



# TOURISM INDUSTRY



## GENERAL TOURISM INFORMATION

- Introduction to Tourism
- Career Planning Information
- Education & Training
- Quick Work Search Tips
- Employer Contact Information
- Internet Resources

## FOOD SERVICE INDUSTRY

- Food Service Industry
- Career Planning Information
- Quick Work Search Tips
- Employer Contact Information
- Internet Resources

A compilation organized  
by TQM Consulting in association with the  
Kamloops Work Search Centres

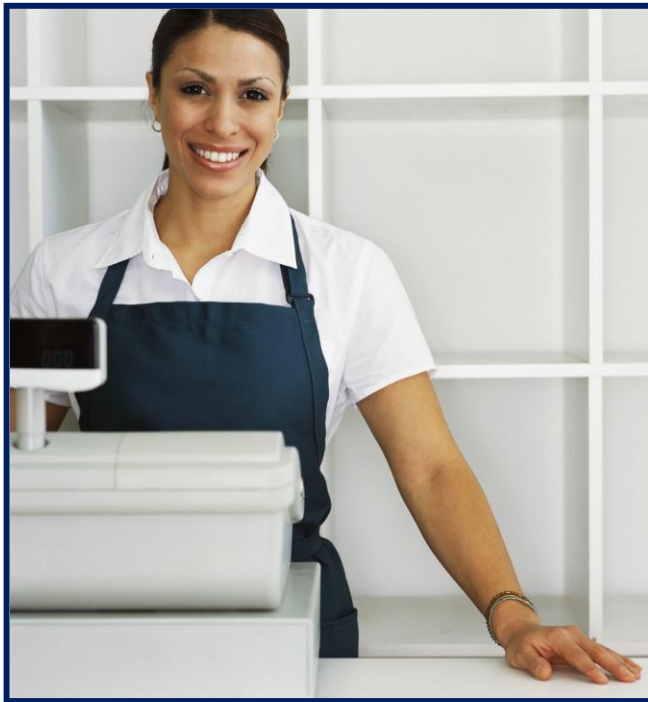
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## Table of Contents

<b>Introduction to the Tourism Industry.....</b>	<b>3</b>
Tourism Industry Facts.....	3
Reasons to Consider Tourism.....	4
Top 10 Myths & Facts.....	5
<b>Career Planning Information.....</b>	<b>7</b>
Industry Outlook.....	7
Working Conditions.....	7
Types of Careers.....	7
Jobs/Careers in Tourism.....	8
Wages.....	10
Skills/Qualifications Required.....	12
<b>Training &amp; Education.....</b>	<b>13</b>
Educational Requirements.....	13
Types of Training Available.....	14
FOODSAFE.....	15
Serving It Right.....	17
WHMIS.....	18
SuperHost.....	19
FirstHost.....	20
<b>Quick Work Search Tips.....</b>	<b>21</b>
Peak Hiring Periods.....	21
Application Process.....	21
Resume.....	21
Tourism Related Acronyms & Abbreviations.....	22
<b>Internet Resources.....</b>	<b>27</b>
<b>Employer Contact Information.....</b>	<b>29</b>

## Tourism Industry Facts<sup>1</sup>

- Tourism employs 117,500 people in British Columbia
- By 2015, over 2 million tourism positions are expected to exist in the Canadian workforce – that's over 400,000 new jobs!
- With the 2010 Olympics around the corner and the development of a number of new destination resorts, as well as the expanded Vancouver Trade and Convention Centre, the outlook for BC is bright.
- Positions range from part-time frontline work to executive positions. A chosen career path in tourism is limited only to your interests, talents, and how far you want to go professionally.
- Salaries will range based on the position, the employer, the location, the experience and education level and the conditions of the employment.
- There are 5 main sectors in the tourism industry. The four largest sectors are Food and Beverage Services (47%), Recreation and Entertainment (23%), Transportation (16%), and Accommodations (12%).



<sup>1</sup> Information collected from the following sources: [www.cotabc.com](http://www.cotabc.com) website, the [www.cthrc.ca](http://www.cthrc.ca) website, the [www.go2hr.ca](http://www.go2hr.ca) website, the [www.bcbc.com](http://www.bcbc.com) website (Accessed May 2009)

## Reasons to Consider Tourism<sup>2</sup>

These are some of the reasons why people consider a professional career in tourism:

**Growing** - Tourism is currently the world's fastest growing industry. By 2010, tourism in BC is expecting significant growth – up to 84,000 new jobs (not counting jobs created by turnover). Many of these jobs will be in hospitality management and skilled trades such as chefs and cooks, but other sectors are expecting rapid growth in the upcoming years as well. As a result, there will be a high demand for skilled workers.

**Diverse** - With over 400 occupations in 5 different sectors (accommodation, food and beverage services, recreation and entertainment, transportation and travel services) employment opportunities are plentiful. No matter what your interests and preferences, you are likely to find a job in tourism that suits you. If you decide you need a change, you can even easily move between the different sectors to ensure an exciting career. All of your basic skills and experience will be transferable into different companies, positions, or even sectors.

**Variety and Flexibility** - If you are the type of person who prefers a job that allows you to do something different every day, tourism could be the career for you. Tourism professionals tell us that one of the things they enjoy the most about their jobs is the fact that each day is different with new opportunities and challenges to face. They have the ability to keep flexible hours and are grateful not to be stuck in a routine, predictable job.

**Opportunity for Advancement** - Starting a career in tourism is easy, as there are plenty of entry-level jobs. Post secondary education is not a requirement for many of these jobs, but for those who work hard and continue to receive training/education, most find that one can advance to higher positions of employment faster than other industries.

**Training is Available** - While some basic training/certification (FOODSAFE, Serving It Right, etc) is required to enter into the tourism industry, many training and education programs are available to expand your knowledge and provide you with the opportunity for continual learning. This can be pursued on a part-time basis while continuing to work.

