



## APPLICATION FOR PROFESSIONAL DEVELOPMENT GRANT

\*\*All applicants please complete this cover page.

**Choose one:**

- ☐ Creative activity  
☐ Research activity  
☒ Professional  
Enhancement activity

**Date of Last PDG Award** (Semester and Year awarded): None

**Date of ATU Faculty Appointment** (Semester and Year): Fall, 2005 ~ Present

1. Project Title: Professional Certification for Hospitality Educator

2. Name of Principal Investigator/Project Director: Chang Huh

3. School (abbrev): SS 4. Department: Parks, Recreation & Hospitality Administration

5. Campus Mail Address: chuh@atu.edu 6. PI/PD Campus Phone: (479) 968-0371

7. Amount Requested: \$1,673 8. Total Cost of Project: \$1,673

9. Does this project involve:

10. Duration of Project: 8 months

**Yes No**

- ☐ ☒ human subjects?  
☐ ☒ animals/animal care facility?  
☐ ☒ radioactive materials?  
☐ ☒ hazardous materials?  
☐ ☒ biological agents or toxins restricted by the USA Patriot Act?  
☐ ☒ copyright or patent potential?  
☐ ☒ utilization of space not currently available to the PI/PD?  
☐ ☒ the purchase of equipment/instrumentation/software currently available to the PI/PD?

**NOTE:** If the answer is "yes" to any of the above questions, the investigator must attach appropriate documentation of approval or justification for use/purchase.

**SIGNATURES**

*Theresa Hussick* 4-30-07  
Department Head Date

*Chang Huh* 4-30-07  
Dean Date

**This Section to be completed by the Office of Academic Affairs**

PDC Committee Award Recommendation: Yes \_\_\_ No \_\_\_  
PDC Committee Proposal Rank: \_\_\_ of \_\_\_ Total Proposals.  
Recommendation of VPAA: Yes \_\_\_ No \_\_\_  
Recommendation of President: Yes \_\_\_ No \_\_\_  
Award Date: \_\_\_\_\_

# **Professional Certification for Hospitality Educator**

Submitted to:  
Professional Development Committee

By:

Chang Huh, Ph. D.  
Department of Parks, Recreation and Hospitality Administration  
Arkansas Tech University

April 30, 2007

## Table of Contents

Abstract.....	1
Purpose and Objectives.....	2
Significance of the Project.....	2
Process for Attainment of Objectives .....	3
Budget.....	4
Bibliography .....	5
Vita.....	6
Conclusion .....	9

## **Professional Certification for Hospitality Educator**

### **Abstract**

The hospitality industry is has constantly changed and evolved . Today's knowledge and skills are soon to be obsolete. Keeping pace with these changes and improving his or her knowledge and teaching skills are key components of becoming a good teacher. Enrolling in the award-winning Certified Hospitality Education (CHE) program, the only professional development opportunity designed for hospitality educators around the world, will enable me to accomplish this goal.

The CHE is designed to fill the gap between hospitality industry and academia. I should be able to attend the three-day workshop in a designated site. The workshop leads the participants systematically from creating the syllabus, training tools and techniques to the final valuation as well as learning the Bloom's Levels of learning and the Interactive Methods of teaching. At the end of the workshop I will take a comprehensive examination. Within six months of the workshop I need to submit a video of a 45- to 60-minute presentation that I gave in a live classroom. The presentation should incorporate the principles and format I learned in the CHE program. My self-study materials and assignments, my participation in workshop discussion, the results of my written comprehensive exam, and my videotaped post-workshop classroom presentation will be evaluated for the CHE designation.

The significant thing about teaching is that there is always more to learn. As I improve as a hospitality educator, my students' interest and enthusiasm will increase my dedication to and enjoyment of teaching. Therefore, earning the CHE can be my first step to becoming a good teacher.

## **Purpose and Objectives**

The purpose of this project is to enhance the latest high-impact instructional methods and network professionals. Specifically, the Certified Hospitality Education (CHE) program will enable me to:

- strengthen students' critical thinking and motivation to learn
- share ideas with peers from schools and practices
- receive recognition for my teaching abilities from students, colleagues, and the industry
- stay current with the latest industry developments

## **Significance of the Project**

The Educational Institute (EI), an affiliate of the American Hotel & Lodging Association (AH&LA), is the world's largest source of quality training and educational materials for the hospitality industry. The EI offers several professional certifications for the industry's top performers. The CHE is one of those professional certifications that ensure instant international recognition and bridge the gap between industry and academia. The certification will be my link to the global hospitality industry, inspiring students and faculty members in the quest for excellence in hospitality education, and demonstrating my lifelong learning philosophy and constant efforts to improve my quality of teaching.

