

BCCAT Articulation Meeting Minutes

April 25, 2024

Hiran Roy – Introduction

Lillian Rose: Traditional Knowledge and Language Coordinator, Ktunaxa Nation Council

Welcome, Indigenous land acknowledgement, the importance of land acknowledgments and how they are created, current and future visions of the Ktunaxa in relation to tourism and Parks Canada

How to enrich/deepen the visitor experience, the importance of land acknowledgments (from a first nation's perspective). A land acknowledgment is an honorable and respectful start. If you are doing a land acknowledgment, it's important to do the research. Talk about the compelling factors that have brought us to where we are in BC today. An important concept to understand is 'over time', understanding the legislation, laws, acts. Develop a relationship with first nation's ppl in your community, to build a better understanding about your land. Encourage someone in your organization to do research on the background information. It is important that you give the visitor something that gives them a way of experiencing the land and touches their heart and mind.

Institutional highlights & updates (Info on the excel spreadsheet)

Arun Subramanian: Sr. Vice President, Health, Safety and People Practices, Go2HR

Go2HR updates and industry trends, Supporting strong workforces and safe workplaces in BC's Tourism & Hospitality industry

Arun – mental health initiative. Go2HR presentation, pdf was shared and saved

Ken Cretney: President & CEO, B.C. Pavilion Corporation

Tourism industry insights & reports, PavCo's recent run of success and economic stimulus, current industry and infrastructure challenges and how industry can best address these challenges.

Looking at a very busy next few years. Phenomenal recovery post covid. Able to keep both buildings operating during covid. Our return to business has been smooth, as we had people fully trained and ready to go. Convention Center had multiple large conferences. Stadiums had strong return of events. Film shoots, consumer and trade shows in both buildings. Strong working relationships with industry partners. Worked closely with provincial and federal tourism.

Biggest concern moving forward is hotel decline. Less hotel rooms now than 10-12 yrs ago. Not a lot in terms of opportunities of new builds in the near future. Need infrastructure to support the big events. Mental illness/opioid challenges.

Industry feedback on how they can help us on the tourism side.

Infrastructure challenges – transportation

Q&A

Stable work force, are you seeing any gaps in skills with newcomers coming into the industry?

The conversation seems similar over many decades 'how do we attract more ppl into this industry'.

What technology is doing (AI), Ted conference – seeing what’s happening, I think it will change the workforce, rolls that can be done through AI.

There will be volunteer opportunities in 2026 for FIFA, Ken will give the information when he has it.

How is the industry transitioning to train the new ppl stepping into the new positions?

AI is being utilized in several different ways, not sure what the impact will be at this point, pay attention as it changes how we react and manage those changes.

Ashleigh Gibson (ashleigh.gibson@Fairmont.com): **Director, Regional Talent Acquisition, Fairmont Hotels & Resorts**

Talent acquisition in 2024-25, hotel vitality

Impression of current state of industry – hotels are busy, business is strong but different, big mix of markets and guests. From an applicant perspective – scary to make a change into the industry, finding quick hires, band-aid solutions. Spending time working on retaining. Immigration – learning about the new changes. Managing hotels around 85%, don’t have the infrastructure for 100%. Adjusting how we run our businesses.

How can new graduates get into Fairmont Hotels – leadership development program - If you want to stay at one property, accelerated leadership, complimenting areas. Second version is a multiyear program - 2 years, working at 2 properties. The two year was requested by the employees. Student work program – summer student experience, work with schools that are interested, can cross train. Do you hire students from other programs other than hospitality? Yes, depending on the job and what’s available (paramedics, accounting, events planning). Do you still come on campus to do presentations? Yes, let me know if you would like more information.

Struggling with housing for employees to live. Some properties have been renting places in town (apartments).

Are you testing out AI in different parts of the hotel? Robot vacuums, curb side check in or using the app, from an AI perspective you still need ppl to manage these positions – if anything, AI is complimentary right now.

What I’ve noticed with recent grads exceling and struggling with – self directed learning doesn’t stop when you are done school

Danny Beaty: Manager, International Education and Development, Selkirk College

Angela Liang; Manager, International Marketing, Recruitment and Partnerships, VCC

BC’s current appeal for international students, IRCC and enrollment updates

IRCC Policy Changes

Work eligibility for spouses – spouses of international students’ undergraduate programs are no longer eligible to apply for an open work permit

Impact – students with spouses may consider Masters or PHD programs instead (eg. Choosing MBA instead of hospitality management diploma)

PNP Changes - Skilled worker stream: increased required points, International graduate stream: removed for diploma or post-Degree diploma students

Impact – Diploma programs may be perceived as having lower quality with lower return on investment, BC may be perceived as not welcoming international students, Northeast region of BC may attract students to work in rural areas in low-tier occupations to qualify for the Entry Level Semi Skilled (ELSS) stream.

Impact on Enrollment

Provincial Cap

- VCC’s 2024 allocation represents the potential for slightly more new student enrolment than our 2023 new student enrolment.
- The allocations include a buffer in case of study permit rejection, but we know that VCC’s conversion rate is higher, so we expect the impact of the cap at VCC to be minimal.
- Private institutions may be impacted more.

Anticipated Increase in Conversion Rate

- With receipt IRCC changes since late 2023, such as an increased amount of financial proof and a LOA verification system, this may lead to better study permit approval rates based on the reduction of insufficient funds and fraudulent documentation.

Overall Impact

- Application numbers are slower than before as there is an overall negative impact to the Canadian brand.

Hospitality Program – Specific Impact

- Diploma: we have not seen a drastic change.
- Bachelor’s Degree: As private institutions are more impacted in BC, there is an anticipated decrease of international students coming through this articulation pathway to VCC’s Bachelor of Hosp Management.
- Post-Degree Diploma: applications with a bachelor’s degree might choose Masters or PHD programs for immigration pathways and spouse work eligibility.

Bonnie Li: Director, Co-Founder, instructor, Bliss Hospitality Talent & Education

Opera Cloud Property Management System

Opera is the PMS that dominates the hotel scene.

Some hotels using Opera Cloud – Four Seasons, Fairmont, Hyatt, Sheraton, Marriott, Sofitel, Crown Plaza, Holiday Inn, Shangri-la and many more!

Two ways to learn:

- Live workshops – taught by one of our instructors in-person and broadcasted live through zoom
- Self-Learning Models – content delivered through our education platform Podia

Certificate is provided after the completion of each workshop.

If interested in the self-learning module use link:

<https://thinkbliss.podia.com/opera-cloud-self-learningwith-system-practice>

Use code: BCCAT during check out

John Brouwer – **AI** – do you have departmental policy, entire institution policy, or no policy.

- Selkirk College - have only a departmental/school policy
- WCC - have a departmental policy, in our BHM program
- CapU - Institution Policy

AI for the Tourism industry - Peter Pilarski, excellent contact with great information

2025

Chair - Nirmal Vasanth (nirmal.vasanth@acsenda.com) and Martin Keyserlingk (mkeyserlingk@selkirk.ca)

Co-Chair- Chantal Jones (chjones@vcc.ca)

BCCAT Articulation Meeting Date – Thursday, May 01, 2025, ONE DAY face to face in person meeting

Time - TBA

Place - Vancouver Community College (VCC) premises.

2024 BC Tourism Management & Hospitality Management Articulation Committees

Zoom Meeting hosted by Fairleigh Dickinson University, University Canada West, and Selkirk
College

Thursday April 25, 2026 @ 12:00 noon

Member of Institutions and their Contact Information

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