**Fun** - Not only are you working with other employees that are generally dynamic, interesting and upbeat people, you are dealing with people (from different places and cultures) who are on a holiday or are enjoying some leisure time. This means they are interested in having a good time. What could be better than a career that deals with the good things in life?

**Tips & Gratuities** - Many positions within the tourism industry offer the opportunity to supplement your income with tips. Many people find it appealing being able to influence their earnings/tip amounts based on providing a solid level of service.

**Local and Global** - A career in tourism can be started and developed locally or anywhere in the world. If you like to travel, tourism gives you an opportunity to work around the world, then come back and continue your tourism career right here in BC. British Columbia is one of the most beautiful places on earth which makes it a popular place to visit. Tourism professionals love our spectacular province and consider themselves lucky to spend their time showing it off to visitors from all over the world.

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<sup>2</sup> Taken from the [www.go2hr.ca](http://www.go2hr.ca) website & the [www.cthrc.ca](http://www.cthrc.ca) website (accessed May 2009).

## Top 10 Myths & Facts<sup>3</sup>

There are many myths about careers in tourism - here we provide the facts on the top 10...

### MYTH #1: ALL TOURISM JOBS PAY MINIMUM WAGE

**FACT:** Like many industries, entry-level positions in tourism may pay minimum wages; however there are opportunities to supplement one's income with commissions, gratuities or other benefits such as free or discounted accommodations. Tourism positions above entry level often pay well in comparison to other industries. Many factors determine what you'll earn, such as job, location, type of operation and your education and training.

### MYTH #2: ALL PEOPLE WHO WORK IN TOURISM TRAVEL THE WORLD FOR FREE!

**FACT:** Most people in tourism do not usually receive free travel as an employment benefit. While some careers may involve travel (e.g. flight attendants and travel counsellors), employees usually travel on business and work hard during these trips. Although some employers offer discounts on airfare or accommodation, this is not the norm.

### MYTH #3: TOURISM JOBS ONLY OFFER PART-TIME EMPLOYMENT & SHIFT WORK

**FACT:** Work is changing in all sectors of the economy. More people are working non-traditional hours because of job sharing, flexible hours and life style choices. Some people may have one or more part-time jobs. Depending on the tourism job, work may be part-time or full-time. Individuals who cross-train for several occupations increase their chances of finding full-time employment year-round. Tourism jobs offer flexibility and opportunity for those who want to work part-time only. Individuals in supervisory positions often work more traditional schedules. People who have a job in the tourism industry may work weekends, holidays or nights; just as community doctors, nurses, lawyers, bankers, engineers and graphic designers do!

### MYTH #4: TOURISM JOBS ARE ONLY AVAILABLE IN THE SUMMER MONTHS

**FACT:** While there are many employment opportunities available in the summer, there are opportunities during other seasons as well. Ski resorts, snowmobiling-tour operators and ice-fishing guides enjoy tourism-related employment in the winter. In addition, golf courses need people to develop business plans for the coming summer season. By diversifying their skills, most tourism professionals can be employed throughout the year.

### MYTH #5: ALL TOURISM JOBS INVOLVE WORKING FACE-TO-FACE WITH THE PUBLIC

**FACT:** Many tourism occupations involve working with the public, particularly in front-line positions. There are, however, numerous jobs behind the scenes in tourism where employees have little direct contact with tourists. People in research, marketing, technology or cooking positions may deal with outside clients but not necessarily tourists.

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<sup>3</sup> Taken directly from the [www.go2hr.ca](http://www.go2hr.ca) website (Accessed on July 10/08).

### MYTH #6: **TOURISM JOBS PROVIDE ONLY TEMPORARY JOBS FOR STUDENTS**

**FACT:** The tourism industry offers the first work experience for many people. Although employment in tourism exists for students, challenging careers with more chances for promotion also exist.

### MYTH #7: **TOURISM JOBS ARE ONLY FOUND IN HOTELS, AIRLINES & TRAVEL AGENCIES**

**FACT:** The variety of occupations found within each sector is as diverse as the sectors themselves. The nature of the work varies from working on a ski slope to developing marketing strategies for an international organization to preparing gourmet meals. Tourism offers something for everyone, with varying levels of responsibility.

### MYTH #8: **POST-SECONDARY TRAINING IS NOT NEEDED IN THE TOURISM INDUSTRY**

**FACT:** Most entry-level positions in the tourism industry do not require a university degree although other forms of education and training are usually necessary. Many occupations require skills that must be learned and practiced. There are many routes to learning and, depending on the occupation you choose, you may achieve a management position through on-the-job training, a college or university diploma and/or through an apprenticeship program. Once employed, tourism professionals have the opportunity to achieve nationally recognized Professional Certification for many tourism occupations.

### MYTH #9: **UNIVERSITY EDUCATION IS NEEDED FOR A MANAGEMENT POSITION IN TOURISM**

**FACT:** In today's economy, few people, even those with a university degree, step into a management or executive position. Most industry leaders want their employees to gain practical experience on-the-job first. A university degree indicates your background and demonstrates your ability to learn, think and organize yourself to complete tasks. A degree can help you move more quickly into supervisory and management positions.

### MYTH #10: **CHANGES & ADVANCES IN TECHNOLOGY DO NOT IMPACT TOURISM**

**FACT:** Changes and advances in technology have had a major impact on the world. The tourism industry is no exception. For example, travel writers use various software programs and front desk agents use computerized reservation systems. As well, the industry needs people who can use technology to develop websites and conduct research on the internet. This knowledge also assists in meeting global needs of the tourism industry.

## Career Planning Information

### Job Outlook

Tourism is the world's fastest growing industry! In Canada, there are 1.6 million people employed in tourism-related occupations and in British Columbia, tourism accounts for more than 117,500 directly related jobs (1 out of every 20 jobs).

