

Employees First-The Essential HR Guide for Tourism Operators Released

February 14, 2007

Having Trouble Recruiting or Retaining Employees? Learn to put your Employees First with this new Tourism Business Essentials® guide.

Destination British Columbia, in partnership with go2, has released the newest *Tourism Business Essentials* guide, *Employees First-The Essential Human Resources Guide for Tourism Operators*. The guide provides British Columbia's tourism employers with valuable information on how to attract, retain and develop a world-class workforce as we face increasing labour shortages.

With an easy-to-use format, the *Employees First* guide offers insights on great people practices from leading tourism operators as well as templates that enable tourism employers to put this knowledge to work. The guide demonstrates how tourism employers can successfully put employees first and reap the rewards in their tourism business and bottom line.

"The British Columbia tourism industry is in a 'never before' situation as there are skill shortages in every sector," said Rick Lemon, Vice President, Visitor Services, Destination British Columbia. "By incorporating and implementing the strategies in the *Employees First* guide, the tourism industry can be competitive for the best candidates so that it will continue to grow. We appreciate the human resources expertise of go2 in providing material for the guide that is relevant for today's tourism employer."

"To be truly successful in today's labour climate," said go2 CEO Arlene Keis, "organizations must put their employees first. Good people management practices outlined in the *Employees First* guide help to attract and retain top talent, and allow tourism employers to utilize the skills of their employees to better serve customers and meet business objectives. We are pleased to have collaborated with Destination British Columbia on this guide."

To order the *Employees First* guide or to learn more about the nine guides in the Tourism Business Essentials series visit, www.destinationbc.ca.

Established by the tourism industry in April 2003, go2's mission is to assist the tourism industry address challenges in attracting employees and retaining its workforce in order to support industry growth. For more information about go2, visit www.go2hr.ca.

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