2016 CHEI Programs Overview

UNWTO Asia/Pacific Executive Training Program

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March 29, 2016

Marriott China Hospitality Education Initiative (CHEI)
What makes CHEI different?

- Charitable initiative
- Broadly distributed across China
- Focus on vocational schools
- Secondary & tertiary cities
- Faculty first
- Portfolio of programs
- Real-life experiences
- Soft skills and English
- China-centric
- Launched in 2013 with no schools
CHEI Impact

Reaching thousands of students by partnering with 67 schools and 62 hotels across China
Branding: Life-Changing Mission

**Vision**
To create world-class hospitality education that leads to life-changing careers for youth in China.

**Mission**
To prepare youth in China for rewarding careers in the hospitality industry by enhancing education curricula, offering real-world operational experiences and engaging a community of inspired educators.

**Tagline**
- Inspiring educators
- Enhancing education
- Changing lives
CHEI Programs

Charitable program of The J. Willard and Alice S. Marriott Foundation

Portfolio of programs that enables teachers to bring practical hospitality experiences to the classroom

Developed in partnership with global academic and industry experts

Inspiring educators, enhancing education and changing lives.
Branding: Motivational Logo

“Wan Li Hao Cheng”

Marriott Education Lifelong Journey

The Chinese characters in black communicate:

Charitable initiative funded by the Marriott family to help the Chinese people

Inspiring educators, enhancing education and changing lives.
CHEI Partners

San Diego State University

DePaul University

AHLEI

University of Delaware

STR

Marriott

CHEI Schools in China

Inspiring educators, enhancing education and changing lives.
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Welcome to the Teaching-Learning Resources area of the Marriott CHEI Learning Center. This area contains all of the teaching-learning resources and materials designed specifically for hospitality education in vocational schools and universities. Resources are organized under a variety of topical categories. Just click on the links below to access the resources and materials available for each topic.

**Guest Service:**
- Hospitality English
  Focuses on situational English skills using class activities such as role plays and problem solving
- Understanding Foreign Guests
  Focuses on cultural differences of guests from other countries using PowerPoints lectures and videos

**Rooms Operations**
- Front Desk Basics

**Food & Beverage**
- Food & Beverage Basics

**Human Resources**
- Career Paths in Hospitality & Tourism

*Inspiring educators, enhancing education and changing lives.*
Outcomes...

- Tens of thousands of students impacted
- Waiting list to become a CHEI school
- Increased job placements and retention
- Highly engaged teachers and administrators
- Teachers becoming trainers with CHEI
- Praise from Chinese teachers, administrators and government officials
Lessons Learned and Future Directions...

• All aspects of the project must be China-centric
• The right talent is needed to execute programs and build relationships
• Each team member must be passionate about the mission
• Mutual respect and understanding of cultures is critical
• Partners should be carefully vetted
• Long-term success requires local leadership
• Programs like CHEI should be launched in other countries