The Tourism Industry has both inbound (those travelling into the country/province/city) and outbound (those travelling out of the country/province/city) related occupations. Both inbound and outbound tourism is effected by the rise and fall of the Canadian and foreign dollar as well as the weather. Recently it was also impacted by health concerns (SARS and other recent viruses) as well as terrorism threats.

### Working Conditions

Depends on what type of work you are doing in the Tourism Industry. It is a good idea to explore the position or type of work you are seeking and find out what the specific conditions that can be expected.

### Types of Careers

View the *Student's Travel Map* (found in the resource library) for detailed job profiles on key tourism positions. To review sample job descriptions go to [www.go2hr.ca](http://www.go2hr.ca) website. Not only are both resources helpful in terms of exploring careers, but both resources will also provide you with invaluable information to build your resume or prepare for an interview.



## Jobs/Careers in Tourism<sup>4</sup>

There are over 400 different types of jobs within the Tourism Industry. Here are some tourism positions you could start to explore.

### **ACCOMMODATION** You enjoy making people feel at home

**Where you can work:** Hotels, motels, inns, resorts, lodges, campgrounds, bed & breakfasts, time-share facilities

#### **Positions:**

- Front Desk Agent
- Concierge
- Room Attendant
- Lodge Manager
- Guest Services Attendant
- Reservations Clerk
- Bed & Breakfast Operator
- Campground Operator
- Sales & Marketing Coordinator
- Maintenance Worker/Contractor
- Convention Services Manager
- Front Desk Clerk

### **FOOD & BEVERAGE** You take pleasure in making eating and drinking a memorable experience

**Where you can work:** Restaurants, dining rooms, coffee shops, fast food outlets, pubs, lounges, night clubs, catering operations

#### **Positions:**

- Food & Beverage Server
- Banquet Chef
- Night Club Manager
- Bartender
- Foodservice Helper
- Restaurant Manager
- Chef
- Restaurant Sales Manager
- Dishwasher

### **ADVENTURE TOURISM & OUTDOOR RECREATION** You like to be outdoors and active

**Where you can work:** Ski resorts, golf/tennis facilities, parks, fishing facilities, hunting facilities, marine facilities, ecotourism

#### **Positions:**

- Golf/Tennis Pro
- Marina Attendant
- Marine Tour Operator
- Guest Services Supervisor
- Ski Lift Operator
- Outdoor Guide
- Golf Caddy
- Kayaking Guide
- Park Interpreter
- Public Relations Manager
- Park Warden
- Sports Equipment Repair Person

### **ATTRACTION & CULTURAL TOURISM** You like to share your knowledge and culture

**Where you can work:** Museums, theatres, galleries, heritage & historical sites, parks, gardens, interpretive centres, cultural tourism, industrial tourism, aboriginal tourism

#### **Positions:**

- Museum Guide
- Concession Attendant
- Attractions Guide
- Visitor Services Manager
- Retail Shift Supervisor
- Retail Sales Clerk
- Ride Operator
- Interpretive Specialist
- Maintenance Supervisor

<sup>4</sup> Taken directly from the [www.go2hr.ca](http://www.go2hr.ca) website (Accessed July 10/08).

## Jobs / Careers in Tourism cont...

### **EVENTS & CONFERENCES** You take pleasure in organizing people and activities

**Where you can work:** Special events, meetings, conferences, trade shows, festivals, fairs, exhibitions, convention centres, hotels, charitable organizations, corporations

**Positions:**

- Registration Clerk
- Fund Raising Consultant
- Convention/Meeting Services Guide
- International Sales Manager
- Special Events Coordinator
- Trade Show Guide
- Exhibit Design Assistant
- Convention/Meeting Planner

### **TOURISM SERVICES** You enjoy promoting, marketing and researching

**Where you can work:** Information centres, research services, reservation services, associations, consulting companies, educational institutions, destination market organizations, tourism offices/commissions, government departments

**Positions:**

- Visitor Information Counsellor
- Educator/Training
- Public Relations/Media Rep
- Planner
- Sales Representative
- Research Analyst/Consultant
- Destination Marketing Specialist

### **TRANSPORTATION** You are interested in ensuring that people have a pleasant journey

**Where you can work:** Airlines, cruise lines, motor coaches, railways, RV rentals, taxis, gas stations, boat charters, car rentals

**Positions:**

- Flight Attendant
- Sales Representative
- Boat Charter Pilot
- Porter
- Customer Service Agent
- Advertising Supervisor
- Purser
- Ticket Agent

### **TRAVEL TRADE** You like to help people get to where they want to go

**Where you can work:** Travel agencies, tour wholesalers, tour operators

**Positions:**

- Reservations/Ticket
- Tour Guide
- Incentive Travel Specialist
- Tour Promotions Manager
- Travel Counsellor
- Tour Planner
- Sales & Marketing Supervisor
- Package Tour Coordinator

## Wages<sup>5</sup>

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There is a big difference in average wages and salaries in Western Canada, with BC having the distinction of paying the highest wages. A survey was conducted on behalf of go2hr. They examined the compensation paid to 17,308 individuals in the 27 most common positions in the industry. Overall results were then divided into 4 sectors; Accommodations, Food and Beverage, Adventure Tourism & Outdoor Recreation, and Attractions.

### Notable findings include:



- Most positions in British Columbia are the highest paid, followed by those in Yukon (where there are sufficient data), and then Alberta. Manitoba and Saskatchewan tend to show the lowest pay patterns in the study.
- Hourly rates in British Columbia average 20% above the norm and salaries are about 12% higher. Within BC, compensation levels are highest in the Greater Vancouver area, followed by Victoria, and then the Thompson/Okanagan region.
- Two thirds of the companies surveyed have some type of bonus program. Bonuses paid to managers averaged just less than 14% of base salary, and just over 3% for eligible full-time frontline staff.
- Over half of the organizations surveyed have benefit programs including dental care (62% of organizations), extended health care (60%), long term disability (53%), and employee life insurance (53%).
- 40% of organizations with Food and Beverage Servers in British Columbia earn at least double their base salary when gratuities are factored in.
- A few examples of average salaries (including incentives and bonuses) reported for positions in BC:  
Accommodation Manager \$39,250; Food and Beverage Manager \$46,450; Executive Chef \$56,650; Sous Chef \$38,500.

