

Hospitality Management

A guide for newcomers to British Columbia



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Contents

1. Working as a Hospitality Manager	2
2. Skills, Education and Experience.....	6
3. Finding Jobs	7
4. Applying for a Job	10
5. Getting Help from Industry Sources	11

1. Working as a Hospitality Manager

Job Description

As a Hospitality Manager you will perform some or all of the following duties:

- Develop, implement, and evaluate policies and procedures for the operation of the department or establishment
- Monitor the hotel's financial performance
- Participate in the development of pricing and promotional strategies
- Negotiate with suppliers for the provision of materials and supplies
- Co-ordinate with clients for conventions, receptions, and other functions
- Recruit, schedule and supervise staff
- Interact with guests and handle their complaints

Source: NOC <http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/Profile.aspx?val=0&val1=0632>

Industry Overview

British Columbia's tourism sector is important to the economy by providing nearly 129,000 jobs. The majority of the jobs in hospitality management are located in Vancouver and the Lower Mainland. However, both Vancouver Island and the Thompson/Okanagan regions provide significant employment in this industry. BC's interior is home to a growing number of world-class ski resorts and wineries which is attracting increasing numbers of tourists.

Source: WorkBC, <http://www.workbc.ca/Careers> [search NOC 0632]

Job Outlook in BC



Chart from WorkBC

The **Regional Employment Projections for British Columbia** (Ten-Year Employment Outlook) provides job openings projections for managers in accommodation within BC regions:

Region	2010 Estimated Employment	2015 Estimated Employment	Avg Annual % Change, 5 Years, 2010 to 2015
Vancouver Island	1540	1690	2.0%
Lower Mainland / Southwest	1020	1130	2.2%
Thompson-Okanagan	1840	2060	2.3%
Kootenay	300	310	1.1%
Cariboo	290	340	4.1%
North Coast & Nechako	130	170	5.2%
Northeast	110	140	5.5%

Source: Regional Employment Projections, BC Stats. Projections for development regions.
<http://www.bcstats.gov.bc.ca/StatisticsBySubject/LabourIncome/EmploymentUnemployment/RegionalEmploymentProjections.aspx> [accessed October 2014]

You can learn more about working as a **Hospitality Manager** in BC from:

- **WorkBC Career Profiles**
<http://www.workbc.ca/Careers> [search NOC 0632]
- **VPL Skilled Immigrant InfoCentre**, *Fastest Growing Industries: Tourism*
<http://pwp.vpl.ca/siic/career-advice/>

Types of Employers

Hospitality/accommodation service managers are employed by hotels, motels, resorts, student residences, and other accommodation establishments, or they may be self-employed.

Typically hotels, resorts, and other types of accommodation are located in larger towns and cities, but they are also found at or near popular tourist sites that may be outside urban areas. Fishing or hunting lodges, guest ranches and similar types of accommodation may be found in rural or wilderness areas. The facilities may range in size from small boutique hotels with exclusive clientele to very large destination resorts. The hotels are a mix of independent owners and multi-national chains.

Salary

In BC, the average annual salary for Hospitality / Accommodation Managers is between \$44,000 and \$53,000. The annual income for hotel managers varies greatly depending on the size and location of the hotel. Larger establishments in big cities may pay considerably more.

Hospitality Managers are paid a yearly salary, and some may receive a performance-based bonuses or profit sharing. This means that the more money the hotel makes, the larger the manager's bonus.

Hospitality Management

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In addition to their salaries, hotel managers usually receive benefits, including health coverage, paid sick leave, and paid vacation time. Some managers also receive perks, such as free meals, accommodation, and laundry service.

Source: **Career Cruising** database (Profiles for "Hotel Manager"). Available from the VPL Digital Library | Explore our Digital Library page <http://www.vpl.ca/digital-library/career-cruising>

Job Bank Canada website provides hourly wages for accommodation (hospitality) managers in BC regions:

Location	Wage (\$/hr)		
	Low	Median	High
British Columbia	15.00	20.19	41.96
Cariboo Region	15.00	20.19	41.96
Kootenay Region	13.25	17.50	29.01
Lower Mainland - Southwest Region	15.00	20.19	41.96
Thompson--Okanagan Region	15.00	20.19	41.96
Vancouver Island and Coast Region	15.00	20.19	41.96

Source: Job Bank Canada <http://www.jobbank.gc.ca/> [search 0632]

Working Hours

In general, hotel managers work 10 to 12 hours a day. Evening and weekend work is common, although this can vary depending on the location and size of the hotel and the time of year.

In addition, hotel managers may be on call 24 hours a day. Even if they work from 8:00am to 6:00pm, they may have to stay another 4 hours to make sure that an event is successful. If there is an emergency during the night, managers may have to come in to handle the crisis.

Source: **Career Cruising** database (Profiles for "Hotel Manager").

2. Skills, Education and Experience

Skills

- good with people; work well with others
- strong oral and written communication skills
- decision making and problem solving skills
- job task planning and organizing
- leadership
- business management
- entrepreneurial skills

Education and Experience

Hotel managers are generally expected to have some form of post-secondary education. Education in hotel management is the most direct route to this career. Graduates from these programs can often find work as trainee assistant managers right out of school, and then work their way into the top spots over time.

An alternative educational path is to take business or financial studies at college or university. Hotel chains often look for managers who are professionally qualified in accounting, budgeting, planning, cost-control, or finance.

It may be possible in certain situations (usually smaller, independent hotels and motels) to become a manager without formal post-secondary education. This is usually done by starting out in an entry-level position, such as front desk clerk, and then working your way up. However, this is increasingly rare.

Source: ***Career Cruising*** database (Profiles for "Hotel Manager").