## **Process for Attainment of Objectives**

There will be several steps in the project. The first step is to submit the CHE application form, an updated resume, recommendation, and the full tuition fee of \$600 to the Education Institute of American Hotel & Lodging Association in May.

Second, within two weeks of submitting my application materials, I will receive written notice of the Certification Commission's decision regarding my eligibility for the CHE program. Along with my acceptance, I will receive a comprehensive study guide to the CHA exam material, along with practice questions and a self-inventory to help me evaluate my strengths and weaknesses. The topics in the study include (1) human resources, (2) food and beverage, (3) marketing and sales, (4) accounting/cost control, (5) rooms division, (6) engineering and property management, and (7) management and general administration.

Third, the CHE workshop will be held in Art Institute of New York at New York City from June 25 to June 27. Lectures and laboratory sessions will be run from 8:00 a.m. to 5:00 p.m. On the last day of the workshop I will take a written examination to prove my mastery of the material. The test results will be used to determine if I have earned the CHE.

Fourth, within six months of my workshop, I should submit a videotape demonstrating my teaching proficiency. The video should show a 45- to 60-minute presentation I gave in a live classroom and be on the principles and format I learned in the CHE program.

Finally, as soon as I turn in the videotape of my lecture, instructional experts will examine (1) my self-study materials and individual assignments, (2) my participation in workshop discussions, (3) the results of my written exam, and (4) my videotaped post-workshop classroom presentation in order to decide whether they can confer the CHE to me. Tentative dates and activities are summarized in Table 1.

**Table 1. Process Summary**

Date	Project Activities	Event Location
May, 2007	Application Process	ATU
6/25/07 ~ 6/27/07	CHE Workshop - Each day's session begins at 8:00 a.m. until 5:00 p.m. - Written Examination Proving my mastery of the workshop material.	Art Institute of New York at New York City
September, 2007	Post-workshop: Class Presentation Within six months of the workshop, I should submit a videotape demonstrating my teaching proficiency.	ATU
November, 2007	Final Evaluation Instructional experts will examine my self-study materials and individual assignments, my participation in workshop discussions, the results of my written exam, and my videotaped post-workshop classroom presentation.	American Hotel & Lodging Educational Institute
January, 2008	CHE Recognition Attaining the CHE designation and receiving a lapel pin and certificate plaque to demonstrate my achievement.	American Hotel & Lodging Educational Institute

## **Budget**

I propose the following budget for this project. The proposed budget consists of workshop and travel. The workshop will cost \$675, including application fees, tuition fees, and registration fee. Travel will cost \$988, including airline ticket, rental car, accommodation, and meals. Table 2 shows the details of the proposed budget plan.

Table 2. Budget Summary

Line Item Description	Grant Request
1. Workshop	
Application Fees	\$50
Tuition Fees	\$600
<u>Registration Fees</u>	<u>\$25</u>
Total estimated workshop	\$675
2. Travel	
Airline Ticket	\$377
Rental Car (4 days)	\$233
Accommodation (4 nights X \$72)	\$288
<u>Meals</u>	<u>\$100</u>
Total estimated travel	988
Total Proposed Budget	<u>\$1,673</u>

## Bibliography

- Cetron, M. J., DeMicco, F., & Davies, O. (2006). *Hospitality 2010 : the Future of Hospitality and Travel*. Upper Saddle River, NJ: Pearson Education, Inc.
- Fridgen, J. D. (1996). *Tourism and the Hospitality Industry*. Lansing, MI: Educational Institute of the American Hotel & Lodging Association.



## Vita

### Education

- 1999 ~ 2006 Ph.D. Park, Recreation and Tourism Resources, Michigan State University, East Lansing, MI 48824.
- Summer 2001 The Institutional Cooperation (CIC) Traveling Scholar
- “*Studying Change Over Time: Design, Analysis, and Interpretation of Longitudinal Study*”;
  - “*Statistical Analysis with Missing Data*,” Survey Research Techniques, The 54th Annual Summer 2001 Institute in Survey Research Center, University of Michigan in Ann Arbor.
- Summer 2000 The Institutional Cooperation (CIC) Traveling Scholar
- “*Web Survey Design and Implementation*,” Survey Research Techniques, The 53rd Annual Summer 2000 Institute in Survey Research Center, University of Michigan in Ann Arbor.
- 1994 ~ 1996 M.S. Emphasis on marketing. Department of Hotel Management, Sejong University, Seoul, South Korea.
- 1992 ~ 1994 B.S. Department of Hotel and Restaurant Management, Kyonggi University, Kyonggi Province, South Korea.
- 1982 ~ 1995 B.A. Department of Japanese Literature and Language, Seokyeong University, Seoul, South Korea.