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<sup>5</sup> Taken from the [www.go2hr.ca](http://www.go2hr.ca) website "Industry News" – "BC Tourism Wages Highest in Western Canada"

**This wage information is from 2006 and does not reflect the increases since that date :**

Hotel General Manager	\$62,294 – \$86,050 per annum
Accommodations Service Manager	\$36,601 – \$47,653 per annum
Catering Manager	\$39,999 – \$51,824 per annum
Director of Sales and Marketing	\$56,619 – \$74,264 per annum
Executive Housekeeper	\$40,874 – \$51,728 per annum
Banquet Server	\$9.53 – \$12.46 per hour
Concierge	\$13.77 – \$17.46 per hour
Front Desk Agent	\$11.35 – \$15.26 per hour
Guest Service Attendant	\$9.77 – \$12.39 per hour
Housekeeping Room Attendant	\$10.48 – \$14.04 per hour
Restaurant Manager, Owner, Operator	\$41,982 - \$63,825 per annum
Executive Chef	\$45,837 – \$62,665 per annum
Sous Chef	\$35,647 – \$46,647 per annum
Food and Beverage Manager	\$41,989 - \$56,720 per annum
Food and Beverage Service Supervisor	\$31,621 – \$44,495 per annum
Cook	\$11.22 – \$15.13 per hour
Food and Beverage Server	\$9.37 – \$11.37 per hour
Bartender	\$10.31 – \$12.78 per hour
Host/Hostess	\$10.21 – \$13.04 per hour
Food Service Counter Attendant	\$9.42 – \$11.42 per hour
Small Business Owner/Operator	\$28,817 - \$49,167 per annum
Head of Visitor Services	\$12.28 – \$15.79 per hour
Outdoor Adventure Guide	\$13.05 – \$22.72 per hour
Tour Guide	\$10.12 – \$13.22 per hour
Heritage Interpreter	\$15.46 – \$18.12 per hour
Retail Sales Clerk	\$9.55 – \$13.27 per hour
Sales Representative	\$10.48 – \$14.41 per hour

▪ **NOTES:**

- Salary ranges are taken from the BC portion of the 2006 Canadian Tourism Industry Compensation Study
- Range minimum and maximums are averages from data submitted by several companies within British Columbia
- Does not including tips, gratuities or incentives. For example, 50% of organizations with Food and Beverage Servers in BC earn at least double their base salary when gratuities are factored in
- 77% of BC tourism organizations offer extended health care, 74% offer employees life insurance, 73% offer long term disability and 81% offer dental care
- **Information taken from [www.g2hr.ca](http://www.g2hr.ca)**

## **Skills / Qualifications Required (Dependant on the position and sector)**

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- While there are some entry level positions that do not require any training/certification, there are many that do:
  - ▶ Serving positions: Serving It Right
  - ▶ Kitchen positions: FOODSAFE and WHMIS
  - ▶ Grounds keeping: Horticulture
  
- Some positions may require more education in the form of a certificate, diploma or degree. The following positions are some examples:
  - ▶ Travel Agency
  - ▶ Adventure Tourism Guide
  - ▶ Event and Convention Coordinator
  - ▶ Tour Coordinator
  - ▶ Accommodations Services
  
- Applicants who want to work with the public need strong customer service skills (this includes an outgoing personality and service with a smile).

## **Other Information**

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- Not all entry level positions begin at minimum wage.
  
- Flexibility and availability are key in this industry, as most companies operate on long hours and/or 7 days per week.
  
- Cash experience and computer experience are helpful.
  
- All employers stress the importance of a professional appearance when handing out resumes.
  
- Some companies encourage applicants to research the company prior to applying for a job or calling for information (check for website information on larger employers).
  
- Most companies rely on their employees to refer strong candidates (word of mouth), but many employers looking to hire will also advertise the position, as well as look through the filed resumes on hand.

## Training & Education <sup>6</sup>

In an industry that is already experiencing labour shortages, positioning yourself with the right training/education (based on occupation and advancement goals) will only help your chances of securing employment in an industry that is in high demand for workers.

### Educational Requirements

The scope of training available is vast. While minimal education and training is required for entry-level positions, each sector and occupation in the tourism industry has its own educational and skill set requirements. So depending on your occupation of interest and career/advancement goals, your educational requirements may be short or long term in nature:

- A few hours of professional development training (eg. A service excellence workshop)
- A few weeks of formal training (eg. Bartending)
- A few months of intense training (eg. Flight Attendant training)
- Several years of education (eg. Degree in Tourism Management)

Later in this section, we have included some information on some of the most basic training programs available, but to determine what you might need to get hired into your occupation of interest, check out the following resources:

[www.go2hr.ca](http://www.go2hr.ca)

A tourism specific website that provides career planning information and tourism job profiles detailing educational requirements.

[www.careercruising.ca](http://www.careercruising.ca)

A website used for career planning. The job profiles outline educational requirements.

[www.workfutures.bc.ca](http://www.workfutures.bc.ca)

A website with descriptions of different jobs as they relate to BC. There is a specific section on educational requirements.

**NOC** - The National Occupational Codes binder is found in our resource library and outlines job profiles and educational requirements.

**The Student's Travel Map: A Guide to Tourism Careers, Education and Training** - A bound copy of this resource can be found in our resource library.