Qualifications

This occupation does not require certification in British Columbia.

3. Finding Jobs

You'll find job advertisements in local newspapers, trade journals, and electronic sources, as well as through professional associations' publications.

Local Newspapers

You can look at the *Vancouver Sun* and *The Province* at Vancouver Public Library for free. Check the job postings daily, the careers section in the *Vancouver Sun* on Wednesdays and Saturdays and in *The Province* on Sundays.

Job White Pages

- Available in print at the Central Library or online at <http://www.vpl.ca/digital-library/jobfreewaycom>

NOTE: *You can only access this database from the Central Library or VPL branch libraries. Access is NOT available from home or outside the Library.*

Online Job Postings

- **Go2HR**

<http://www.go2hr.ca/jobboard.aspx>

The central area to search for tourism jobs available throughout BC.

- **Indeed.com**

http://ca.indeed.com/advanced_search

Find jobs posted on a multitude of company career sites and job boards.

- **HCareers**

<http://www.hcareers.ca/>

Identifying the Right Position

When you browse job advertisements, you'll find a range of different job titles that are relevant.

For hospitality managers, look for these related job titles:

- assistant manager, hotel
- bed and breakfast operator
- front desk manager
- guest-house operator
- hotel director
- reservations manager
- seasonal resort manager
- ski resort manager
- tourist home operator

Professional Associations' Career Resources

- **Go2HR**
<https://www.go2hr.ca/jobboard>

Creating a List of Potential Employers

You can use directories to produce lists of hotels in Vancouver or the Lower Mainland. Contact them directly to find out if they're hiring. You can photocopy from the print directories at Central Library, or use the online directories from a computer connected to the Internet.

- **Approved Accommodations Guide**
Available at Central Library 917.11 B8611
- **Business in Vancouver – Book of Lists**
Available at Central Library 338.9711 B97b or online at
<http://www.biv.com/lists>

- **InnFocus**

Available at Central Library 647.9405 B11

<http://www.bchotelassociation.com/news-events/innfocus-magazine.aspx>

- **Reference Canada**

<http://www.vpl.ca/digital-library/reference-canada>

Click on "Start Search" beside Canadian Businesses, then select the "Advanced Search" button. Select both "Keyword/SIC/NAICS" under Business Type and "City" under Geography. In the top search box enter "hotels" and click SEARCH. Select the appropriate headings. Lower down, select the Province, choose the cities, and click the "View Results" button.

Available from the VPL Digital Library | Explore our Digital Library page

NOTE: *You can access this database from a Library computer. If you are using a computer from outside the Library, you will need a Vancouver Public Library card to login to this database. After clicking on the database name, you will be asked to enter your library card number and PIN (usually last four digits of your telephone number).*

- **Tourism BC Accommodation Guide**

<http://www.hellobc.com/en-CA/AccommodationSpecialOffers/BritishColumbia.htm>

Directory of more than 2800 properties, from personalized B&Bs to luxurious resorts.

4. Applying for a Job

In Canada, employers usually expect to receive a resume (curriculum vitae) and a cover letter that identifies the position you are applying for and summarizes your relevant experience.

Use the library catalogue, <http://vpl.bibliocommons.com/> to find books on writing resumes and cover letters specific to your industry.

To learn about applying for jobs in Canada, use the following pathfinders which are available in print at the Central Library or online at <http://skilledimmigrants.vpl.ca/>

- **Writing Resumes and Cover Letters**

Go to <http://skilledimmigrants.vpl.ca>

[Search Writing Resumes and Cover Letters]

- **Getting Canadian Work Experience**

Go to <http://skilledimmigrants.vpl.ca>

[Search Getting Canadian Work Experience]

- **Networking for Employment**

Go to <http://skilledimmigrants.vpl.ca>

[Search Networking for Employment]

- **Learn More About Working in BC and Canada**

Go to <http://skilledimmigrants.vpl.ca>

[Search Learn More About Working in BC and Canada]

5. Getting Help from Industry Sources

Industry Associations

Hospitality and tourism associations in BC and Canada provide assistance and information on training and certification.

- **British Columbia Hotel Association (BCHA)**

<http://www.bchotelassociation.com>

The BCHA is the voice for the interests of the Hotel Industry throughout British Columbia, with over 650 hotel members and nearly 200 associate members.

- **Canadian Tourism Human Resource Council (CTHRC)**

<http://www.cthrc.ca/>

The CTHRC promotes professionalism throughout the sector and addresses key labour market issues.

- **Go2HR**

<http://www.go2hr.ca>

Go2 is a non-profit society responsible for co-ordinating the BC tourism industry's Workforce Development Action Plan.

- **Link BC**

<http://linkbc.ca>

LinkBC is a value-added service organization working with tourism and hospitality programs across British Columbia.

- **Tourism BC**

<http://www.jti.gov.bc.ca/industryprograms>

As part of the Ministry of Jobs, Tourism and Innovation, Tourism BC's mandate is to support and promote the business of tourism throughout the province.

Industry Journals

Search the Vancouver Public Library catalogue for journals related to your profession. Examples at the Central Library:

- **Foodservice & Hospitality**

Available at Central Library 647.905 F686

<http://www.foodserviceandhospitality.com/>

- **Hotelier**

Available at Central Library 647.9405 H83

<http://www.hoteliermagazine.com/>

- **InnFocus**

Available at Central Library 647.9405 B11

<http://www.bchotelassociation.com/news-events/infocus-magazine.aspx>

Questions? Please ask the Information Staff in the Central Library, Vancouver Public Library or telephone 604-331-3603.

Please note that the information in this guide is also available online through the Skilled Immigrant InfoCentre website at <http://skilledimmigrants.vpl.ca/>.