### Peer-refereed Journal Articles

- Huh, C., Kim, S-H, & Holecek, D. F. (under review). “The Investigation of the Effect of Mass Media in the Relationship between High Gasoline Prices and Travel Intentions: An Agenda-Setting Theory,” *Tourism Management*.
- Huh, C. & Vogt, C.A. (in press). “A Cohort Study of the Changes in Residents’ Attitudes Toward Tourism,” *Journal of Travel Research*.
- Kim, M-K & Huh, C. (in press). “Does Community Attachment Matter?: The Investigation of the Casual Relationships between Community Attachment, Perception of Economic Impacts, and Residents’ Support for Tourism,” *Journal of Tourism and Leisure*.
- Huh, C., Singh, A.J., & Holecek, D. F. (in press). “Families Travelling with a Disabled Member: Analyzing the Potential of an Emerging Niche Market Segment,” *Tourism and Hospitality Research*.
- Kim, H-B, Singh, A.J., & Huh, C. (2006). “Differential Impacts of Information Technology Services in the Korean Hotel Industry: A Study of Management Perceptions,” *Florida International University Hospitality and Tourism Review*. 25(2), 4-16.
- Kim, H-B, Singh, A.J., & Huh, C. (2005). “Information Technology Practices and Performance Impacts: A Case of the Korean Hotel Industry,” *Journal of Hospitality and Tourism*, 3(2), 1-20.
- Jo, S-J, Huh, C., Kosciulek, J. F., & Holecek, D. F. (2004). “Comparison of Travel Patterns of Families With And Without A Member With A Disability,” *Journal of Rehabilitation*, 70(4), 38-45.
- Vogt, C.A., Kah, A., Huh, C., & Leonard, S. (2004). “Sharing the Heritage of Kodiak Island With Tourists: Views from the Hosts,” *Asia Pacific Journal of Tourism Research*, 9(3), 239-254.

- Kim, H-B. & Huh, C. (1998). "Impacts of Dining-out Motives on the Customers' Choice Behavior of Restaurants: An Empirical Examination of International Chain Restaurants," *Journal of Tourism Sciences Society*, 21(2), 205-221.
- Kim, H-B. & Huh, C. (1997). "An Empirical Study on the Impacts of Lifestyle on the Customers' Choice Behavior of International Chain Restaurants," *Journal of Korean Marketing Association*, 12(1), 27-47.

#### Peer-refereed Conference Articles

- Kim, M-K & Huh, C. (2005). "Does Community Attachment Matter?: The Investigation of the Casual Relationships between Community Attachment, Perception of Economic Impacts, and Residents' Support for Tourism," In Seung-Jin Suh and Yeong-Hyeon Hwang (Eds.), *Proceedings of the 11<sup>th</sup> Annual Conference of the Asia Pacific Tourism Association*, Vol. 1, pp. 360-368.
- Singh, A.J., Kim, H-B, & Huh, C. (2005). "Differential Impacts of Information Technology Services in the Korean Hotel Industry: A Study of Management Perceptions," In Vikneswaran Nair and Ann Tan (Eds.), *Proceedings of Third Asia Pacific CHRIE (APacCHRIE) Conference*, Vol. 3, pp. 256-269.
- Huh, C. & Holecek, D. F. (2004). "An Exploratory Investigation of the Viability of Handicappers As A Niche Tourism Market." In Kaye Chon, Cathy H. C. Hus, and Nobuyuki Okamoto (Eds.), *Proceedings of the 10<sup>th</sup> Annual Conference of the Asia Pacific Tourism Association*. pp. 109-117.
- Hwang, K-S., Huh, C., & Kim, H-B. (2004). "Impacts of Destination Images Induced By Visual Media on Visitors' Preference To Filmed Locations." In Kaye Chon, Cathy H. C. Hus, and Nobuyuki Okamoto (Eds.), *Proceedings of the 10<sup>th</sup> Annual Conference of the Asia Pacific Tourism Association*. pp. 1141-1144.
- Noh, J-H., Huh, C., & Holecek, D. F. (2004). "Overnight Casino Travel Behavior of Great Lakes Area Residents – A Market Segmentation Analyses." *Proceedings of TTRA's 35th Annual Conference*. Montréal, Québec, Canada, June 20-23. no pages-digital copy.
- Kim, S-H & Huh, C. (in press). "Who Participates in Fall-color Touring on Pleasure Trips?." Paper presented at the 15<sup>th</sup> Annual Northeastern Recreation Research Symposium. April 6-8.
- Jo, S-J. & Huh, C. (2003). "Comparison of Travel Patterns of Families with and without a Member with a Disability." Poster presented at the National Council on Rehabilitation Educator Conference. Tucson, Arizona. February, No proceedings available.
- Huh, C., Li H., Kim, S-H., & Holecek, D. F. (2003). "What Affects Travelers' Searching and Buying Behavior Differently on the Internet?." In Hailin Qu and Patrick J. Moreo (Eds.), *Advances in Hospitality and Tourism Research, Proceedings of the 8<sup>th</sup> Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. Vol. 13, pp. 219-223.
- Huh, C., Lee, B-K., Kim, S-H., & Holecek, D. F. (2002). "The Influence of Gasoline Prices and Mass Media on Travel Intention: an Agenda-setting Approach." In Lu Changchong, Kaye Chon, Hanqin Q. Zhang, and Xie Yanjun (Eds.), *Proceedings of the 8<sup>th</sup> Annual Conference of the Asia Pacific Tourism Association*. pp. 321-328.
- Cha, J., Huh, C., & Cho, I-H. (2002). "Who buys Airline Tickets from the Internet? – Profiling Korean adopters and non-adopters of online airline tickets." In Lu Changchong, Kaye Chon, Hanqin Q. Zhang, and Xie Yanjun (Eds.), *Proceedings of the 8<sup>th</sup> Annual Conference of the Asia Pacific Tourism Association*. pp. 992-1000.