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<sup>6</sup> This section includes information taken from the [www.cthrc.ca](http://www.cthrc.ca) website (Accessed July 10/08).

## Types of Training Available

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There are many routes to getting the training you need. Each option allows you to choose a different path to learning - one that suits both your learning style and personal situation. Training may even occur through an employer or company. The following outlines some of your options:

- **Apprenticeship** - Many provinces/territories have tourism-related apprenticeships available. An apprenticeship involves a combination of on-the-job training and practice, along with qualified technical instruction from an educational institution. Contact the Industry Training Authority (ITA) for more information. A handout is available in the handout section of the resource area.
- **Post-Secondary Schools** - The number of tourism programs has increased greatly in the past few years with new programs every year. Established programs are constantly being adapted to meet changing trends and demands. Both private and public training institutions provide tourism training and education in a formal classroom setting. Those seeking information about specific college or university programs are advised to contact the institution directly or view the web sites to gain up-to-date info.
- **Distance Education** - Home study or distance education programs offer a flexible approach to the learning process. Whether you are looking for a new career or looking for advancement in your current position, in the tourism industry, distance education programs provide you with the opportunity to learn while you earn and it allows you to learn at your own pace. Research this opportunity via the internet.

### \*\*\*Caution\*\*\*

Prior to enrolling in training or registering with a training institution, ensure that the training you will receive will meet industry and provincial certification standards and can lead to [professional accreditation](#).

### What is FOODSAFE?

FOODSAFE is a national food sanitation course aimed primarily at educating workers in the food service industry. This program will make you aware of the dangers of food poisoning and how you as a food handler can minimize the danger.

There are two levels of certification:

**FOODSAFE Level 1** - A food and worker safety course for operators and workers. The cost is usually \$75, but may vary.

**FOODSAFE Level 2** - A course that assists managers to develop and implement food safety and sanitation plans.



### Why study FOODSAFE?

- Those who complete the program successfully, will have upgraded job skills and knowledge, and will receive a FOODSAFE certificate
- FOODSAFE certificates are widely recognized and respected within the industry and increase employability
- Food borne illness is preventable
- To develop safe methods of handling food
- Customers in a food outlet have the right to expect that their food will not be contaminated
- Employers with properly trained and knowledgeable staff help to minimize the risks and consequences of food borne illness
- The public display of FOODSAFE certificates enhances the employer's image and reputation and increases customer confidence

<sup>7</sup> Taken from: [www.go2hr.ca](http://www.go2hr.ca) & [www.foodsafe.ca](http://www.foodsafe.ca) (both accessed July 10/08).

## **Kamloops Course Providers**

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The following is a list of locations where you can obtain FOODSAFE training in the Interior Health Authority. Note: The training is offered in a formal classroom setting, through distance education, and through private contractors. A course directory with details can be found on the following website: [www.foodsafe.ca](http://www.foodsafe.ca) **Note:** The cost of instruction may vary for the individual course providers.

### **Thompson Rivers University (Classroom Schedule)**

Contact: Judy Beaver  
Phone: (250) 828-5213  
Email: [jbeaver@tru.ca](mailto:jbeaver@tru.ca)  
Website: [www.tru.ca/conted](http://www.tru.ca/conted)

### **Access Safety Training (Classroom Schedule)**

Contact: Lloyd Lane  
Phone: (604) 501-3978  
Toll Free: (888) 376-6948 to register  
Email: [foodsafenow@yahoo.ca](mailto:foodsafenow@yahoo.ca)

### **Val's Training**

Contact: Valentine Young  
Phone: (250) 490-9300  
E-mail: [valentineyoung@shaw.ca](mailto:valentineyoung@shaw.ca)

### **Go2hr (Distance Education)**

Contact: Jennifer Connors  
Phone: (604) 633-9787  
Email: [jconnors@go2hr.ca](mailto:jconnors@go2hr.ca)  
Website: [www.go2hr.ca](http://www.go2hr.ca)

### **Open School (On-line Course)**

Contact : Help Desk  
Phone: 1-867-883-4766  
Website: [www.openschool.bc.ca/Foodsafe](http://www.openschool.bc.ca/Foodsafe)

### **Foodsmith Training and Consulting (Onsite Contract Courses)**

Wayne Smith  
Phone: (250) 828-7175  
Email: [foodsmith50@hotmail.com](mailto:foodsmith50@hotmail.com)

### **Private Instructors:**

These instructors are certified to teach FOODSAFE and offer teaching on a contract basis.

Elizabeth Cameron (Kamloops area only)	Phone: (250) 573-3130
Brian Gregory (Salmon Arm area only)	Phone: (250) 804-0320

Contact the Interior Health Authority at (250) 862-4200 or [www.interiorhealth.ca](http://www.interiorhealth.ca) for any additional questions on certificates and replacements, food safety related questions, inquiries about training requirements and licensing food premises or instructor certification<sup>8</sup>

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9 Taken from the Interior Health website [www.interiorhealth.ca](http://www.interiorhealth.ca) (Accessed July 10/08).

### What is Serving It Right?

A British Columbia mandatory self-study training program for anyone who will be working in an establishment that serves/sells liquor. “The Responsible Beverage Service Program” was developed by the Liquor Control and Licensing Branch, in consultation with the various hospitality industry associations, to help ensure alcohol is served both professionally and responsibly.



Introduced in June 2007, the new version of SIR (Serving It Right) consists of a single program for retailers, licensees, servers and those required to obtain it for their special occasion licence. Serving It Right can be taken on-line, by mail or in person. The on-line exam is \$35. To mail in your exam is \$40.00. To upgrade from an old SIR certificate (either Server or Licensee) is \$10.00 and to rewrite an exam it is \$10.00.

