

# Faculty of Applied & Technical Studies 应用与技术学院



# Hospitality Event Management Post Degree Certificate

酒店管理与活动策划研究生证书

# 12 Month Certificate Program

## 12个月证书项目

- ✓ Focus on applied skills  
注重实践技能
- ✓ Direct contact with industry  
与行业联系密切
- ✓ Required Internship  
实习机会
- ✓ Third largest contributor to BC's GDP  
卑诗省GDP第三大贡献产业

# 12 Month Certificate Program

## 12个月证书项目

- ✓ Many entry level job opportunities after graduation  
众多毕业生初级就业机会
- ✓ Certificate shows employer dedication to the industry  
专业证书在行业内具有竞争力

# Your one year with UFRV

## 菲莎河谷大学一年课程内容

### First semester

- \* Introduction To Tourism and the eight sectors
- \* Hospitality Operations
- \* Organizational Behaviour
- \* Marketing for the Tourism and Hospitality
- \* E-Commerce In Hospitality

### 第一学期

- \* 旅游业概览
- \* 酒店运营学
- \* 组织行为管理学
- \* 旅游业与酒店业市场营销
- \* 酒店网络运营学

# Your one year with UFV

## 菲莎河谷大学一年课程内容

### Second Semester

- \* Financial Management For Hospitality
- \* Customer Service
- \* Employment Law
- \* Event Management

### 第二学期

- \* 酒店财务管理
- \* 客户服务
- \* 酒店劳动法
- \* 活动策划

# Third Semester

## 第三学期

### Internship 实习

A field-based experience for students to focus on a possible career path.  
行业内工作经验为学生提供机会确定未来职业规划。

# Third Semester 第三学期

## Internship 实习

- \* This experiential opportunity is designed to expand the students' knowledge of the hospitality and event management industry by rotating through various departments, or experiencing a multitude of events from the conceptualization stage through to execution and evaluation.
- \* 通过辗转于不同部门以及参与众多活动，拓宽学生酒店管理以及活动策划知识与眼界，将所理论知识运用至实践中。



# Third Semester

## 第三学期

### Internship 实习

The student will be required to secure their own internship through prior networking from earlier projects and assignments.

学生需要通过在之前的作业以及项目中建立起的人际关系确定实习。

# Examples of Internships

## 往届学生的实习参考

- ✓ Tradex  
会展中心
- ✓ Spring Advertising  
广告公司
- ✓ Coast Hotels and  
Resorts  
海岸酒店度假村
- ✓ Fairmont  
费尔蒙酒店集团
- ✓ Tourism Chilliwack  
目的地营销组织
- ✓ Heritage Park  
会展中心
- ✓ Shangri-La Vancouver  
香格里拉温哥华
- ✓ Not For Profit Agencies  
非盈利组织

# What are My International Graduates Doing Now?

## 国际学生工作情况

- \* Fairmont Hotels and Resorts, Whistler BC
  - Housekeeping & Leadership Development费尔蒙酒店度假村，卑诗省惠斯勒  
客房部管理培训
- \* Sandman Hotels and Resorts, Abbotsford BC – Night Manager  
桑德曼酒店度假村，卑诗省阿伯茨福德  
夜间经理
- \* Wendy's - Store Supervisor  
Wendy's快餐连锁  
店面主管

# Tourism In British Columbia



Ski BC | Adventure Travel

# What is unique about our industry?



- \* Tangible and intangible
- \* It is perishable
- \* We bring our market to our product

# The Eight Sectors We Focus On

- \* Accommodation
- \* Food and Beverage
- \* Transportation
- \* Travel Services
- \* Tourism Services
- \* Events
- \* Attractions
- \* Outdoor Recreation and Adventure!



# International Visitor Arrivals to BC

|               |         |       |
|---------------|---------|-------|
| USA Overnight | 273,912 | 0.9%  |
| China         | 27,207  | 17.9% |
| UK            | 24,633  | 3.3%  |
| Australia     | 22,226  | 5.0%  |
| Japan         | 13,430  | 15.3% |
| Germany       | 10,912  | -9.4% |
| South Korea   | 8,543   | 7.6%  |
| Hong Kong     | 8,071   | 23.3% |
| Mexico        | 7,041   | 22.6% |
| India         | 5,621   | 34.7% |



# What does this mean for you?

- \* China was British Columbia's (BC) second largest international market in terms of direct customs entries in 2013; up two spots from 2012.
- \* BC accounted for nearly 60% of China's direct custom entries to Canada.



