

BC Tourism Program Articulation Committee Meeting
Yukon College
May 12th, 2005

Chair: Bob Falle, Selkirk College (*elected at beginning of meeting as new Chair for Tourism Articulation Committee, Jeff Bird has stepped down*)

Attendees: Dave Twynam Thompson Rivers Univ., Marla Price Native Education Centre, Douglas Cliff Camosun College, Paula Carr Camosun College, Gordon Tichener Thompson Rivers Univ., Barry Hogan BCIT, David Tikkanen BCIT, Brian White Capilano College, Ken Rintoul College of the Rockies, Bob Falle Selkirk College, Craig Hansen Yukon College, Michael Conlin Okanagan University College, Jonathan Rouse Capilano College, Giannina Veltri Confederation College, David Kay Lakeland College.

Housekeeping: -Changes to agenda - BC College & University Articulation meeting.

-Terry Hood moved up on agenda

Agenda Item # 4 Roundtable Update by Institution.

Lakeland College, David Kay

Diploma in Adventure Tourism program

Struggling financially.

Sherwood Park: Did not get funding for a new campus.

Camosun College, Paula Carr

2 year Tourism Diploma Program

1 yr. Tourism Certificate Program

2 yr. Hotel & Restaurant Program with a 1-year waitlist

Golf Management Program

Confederation College (Ontario), Giannina Veltri

Adventure & Eco-tourism Program

Tourism & Travel Program

Native Education Centre, Marla Pryce

Aboriginal Tourism Operations Certificate

Aboriginal Tourism Management Diploma

Eco-tourism Field School

Struggling with enrolment.

Thompson River University, Dave Twynam

Experiencing some challenges, but with an incredible growth.

Experiences challenges with the Tourism Management Program.
Events & Convention Management has the highest enrolment ever.
Events Management Diploma Program doing great.
Resort & Hotel Management - a highlight.
Adventure Tourism Program - some growth
Not successful in adding courses for online for a degree.
Culinary Arts Program - they are in the process of developing a diploma.

Selkirk College, Bob Falle

Some reductions in course credits caused layoffs in programs. Reduced all three diplomas to 72 credits @ 15 hours per credit Previously 92 credits in Golf & Resort Hotel Programs.
Golf Club Management is dealing with enrolment issues.
Increased FTE's in Cooking Program - experiencing growth.
Partnering with Osoyos Band/NEC/Selkirk in a Tourism Program.
Canada West Ski Areas Association - Train-the-trainer Program for Ski Lift Supervisors as well as the Ski Lift Mechanics program in Cooperation with the BC Safety Authority.

College of the Rockies, Ken Rintoul

2 yr. Event Management Diploma.
Culinary Arts - New baking program.
Aboriginal Tourism Program - Having problems.
New Degree in Mountain Tourism Studies
New Program in Ecuador: 2 yrs. Liberal arts at their university, 2 yrs. Studies in Recreation & Management.
On-line course development
Programs are going well.

Capilano College, Brian White

Art agreement with Premier College.
Learning assist programs going in June at Squamish Campus.
Aboriginal Tourism Program - 18 graduates, 16 in college.
New campus at lower Lonsdale.
Wilderness specialization
Degree courses will be focused on a 2 - 4 month package.
Everything is going really well & everything is full.

British Columbia Institute of Technology, David Tikkanen

Student enrolments are up.
Looking at their programs.

British Columbia Institute of Technology, Barry Hogan
Interested in how to articulate programs.
Tourism art into marketing.
Challenge in getting quality of applicants.

Yukon College, Craig Hansen
Struggling with student enrolment.
Pilot Hospitality Program
Culinary Program full
2 yr. Management Program - not enough enrolment for 1st year.

Review & Add to Agenda:

Add Jonathan Rouse- Chair for TEC bring to floor.
Discussion Camosun Project
Discussion: Bob, Selkirk - Succession Planning, High School enrolments.
Discussion: Michael, Okanagan - TTR
Discussion: Brian, Capilano - Collective effort on International school enrolment.

Review previous minutes:

BCIT - Barry - Discussion on how many credits are typical for Tourism Management. 72- 60 credits are typical for a 2-year program.

Terry Hood:

Update on the Centre for Tourism & Innovation
Provincial Centre, Capilano is the host institution.
Will help support the work of TEC.
Aboriginal Tourism Articulation Committee
Operations project and committee (1996) ???
Core curriculum strengthening project
Industry validation process
Marketing program graduates effectively
Destination development working group
Funding Tourism BC
Diverse & strong programs we have available

Core curriculum strengthening project (we would be part of this province)
This would vary reactive of the province to expect a 48 hr. project
Project delivered funding right now, no core funding.
All funding will be divided between organizations.
Add decisions will be a group network decision.

CAP will ensure that there is communications.

Election of Chair and Co-Chair for TEC, Jonathan Rouse:

There is only one chair, but using old model.

Elect co-chair from the board membership.

Next election to everyone - all programs.

Took nominations at the meeting and Jonathan will continue the process beyond.

Chair has to come from faculty.

2 yr. Commitment.

Brian White, CAP nomination Bob Falle, Selkirk, Declined

Brian White, CAP nominated Douglas Cliff (Deferred, felt inappropriate as CAP is hosting.)

Temporarily postponing nominations still open, consider Leanne @ Malaspina.
Cut off date June 3rd. E-mail vote. Get back to Jonathan.

Update on Provincial Curriculum Projects. Dave Twynam UCC:

Events Certificate:

Volunteer management

Community & cultural issues

Introduction to Special Events Management

Register with BC Campus, the college delivers it.

Change the name for the community and cultural Issues.

Too much like the core courses offered elsewhere.

Celebrating community & culture.

Problem with people laddering in.

Brian - all courses are going to be on-line with a residential component.

Need to get more students to get our FTE's high.

Management issues - enrolment.

Other:

Core course review:

Trying to create more flexibility in Tourism program.

Need to ensure there is more Business Communications built in the diploma program so that it is not watered down. There needs to be a breadth and depth to the tourism program.

How valuable is the diploma if students leave the industry. The more relevant the program the more chance they will work in the industry.

David Twynam: will take the lead on a review to redefine the tourism Program Core.

All expressed support for the concept of a National Tourism ED. Conference in BC in conjunction with the CTHRC conference if it is moved to the Spring/May of 2007.

Michael Conlin:

Presentation on the Travel and Tourism Research Association (Canadian Chapter) Conference in Kelowna Nov. 5, 2005. He expressed a call for papers from Academics, current students (Grad and Undergraduate).