### Why Study Serving It Right?

- It is mandatory when working in an establishment where alcohol is served/sold
- It was felt that a standard program should be developed to ensure that everyone had a common information base and worked to a common and high standard of responsibility in the service of alcohol beverages
- Through the program, participants learn about the effects of alcohol on the human body and behaviour; techniques for preventing over-consumption and for dealing with intoxicated people - their legal rights, responsibilities and liabilities

### Package Locations

Serving It Right course packages, exams, and certificate numbers may be obtained

- on-line through [www.servingitright.com](http://www.servingitright.com)
- via email at [info@go2hr.ca](mailto:info@go2hr.ca)
- or by calling (604) 930-9770

You can view both the Serving It Right manual located at the back of this binder. Both locations of the Kamloops Work Search Centres have free copies of these manuals for our clients to take with them.

<sup>9</sup> Taken from [www.go2hr.ca](http://www.go2hr.ca) website (Accessed July 10/08).

### What is WHMIS?

WHMIS stands for Workplace Hazardous Materials Information System. It is a comprehensive plan for providing information on the safe use of hazardous materials used in Canadian workplaces. Information is provided by means of product labels, material safety data sheets (MSDS) and worker education programs. This certification needs to be renewed annually. The cost ranges from \$45 - \$80.



### Why study WHMIS?

- WHMIS was created to help stop the injuries, illnesses, deaths, medical costs, and fires caused by hazardous materials
- WHMIS is enforced by a combination of federal, provincial, and territorial Occupational Safety and Health (OSH) legislation. It requires employers to provide labels, MSDSs, and worker education programs in the workplace
- Suppliers, employers and workers all have specified responsibilities in the Hazardous Products Act
- It gives you the knowledge of how to protect yourself and co-workers from the hazards of exposure to chemicals. Some hazardous materials are safety hazards and can cause fires or explosions.
- It is the Canadian workers' right to know about the safety and health hazards that may be associated with the materials or chemicals they use at work
- Exposure to hazardous materials can cause or contribute to many serious health effects such as effects on the nervous system, kidney or lung damage, sterility, cancer, burns and rashes

### Kamloops Training Providers

#### Thompson Rivers University

Contact: Judy Beaver  
Phone: (250) 828-5213  
Email: [jbeaver@tru.ca](mailto:jbeaver@tru.ca)  
Website: [www.tru.ca/conted](http://www.tru.ca/conted)

#### Valhalla Safety

Contact: Roshael Brenna  
Toll Free: (877) 220-4073  
Website: [www.valhallasafety.com](http://www.valhallasafety.com)

#### Pacific Rim Safety

Toll Free: (866) 330-7233  
Website: [www.pacificrimsafety.ca](http://www.pacificrimsafety.ca)

#### On-line e-learning also available:

Website: [www.ccohs.ca/products/courses/iaq](http://www.ccohs.ca/products/courses/iaq)  
E-mail: [clientservices@ccohs.ca](mailto:clientservices@ccohs.ca)  
Phone: 1-800-668-4284

<sup>10</sup> Taken from: [www2.worksafebc.com/Topics/WHMIS/Home.asp](http://www2.worksafebc.com/Topics/WHMIS/Home.asp) (Accessed July 10/08).

### What is SuperHost® Fundamentals?

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A one-day workshop that teaches front-line employees the skills and techniques that comprise the basics of service professionalism.



The prices vary depending on where and how you access the program. Fees include required workshop materials, certificate and pin (pins are issued for SuperHost fundamentals only)

### Why study SuperHost® Fundamentals?

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- To understand the importance of excellent customer service skills
- To help make your communication with customers more effective and efficient
- To learn how to demonstrate your attentiveness to customer needs
- To understand how the social and economic contribution that a healthy tourism industry makes to their home communities and to the province as a whole
- To demonstrate to an employer how you are committed to 'going that extra mile' for good service

### Training Options?

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#### Staff Development Company

Contact: Anne Terwiel  
Phone: (250) 578-8419  
Email: [aterwiel@tru.ca](mailto:aterwiel@tru.ca)

#### Nicola Valley Institute of Technology (Merritt Campus)

Contact: Shelia Whittaker  
Phone: (250) 378-3300  
E-mail: [swittaker@nvit.bc.ca](mailto:swittaker@nvit.bc.ca)

To learn more about SuperHost programs, contact:

#### Training Services, Tourism BC

Phone: (250) 387-1711  
Fax: (250) 356-8246  
E-mail: [superhost@tourismbc.com](mailto:superhost@tourismbc.com)

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12 Taken from [www.go2hr.ca](http://www.go2hr.ca) (Accessed July 10/08).

### What is FirstHost ?

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FirstHost is a one-day tourism workshop that is throughout BC. Participants learn about the hospitality business and the special importance of the host, guest and place relationship. It is designed to develop excellence in customer service skills and to see the big picture of the tourism industry. Participants will increase their knowledge of Aboriginal tourism products and services especially in the areas of cultural tourism.

The FirstHost workshop includes eight hours of intensive training. Participants will use a Circle Member Workbook during training sessions and for future reference. Recognizing their accomplishment, participants receive a FirstHost pin and certificate upon completion. The FirstHost certificate is recognized by tourism industry employers for entry-level positions.

For further information please contact:

**Associate Dean of Educational Outreach**

285 East, 5th Avenue, Vancouver, BC V5T 1H2

Phone: (604) 873-3772 (ext. 321)

E-mail: [firsthost@necvancouver.org](mailto:firsthost@necvancouver.org)

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<sup>12</sup> Taken from [www.go2hr.ca](http://www.go2hr.ca) (Accessed July 10/08).

## Quick Work Search Tips

The Kamloops Work Search Centres conducted interviews with local tourism related companies to gather information on their hiring practices. This is what we discovered.

### Peak Hiring Periods

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- Most tourism companies gear up for the summer and begin hiring in early spring (March-May). Some destinations are oriented to the winter tourist (ie. Sun Peaks) and therefore hire mostly in the fall (September-November).
- The peak hiring period for most airline industry positions in Kamloops happens during the winter months (versus the summer months for other areas).
- Hint: While many companies do most of their hiring during a peak period, many will also have a mini “burst” in the off season (ie. August) when seasonal workers quit or return to school.