- Kim, S-H., Huh, C., & Holecek, D. F. (2002). "Developing a Profile of Pleasure Trip Visitors to Wineries." In Lu Changchong, Kaye Chon, Hanqin Q. Zhang, and Xie Yanjun (Eds.), *Proceedings of the 8<sup>th</sup> Annual Conference of the Asia Pacific Tourism Association*. pp. 394-395.
- Huh, C., Lee, B-K. & Yoo, E-D. (2001) "The Commodification Process of Extreme Sports: The Diffusion of the X-Games by ESPN." In Sharon Todd (Eds.), *Proceedings of the 2001 Northeastern Recreation Research Symposium*. pp.49-52.
- Kim, Y-R., Huh, C., & Kim, S-H. (2001). "The Impact of Potential Political Security Level on International Tourism." In Sharon Todd (Eds.), *Proceedings of the 2001 Northeastern Recreation Research Symposium*. pp.127-129.

#### eNews Articles

- Huh, C (June 12, 2003). *Michigan Travelers: Using the Internet to Plan Trips*. Michigan Tourism Business, Vol. 2 Issue 5. Available at [http://www.imakenews.com/tourism/e\\_article000158146.cfm](http://www.imakenews.com/tourism/e_article000158146.cfm)
- Huh, C (May 22, 2002). *The Influence of Gasoline Price and Mass Media on Travel Intentions*. Michigan Tourism Business, Vol. 1 Issue 2. Available at [http://www.imakenews.com/tourism/e\\_article000072419.cfm](http://www.imakenews.com/tourism/e_article000072419.cfm)

#### Project Reports

- Bristor, T-F. & Huh, C. (October, 2004). *Zehnder's of Frankenmuth Internal Customer Survey*. Survey report to Zehnder's Frankenmuth.
- Holecek, D. F., Bristor, T-F, Yang, N-K, Shih, C., & Huh, C. (June, 2003). *The Economic Impact of Bovine TB on the Tourism Industry in Northeast Michigan*. Project report to Northeast Michigan Council of Governments.
- Holecek, D. F., Faverman D., Herbowicz T. I., Huh, C., Moufakkir O., Nikoloff, A., Woud A. V., & Yang, N-K. (July, 2002). *Survey of Visitors to Traverse Bay Entertainment Casinos*. Final Report to Strategic Corporate Planning Background Materials: Vol. 5.
- Vogt, C.A, Kah, A., & Huh, C. (May, 2002). *Tourism on Kodiak Island Borough, Alaska Studies of Borough Businesses and Residents*. Project report to Kodiak Island Convention and Visitors Bureau, Alaska Convention Foundation.
- Holecek, D. F, Martin, L. A., Huh, C., & Kim, S-H. (2000 & 2001). Public opinions about transportation issues and options in Michigan. Project reports to Michigan Department of Transportation.

#### Qualifications

- A Certificate of Professional Grant Proposal Writing, The Grant Institute, University of Arkansas at Little Rock, Arkansas, December 6 – 8, 2006.
- A Certificate of Tour Conductor, Korea Tourism Association (KTA), July 15 1994.
- A Certificate of Lodging Employee, Korea Tourism Association (KTA), July 15 1994.
- A Certificate of the 2<sup>nd</sup> level Manager in Hotel, Korea National Tourism Corporation (KNTC), June 20 1994.
- A Certificate of the 1<sup>st</sup> level in the Japanese Language Proficiency Test, Japan Foundation and Association of International Education, February 17 1989.

## **Conclusion**

Professional certification such as the CHE tells hospitality professionals all over the world that a person has a high degree of knowledge of the hospitality field. Moreover, the CHE is not only an honor but also a living designation that will accompany me on my quest for excellence in teaching.

Being a good teacher is not easy, but I am committed to this goal. Earning the CHE will be my first step.