

BC Tourism Management Programs Articulation Committee Meeting

May 11, 2006 – 1:30- 4:00 pm
Coast Harbourside Hotel, Victoria BC.

Present: ACTING CHAIR: Geoff Bird, Capilano College; John Plantinga, MUC; Grant Unger, COTR; Bob Thompson, secondary Tourism; Robin Reid, TRU; Gordon Titchener, TRU; Lian Dumouchel: Craig Hansen, Yukon College; Rob Hood, TRU; Liam Arthers, Ministry of Education; Elaine McCreary, AVED; Judy Lemke, NEC; Dan Guinan, NEC; Casey Dorin, Capilano; Stephanie wells, Capilano; Lee Aitchison, Camosun

Regrets: Bob Falle (Committee Chair), Dave Twynam, Ted Wykes, John Lapp, Anne Hardy)

Meeting Record

1. Review and adopt minutes of meeting May 12, 2005 Whitehorse.
2. Introductions and round table discussion

BCIT midway through curriculum review

MUC working with TRU on events management certificate; working w. Univ. of Hertfordshire on joint degree; just concluded successful northern student research tour

COTR – going to a common year for tourism/rec. pgms next year. Golden pgm. Turning into diploma, FN pgm on hold

STEG new IRP for Tourism 11/12

TRU – revision of BTM structure entrepreneurship, adventure and management minors now available as option; diploma not marketed as independent program; P. Schettini now ¼ time focused on international opportunities

Yukon College diploma program back on line this coming year. Successfully offering a short-term hospitality program this year; Hosting Canada Winter Games for 2007, college involved

MofE Increased emphasis on transition efforts; strong relationship with ITA; reminded group of continued demographic challenges

AVED; more collaboration with institutions is in the offing. New infrastructure dollars may be able to be used for collaborative development

NEC private college affiliated with VCC; Ab. Tourism programs recently split into two—stand alone operations certificate and then diploma; more field based instruction; coordinator position vacant. Working with Squamish First Nation; involved with Aboriginal Tourism framework

Capilano Casey Dorin new Dean of Tourism (and Squamish Campus); host of BCTLI; planning to re-offer Ab. Tourism diploma program; involved with Ambassador program – ‘telling our stories’ is theme; new destination resort management program at Squamish newest program; In 4th of 5 years in Vietnam project; Paraguay CIDA project also in the works

Camosun Hotel program, bus diploma in tourism program and professional golf program now amalgamated into one division; new resources being made available –program leader position now posted

- John Plantinga offered to host a data base of student international field opportunities; Morgan offered to ensure this feature is included in the Tourism Online Resource centre (TORC)

3. Update New BC Aboriginal Tourism Framework Project

Judy Lemke and Dan Guinan of the Native Centre distributed, and the reviewed details of the new (draft) Aboriginal Tourism Management Diploma Program Framework and Delivery Guidelines. This project has also involved the coordination of Theresa Southam at Selkirk College and has had the input of 11 BC post-secondary institutions.

Elaine and Geoff complimented project coordinators on a splendid effort – and commented on the timeliness of this resource. Specific suggestions were provided to Dan and Judy.

The AC agreed to support the Aboriginal Tourism Management core curriculum handbook and delivery guidelines.

4. ACCC/CTHRC credit transfer project

Terry Hood, on behalf of Dave Twynam, provided a brief update on this pending national project. The development of a national credit transfer system is a component of the current CTHRC Foreign Credential Recognition project. It will build upon the recent discussions and recommendations of the ACCC tourism/hospitality affinity group (co-chaired by DT). On May 30 in Calgary, a project steering committee will meet to move this along. Dave Twynam, Griff Tripp and Jonathan Rouse have been invited to participate. Terry has been asked to pinch-hit for JR. Geoff has asked him to report back to the AC.

This project will present an opportunity to make a link between CTRHC credentials and the academic credentials represented by the core curriculum.

5. Update –new developments in secondary tourism & links with post-secondary

Bob Thompson expressed appreciation for the opportunity to “reconnect” with post-secondary the tourism articulation committee. The TLS (in relation to secondary school programming) system-wide approach has deteriorated over the last few years (with lack of coordination and support) and the new IRP project will help to address these concerns and help redefine the bridges that need to be rebuilt

Bob reviewed the draft IRP and discussed three issues that STEG would like to discuss:

- Funding challenges in relation to tourism specific programs
- Timing of conference is still inconvenient
- Professional development for teachers
- Limited support from ITA

Pilot articulation agreement between Highlands Secondary and North Island College that will allow Grade 12 students to enroll in two 1st year courses, on the college campus.

Bob encouraged AC to provide assistance, support and input.

Liam reminded group of serious demographic challenges and implications for tourism programs – (number of secondary school students in decline, coupled with skills shortage

6. Tourism Management Core Curriculum Review Workshop

John Plantinga reported on accomplishments of this project. The group has agreed to “repackage” and strengthen the curriculum, which will include.

7. BC Tourism Student Case Competition; 2006 highlights + feedback , 2007 plans for TI:

TBC has offered increased support -- \$5k for BCTLI and BCHLI (on behalf of articulation committees)

All agreed this was a highly successful event. Geoff asked for comments/suggestions

BCTI

- Case worked well -- potentially unfair disadvantages with discrepancies between airports
- Like the fact that industry wrote the case
- Great to have industry involvement
- With more schools, maybe consider runoff approach

TRU

- Wonderful initiative
- Rushed this year
- More advance notice
- Pre-conference event focused on case (day before) might create a fair playing field
- Supports idea of two-staged competition
- Allow students to participate in more of conference – do earlier

MUC

- Great
- Will be in again
- Earlier the better

- MUC, BCIT, COR, TRU, Cam, Cap diploma pgms. have agreed to participate in 2007
- Business case competition
- Lianne has offered to work on degree level case
- UVIC has offered to coordinate logistics
- Group agreed to a two division approach – details to be developed by steering committee (David, MUC rep., Robin, Geoff, Morgan, Heather, Mark)

8. TEC 2007 link with CTHRC National Tourism Human Resources Conference, May 1&2, 2007 in Vancouver.

- Group agreed to combining TEC 2007 event next year with national conference
- Articulation Committees to meet on Monday April 30 (conference kicks-off in evening)
- Canada CHRIE also involved
- Workshop topics for CTHRC conference to be submitted to Geoff or Terry

9. BCTLI role of secretariat for articulation committee

Group agreed to ask BCTLI to serve in secretariat role for AC (data base management, ensuring agendas are set and distributed, meeting records etc.) Chair still responsible for liaison and obligations to BCCAT.

10. Next meeting.

April 30, 2007 in Vancouver. Suggestion for discussion: August 2008 for TEC 2008 Volunterr host institutions – contact BCTLI.
Bob Falle remains chair until 2007