### Application Process

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- Most employers prefer applicants to drop a resume off in person.
- NOTE: Be aware of peak hours in the day and avoid applying for a job within those hours.
  - ▶ Travel Agencies prefer early morning visits
  - ▶ The Casino prefers mid afternoon visits
  - ▶ Hotels/Motels prefer visits to occur between 10 am – Noon (it does not interfere with people checking in or out)
  - ▶ Restaurants prefer visits prior to 11:30 am or between 2- 4:30 pm (again not interfering with the peak meal times)
  - ▶ Airlines/Airports ask that resumes not be dropped off during flight times
- 81% of the employers surveyed want applicants to have a clear job objective and to know which department they want to work in (ie. the kitchen, the frontline with the public, the maintenance department, etc).

### Resume

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- All but one of the 17 employers we spoke with, said that they require a resume.
- The one company that does not require a resume suggests you bring it along, to help complete the company application on site.
- Approximately 68% of the employers surveyed require a cover letter. The ones that do not require a cover letter say it is still beneficial.
- Approximately 50% of the employers prefer a chronological resume. The remainder did not have a preference (see resume handout in resource library).
- All employers emphasized the need for an easy-to-read resume that does not have spelling errors and appears to be customized/personalized to specific jobs/businesses.
- Approximately 50% indicated that they prefer to see references listed on the resume.
- A 1 page resume was clearly preferred for entry-level positions (with a separate page for references).

## Tourism Related Acronyms and Abbreviations<sup>13</sup>

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As you apply for jobs in tourism, you will notice that the industry is filled with acronyms and abbreviations. Some of these may even be used and referred to in different job postings. Now, thanks to the Vancouver, Coast and Mountains Region and the go2hr website, we are able to provide you with the list from A to Z. Use the list to ensure that you understand completely what a posting is requiring, before you complete your application.

### Alphabetical by acronym or abbreviation

#### A

AAA - American Automobile Association  
ABA - American Bus Association  
ACME - Association of Convention Marketing Executives  
ADR - Average Daily Rate  
AGM - Annual General Meeting  
AHMA - American Hotel & Motel Association  
AMA - American Marketing Association  
ASAE - American Society of Association Executives  
ASTA - American Society of Travel Agents  
ATBC - Aboriginal Tourism British Columbia  
ATTC - Aboriginal Tourism Team Canada

#### B

B&B - Bed & Breakfast  
BBB - Better Business Bureau  
BC - British Columbia  
BCAA - British Columbia Automobile Association  
BCMA - British Columbia Museum Association  
BCMM - British Columbia Museum of Mining  
BCTA - BC Trucking Association  
BCYHA - BC & Yukon Hotel Association  
BDC - Business Development Bank of Canada  
BIC - Business Information Centre

#### C

CAS - Call Accounting System  
CBBH - Canada Bed & Breakfast Hosts  
CCA - Coast Cultural Alliance  
CCCTA - Cariboo Chilcotin Coast Tourism Association  
CHC - Choice Hotels Canada  
CIC - Citizenship and Immigration Canada  
CITAP - Canadian Inbound Tourism Asia Pacific

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<sup>13</sup> Taken directly from the [www.go2hr.ca](http://www.go2hr.ca) website (Accessed on July 10/08).

## Tourism Related Acronyms and Abbreviations cont...

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### C

COTA - Council of Tourism Associations  
CRS - Central Reservation Service  
CSAE - Canadian Society of Association Executives  
CTA - Canadian Tourism Alliance  
CTA - Close to Arrival  
CTC - Canadian Tourism Commission  
CVA - Convention and Visitors Association  
CVB - Convention & Visitor's Bureau  
CWM - Canada's West Marketplace

### D

DDMC - Destination Management Company  
DMO - Destination Marketing Organization  
DOS - Director of Sales

### F

FFAM - Familiarization Tour  
FIT - Free and Independent (of group) Traveler  
FIT - Foreign Independent Traveler

### G

GGDS - Global Distribution Service  
GLAMER - Group Leaders of America  
GLBA - Gibsons Landing Business Association  
GLHA - Gibsons Landing Harbour Authority  
GS - Guest Services  
GSA - Guest Service Agent  
GSM - Guest Service Manager  
GST - Goods and Services Tax  
GVRD - Greater Vancouver Regional District

### H

HHAS - Hotel Association of Canada  
HSMIA - Hospitality Sales and Marketing Association International

### I

IAAMC - International Association of Association Management Companies  
IACVB - International Association of Convention and Visitor Bureaus  
IAEM - International Association of Exposition Managers  
IAMC - Institute of Association Management Companies

## Tourism Related Acronyms and Abbreviations cont...

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### *I (Continued)*

IFEA - International Festivals and Events Association  
IMN - International Motorcoach Network  
IOC - International Olympic Committee  
ITB - International Tourism Bourse

### *M*

MFC - Mighty Fraser Country  
M & IT - Meetings & Incentive Travel  
MLOS - Minimum Length of Stay  
MPI - Meeting Professionals International

### *N*

NACS - National Association of Consumer Shows  
NAEM - National Association of Exposition Managers  
N/S - No Shows  
NTA - National Tour Association

### *O*

OCC - Occupancy  
OFFMKT - Off Market  
OMCA - Ontario Motorcoach Association

### *P*

PCMA - Professional Convention Management Association

### *Q*

QA - Quality Assurance

### *R*

RDMO - Regional Destination Marketing Organization  
RFP - Request for Proposal  
REV PAR - Revenue Per Available Room  
RRW - Resort Reservations World-wide  
RVC - Rendezvous Canada  
RVDA - Recreational Vehicles Dealers Association  
RVRAC - RV Rental Association Canada

