

What my students said they learnt

teach others

*community
involvement*

*advocates
of industry*

goal setting

*importance of
exemplary
customer*

*relationship
building*

*problem
solving*

*hands-on
skills*

networking

team work

equality

*transferable
skills*

*broaden
horizons*

*eyes open to
possibilities*

*awakening of
the sensory
palate*

professionalism

*increased
vocabulary*

*well
rounded*

*the value
of process*

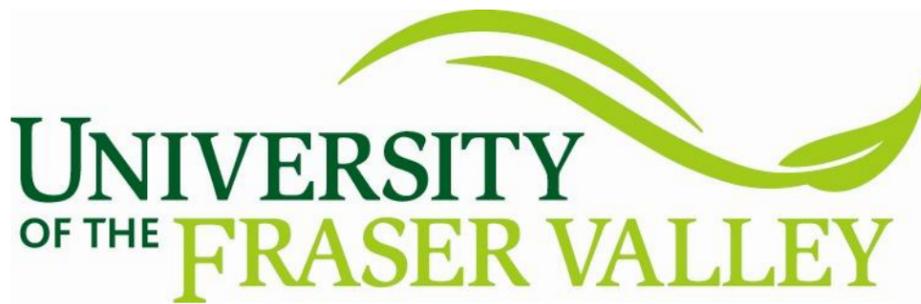
balance

individualism

*increasing my
net worth*

*standards
of
excellence*

*creativity
vs. practical*



Hospitality Event Planning Undergraduate Certificate

Program Learning Outcomes:

- ❖ work effectively in teams
- ❖ build a network of industry specific professionals
- ❖ use resources to create events
- ❖ participate willingly in “community event” volunteer opportunities
- ❖ balance creative thinking with critical thinking
- ❖ exemplify proactive approach to diverse situations
- ❖ identify the eight sectors of the Canadian tourism industry
- ❖ explain how the industry sectors are interrelated and their impact on economics and culture in Canada
- ❖ identify the ethical responsibilities of a tourism/event planning professional
- ❖ give examples of integrated marketing strategies in the context of marketing an event or tourism service product
- ❖ be aware of the career opportunities of a tourism/event planning professional

What industry said when hiring a junior manager position ...

- ***It's all about attitude.*** (Tim Tindle, Vice President, Western Region Atlific Hotels)
- ***The customer – I need employees who will anticipate customer needs and drive revenue, but never lose sight of the customer.*** (Todd Jeannotte, Director, Catering and Conference Services, Four Seasons Hotels and Resorts, Vancouver)
- ***One of the first things I look for is an outgoing personality combined with a great attitude and an enthusiasm to serve people. The ability to think creatively, manage multiple objectives, and implement priority programs is essential in the fast changing DMO world*** (Brian Coombes, Executive Director, Tourism Chilliwack)
- ***Ability to focus on a task, history of accomplishments, ability to see a project through from beginning to end.*** (Ian Maw, Director of Marketing, Harrison Hot Springs Resort and Spa)
- ***I need someone who can take initiative, problem solve and come up with some unique ideas to help our tenants and appeal to our shoppers.*** (Trish Neufeld, Marketing Coordinator, Seven Oaks Shopping Mall and UFV Trades & Technology Alumnus)
- ***High energy, passion, and professionalism. When I am hiring, I want someone who is keen to learn, apply the skills they have already gained, and not afraid to ask questions. A love of food is also helpful.*** (Debra Lykkemark, CEO and Founder, Culinary Capers Vancouver, Catering and Special Events)