooking techniques, quality inspection, research, and industry overview from farm to table.
- Wine, whiskey, and food pairings.
- Crop seasons, best practices for selecting ingredients focusing on the ingredients already available in Ukraine.
TIP #1

Did you know that the American Heart Association recommends a minimum of 10,000 steps per day? According to a recent Stanford study, the average American gets 4,774 steps in a day. This is far below the American Heart Association’s recommendation of 10,000 steps a day. Many people feel 10,000 steps a day is just too much, so if you want to take steps toward a healthy lifestyle, start off at 4,500 steps a day. Ease into being more active and enjoy a good walk!

If members are interested, a friendly competition may be established. Participants will use a fitness tracking app or template to log the hours and distance, and use the competition to motivate each other to be healthier! To sign up, email lean@fia.edu.

TIP #2

Laughter can be therapeutic! Every time we laugh, our brains release dopamine, a chemical that makes us feel happy. If you’re missing some laughter in your life, try going to a comedy club, binge watching a new comedy series, or checking out some standup specials on Netflix.
5TH Annual ICHRIE–SECSA Conference 2020
Friday February 28 – Saturday February 29, 2020

CALL FOR PAPERS

RESEARCH TRACK

Two Options
Option 1: Completed Empirical Research Paper for a Formal Paper Presentation
Option 2: Work-in-Progress Paper for a Poster Presentation

PEDAGOGY TRACK

Workshops - innovative practices and teaching modules that faculty can use in their respective classrooms or programs.

DEADLINES

Best Paper Award
Submission Deadline: Nov. 17, 2019

NOTICE OF ACCEPTANCE
Jan. 5, 2020

REGISTRATION DEADLINES
Author per Accepted Abstract – Jan. 19, 2020
All Other Attendees – Feb. 09, 2020
Final Abstracts Due Jan. 14, 2020

Submit to: https://easychair.org/cfp/SECSA2020

For more information visit: https://easychair.org/cfp/SECSA2020
Email: Dr. Lionel Thomas at lionel.thomas@saintleo.edu or Dr. Faizan Ali at faizanali@sar.usf.edu.

2020 Annual ICHRIE Summer Conference & Marketplace
Phoenix, Arizona USA
22-24 July

Submit your items for inclusion in the SECSA Heat Newsletter to smithr@cookman.edu or lcain@fiu.edu