## Tourism Related Acronyms and Abbreviations cont...

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### S

SCBBOA - Sunshine Coast Bed & Breakfast, Cottage Owners Association  
SCTP - Sunshine Coast Tourism Partnership  
SITE - Site Inspection  
SITE - Society of Incentive and Travel Executives  
SMERFE - Social Military Religious Fraternal Entertainment  
SNBC - Super, Natural British Columbia  
SRP - Special Rate Plan  
STCA - Surrey Tourism & Convention Association  
SWOT - Strengths, Weaknesses, Opportunities, Threats

### T

TA - Travel Agent  
TAVI - Tourism Association of Vancouver Island  
TBC - Tourism British Columbia  
TIAC - Tourism Industry Association of Canada  
TIC - Tourism Information Councilor  
TMAC - Travel Media Association of Canada  
TMR&PM - Tourism Maple Ridge & Pitt Meadows Society  
TOTA - Thompson Okanagan Tourism Association  
TQM - Total Quality Management  
TTRA - Travel and Tourism Research Association  
TVAN - Tourism Vancouver  
TW - Tourism Whistler

### U

UBC - University of British Columbia  
USCC - United States Chamber of Commerce  
USTOA - United States Tour Operators Association

### V

VCB - Visitors and Convention Bureau  
VCEC - Vancouver Convention and Exhibition Centre  
VCM - Vancouver, Coast and Mountains  
VHA - Vancouver Hotel Association  
VIC - Visitor Information Centre  
VIC - Visitor Information Councilor

## Tourism Related Acronyms and Abbreviations cont...

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### W

WCMC - Western Canada Marketing Committee  
WCTA - Western Canada Travel Alliance  
WED - Western Economic Diversification  
WRSS - White Rock South Surrey Chamber of Commerce  
WSAE - Western Society of Association Executives  
WTM - World Travel Market  
WTTC - World Travel and Tourism Council

### Y

YVR - Vancouver International Airport  
YXX - Abbotsford International Airport

## Useful Websites

### General Career Information (Includes Training & Education):

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[www.go2hr.ca](http://www.go2hr.ca) - The website for people in tourism. Find out more about tourism human resource management practices, search for jobs, and learn about tourism careers and education.

[www.workfutures.bc.ca](http://www.workfutures.bc.ca) - Work Futures provides a comprehensive description of close to 200 occupations as they relate directly to the BC Labour Market. This is very helpful for anyone researching a career in tourism.

### Job Search

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[www.hcareers.ca](http://www.hcareers.ca) - Hcareers claims to be the #1 job board in the hospitality industry with the most restaurant, retail, hotel and hospitality jobs found on the internet.

[www.crfa.ca](http://www.crfa.ca) - The Canadian Restaurant & Food Services Association website provides job postings from around the world including locally for Kamloops restaurants. There you will find everything from entry level positions to executive management careers.

[www.cooljobscanada.com](http://www.cooljobscanada.com) - A hospitality and retail job site for employment in Canada.

[www.go2hr.ca](http://www.go2hr.ca) - Access the job board component of this website for employment opportunities.

[www.resortjobs.com](http://www.resortjobs.com) - Features worldwide resort jobs with ski (and snowboard!) resorts, camps, national parks, cruise ships, restaurants and hotels.

[www.tourismworkweb.com](http://www.tourismworkweb.com) - A network of job boards dedicated to the foodservice, hospitality, travel and tourism industries. Employers use the job board to post positions. Job seekers use the job board to create online profiles and apply for jobs.

[www.landings.ca](http://www.landings.ca) - A recruitment service for mid-management tourism positions.

### 2010 Olympics

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[www.vancouver2010.com](http://www.vancouver2010.com) - A website for the 2010 Vancouver Olympic Winter Games. Included is a link for job opportunities and volunteer experience.

## Associations

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[www.tiac-aitc.ca](http://www.tiac-aitc.ca) - Tourism Industry Association of Canada

[www.totabc.com](http://www.totabc.com) - Thompson Okanagan Tourism

[www.aboriginalbc.com](http://www.aboriginalbc.com) - Aboriginal Tourism BC

[www.cthrc.ca](http://www.cthrc.ca) - Canadian Tourism Human Resource Council

[www.canadatourism.com](http://www.canadatourism.com) – Canadian Tourism Commission

[www.cotabc.com](http://www.cotabc.com) - Council of Tourism Associations of British Columbia

[www.tourism.bc.ca](http://www.tourism.bc.ca) - Tourism British Columbia

[www.hotelassociation.ca](http://www.hotelassociation.ca) - Represents the accommodation industry in Canada

[www.bc-tourism.com](http://www.bc-tourism.com) - Information and links to tourism services located in BC

## For More Tourism Information Also See:

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[www.kamloopschamber.bc.ca](http://www.kamloopschamber.bc.ca) - Provides business and visitor information for the Kamloops area. There is a Chamber of Commerce website for each city in Canada.

[www.venturekamloops.com](http://www.venturekamloops.com) - Venture Kamloops offers community information on new businesses, tourism and all economic news for Kamloops and surrounding areas.

[www.adventurekamloops.com](http://www.adventurekamloops.com) - Provides a listing of tourism activities for the Kamloops and surrounding area.

## Kamloops & Area Employer Listings

The following sections provide you with a list of employer contacts for each of the eight sectors in tourism. These listings have been compiled from a variety of website resources and the Yellow Pages. They should be considered only as a starting point for your research, as some of the information may have changed since the information was last accessed.

**NOTE:** You will notice that all the listings are representative of cities found within the Kamloops and Area Region based on the regional map illustrated below. Therefore, we have tried to provide you with listings of employer contacts not only for the Kamloops area, but also for some surrounding communities.



Taken from: [www.venturekamloops.com](http://www.venturekamloops.com)