



Selkirk College Resort and Hotel Management Team Scores 4th Consecutive Win at B.C. Tourism Conference

NELSON, B.C.— A team of Selkirk College Resort and Hotel Management students, has once again earned top spot as well as a \$1,000 cash prize, at the 2011 B.C. Hospitality Case Study Competition recently held in Victoria. This is the fourth consecutive win for students from the college's School of Hospitality and Tourism.

Selkirk's team was one of a nine teams from B.C.'s colleges and universities that compete each year at the B.C. Tourism Industry Conference, sponsored by Tourism B.C. and Link B.C. The conference theme this year was "Focus on the Future". Teams were judged by panels of industry leaders on the quality and content of presentations probing current issues facing B.C.'s tourism industry. Selkirk's team researched possible marketing and communication synergies that could be developed to encourage more visitors to B.C.'s system of provincial parks and how increased visits to the parks could benefit/boost revenues in the hospitality and tourism industries in the province.

Team members included Stephen Hart and Nicholas Stadnyk of Calgary, Alberta, Meghan Booth of Brandon, Manitoba and Jared Zuege, of Madison, Ohio. Team coaches Steve Bareham and Harry Pringle, instructors in the School of Hospitality and Tourism, provided assistance to focus the team's research prior to delivery of a 15-minute presentation at the conference on October 24, 2011.

The case study competition showcases students' knowledge and skills that will be valuable to future employers. The focus of instruction for management candidates was employing critical thinking skills for research, writing, and organization of information to present effectively while incorporating computer technology to enhance the presentation.

This year's team saw clear benefits, both from the competition itself and the networking experience. Nick Stadnyk said, "This competition taught me that leadership and learning are indispensable to each other." Stephen Hart noted, "The competition taught me that innovation distinguishes between a leader and a follower." Meghan Hart agreed, "Participating in the case study competition and tourism conference was an amazing experience. To have the chance to learn from keynote speakers and other student participants was truly valuable to bring me closer to my career goals." Jared Zuege added, "I enjoyed my entire time in Victoria. The industry leaders that were present at the conference may open doorways to my career in the future."

About 400 delegates attended this year's conference from a variety of sectors such as accommodation, transportation, resort, attraction, tourism associations, industry suppliers and education. Over the past decade, tourism has grown to the point where it now generates \$10.2 billion annually for the province's economy and directly employs 117,500 British Columbians. When tourism-related employees are included, the total swells to 266,000 making tourism the second largest industry in B.C. after forestry.

CUT LINE: Selkirk College's Resort and Hotel Management students earned top spot at the 2011 B.C. Hospitality Case Study Competition. Shown above are CEO Stephen Regan, Meghan Booth, Nick Stadnyk, Stephen Hart, Jared Zuege and Lana Denoni, Chair of TIABC.

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