# What does this mean for you?(2)

- \* In 2013, China was the largest Asia/Pacific market for both BC and Canada.
- \* China accounted for 23% of BC's Asia/Pacific entries and 20% of Canada's Asia/Pacific market share in 2013. These proportions increased when compared to 2012.

# Approved Destination Status



# What is ADS?

- \* The Approved Destination Status (ADS) is a bilateral agreement between the Chinese Government and the government of a requesting country.
- \* ADS allows for Chinese citizens to travel to a destination in group package tours authorized by the China National Tourism Administration (CNTA). 146 countries currently have ADS agreements with China.
- \* An ADS agreement facilitates increased tourism business by allowing liberalization in **three critical** areas: they are....

# What is ADS

- ✓ Chinese citizens can more readily travel to Canada for leisure purposes
- ✓ Canada can actively market its tourism products in China
- ✓ Chinese travel agents can organize, advertise and promote leisure travel packages to Canada for their clients

# ADS

- \* Canada was granted ADS in December 2009 and a memorandum governing ADS was reached in June 2010.
- \* For more information, please visit the Canadian Tourism Commission corporate website (*en-corporate.canada.travel*) and go to Markets



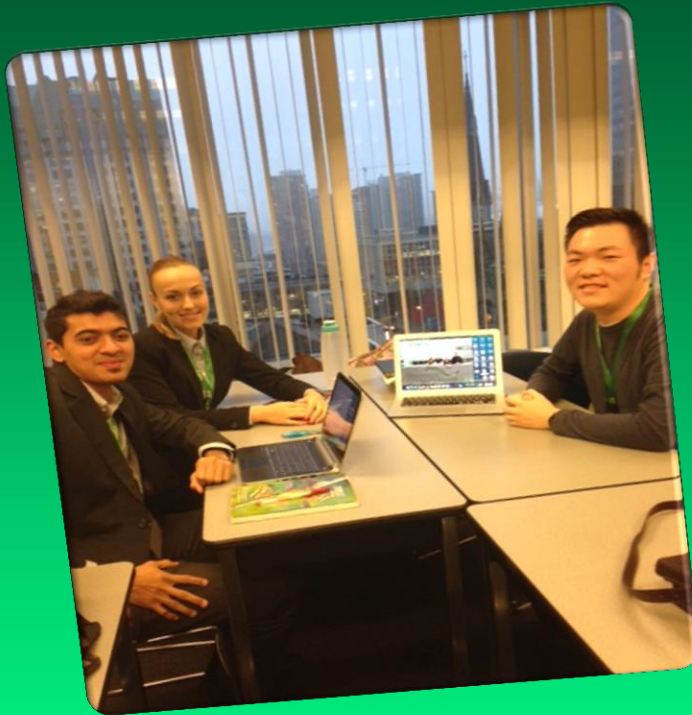
# Field Trips to Discover

Vancouver

The Okanagan

Whistler

Vancouver island



## Industry Competitions

In collaboration with other Post Secondary Institutions and partnering with Industry, our Post Degree students get to experience and network with many industry leaders



# Winners!

Solved a marketing case for Hilton  
Hotels and Resorts





FACULTY OF APPLIED AND  
TECHNICAL STUDIES

# The UFV Team!

# Instructor Bios

## **Vikram Nair, MBA**

Vikram has a Master's in Business Administration (MBA) from the University of Guelph, Ontario, Canada, specializing in Hospitality and Tourism Management, among other TQM and teaching-related qualifications.

His areas of research are Hospitality and Tourism, TQM, and Organization Theory and Design. He will be pursuing a PhD shortly.

# Instructor Bios

## **Don Miskimin, PhD**

Don's background includes a PhD degree in industrial/organizational psychology, MA and BSc (hons) degrees in counseling and applied psychology; a DipBus in marketing and, Certificates in coaching, mediation, and facilitation.

He is also certified to teach in the National Coaching Certification Program and with several international training organizations. Don holds professional designations as a Certified Human Resource Professional, Chartered Psychologist, and Certified Professional Coach.

# Instructor Bios

## **Jennifer Hetherington, MRM**

A graduate of Vancouver, BC's Centre for Tourism and Policy Research, Jen has worked in Tourism and Recreation planning in the Vancouver area.

Most recently, Jen works as a sessional instructor at UFV, and focuses on undergraduate courses in Geography and Tourism.

Jen is an avid outdoor recreationalist and when not in the classroom, spends her time with her two young daughters.

Thank you for hosting me!

Any questions?