



TOURISM INDUSTRY HR NEWSLETTER - Recruiting

IT'S THAT TIME OF YEAR AGAIN!

IN THIS ISSUE

Resume Screening - *What should you ignore?*

By Andrea Boehner

Job applicants will include anything on a résumé or application if they think it will give them a competitive edge. But hiring managers need to be aware of what they can and can't take into account when making a hiring decision.

Federal and Provincial laws prohibit employers from discriminating against job applicants based on their **age, color, creed, ethnic/national origin, family status, marital status, physical or intellectual disability, political belief, race, religion, sex, sexual orientation or source of income**. Even if the applicant includes information about these "protected" characteristics in a résumé or interview, it doesn't give you an opening to ask more details. Ignore the info and move on.

Another legally dangerous trend: Recognizing the high cost of health insurance, more applicants these days are adding a "Health Profile" section to their résumés to show off their great health condition. The message: "Hire me, I won't raise your premiums."

But, again, hiring managers should ignore these comments. Instead, focus strictly on job skills, work experience, education and career progression. Rate the résumé strictly on the answer to this question: "**How well could this person perform the stated job description?**" **For more information visit www.gov.pe.ca/humanrights/ or contact Andrea @ 566-5008**



Jim Gertridge is our HR Champion!

Jim will provide advice on HR topics from an employer's point of view. See what he has to say about recruitment on page 2!

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How to find the Best Employees!

With the upcoming tourism season quickly approaching, recruiting new employees can be a stressful and interesting time. Go to page 3 for 11 great and innovative ways to recruit employees:

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HR Champion

Jim Gertridge

TIAPEI would like to introduce, TIAPEI's HR Champion, Jim Gertridge. Jim has been working in the tourism industry for the past 39 years and during this time he has worked in many areas of the accommodation business. Jim is currently the Director of Operations for Rodd Hotels and Resorts. He is a great supporter of HR and during his tenure as General Manager at Rodd Miramichi River - A Rodd Signature Hotel, the hotel won several HR Awards. For 10 consecutive years the Rodd Miramichi River won Training and Certification Awards at the TIANB Annual General Meeting and is the only hotel in New Brunswick to have 100% of their staff SuperHost certified.

The TIAPEI HR Champion will provide advice on HR topics from an employer's point of view. HR is a topic that for many tourism operators can be very scary. To run or own a small to medium size tourism business requires a large number of skills. HR is often one of the skills where employers face challenges and could use some support

TIAPEI has an HR Advisor, Andrea Boehner, who is available to provide guidance and support to any tourism operator but sometimes it takes words of wisdom from a fellow operator to hit home! Jim will use his many years of experience in the industry to share his views.



This time of year, tourism operators are gearing up to fill job vacancies, so we asked our HR Champion for advice on recruiting staff.

Q. What should employers look for in a resume?

A. A clear, concise story of work history, relevant to the position being applied for.

Q. What do employers look for in cover letters?

A. A brief description of what the applicant can bring to the position.

Q. Is it important for employers to have job descriptions for the positions they are recruiting for?

A. Absolutely, we can't ask our staff to be great at their jobs if we do not clearly state what they are and how to do them.

Q. Are reference checks important?

A. Yes, as much for employers as for our future employees. You want to make sure you have the right fit for your business and the new employee and vice versa. Criminal background checks are also becoming standard.

Q. What is the most important skill employers should look for?

A. Attitude, you can teach all the skills but you need the right attitude.

RECRUITING TIP!

Remember to use online job banks like www.choosetourism.ca to post your job ads for free!

CONTACT ANDREA, HR ADVISOR FOR MORE INFO
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Q. How important are first impressions?

A. First impressions do count; a neat clean appearance, a firm handshake and eye contact go a long way when greeting a potential employer.

Q. Where do employers advertise for job vacancies?

A. On-line job banks seem to be most popular at this time as well as company websites and at job fairs.



POSITIVE ATTITUDE



Number 1 trait in Employees

Always look to hire someone with a positive attitude and enthusiasm. You can teach people hands on skills, but it's hard to teach people to smile!



Hire Different Target Groups

Ensure that you are recruiting a broad spectrum of people including youth, students, mature workers, people with disabilities, and newcomers to Canada/PEI.

FAST FACTS

1.3million

Visitors came to PEI in 2010

35%

Of our visitors are from Nova Scotia

FOR MORE INFORMATION

Please contact Andrea, HR Advisor at 566-5008 or email aboehner@tiapei.pe.ca

How to find the BEST Employees!

With the upcoming tourism season quickly approaching, recruiting new employees can be a stressful and interesting time. Here are 11 great and innovative ways to recruit employees:

1. Current employees

Have you got someone already working for you who can fill the vacant position, maybe with a little bit of training, coaching and support? Having an internal promotion policy is not only a good way to fill vacancies as they occur; it is also a smart way to retain the good employees that you already have. People who see their colleagues get ahead in the company will be more likely to stay, because they see that hard work and effort are recognized.

2. Employee referrals

Can one of your employees refer someone who is capable of doing the job? Employee referrals can be one of the most effective (and inexpensive) methods of finding new people. Employees who are happy with the company they work for are often quite willing to suggest a friend whom they think can do the job. As they tend to take responsibility for the referral, they usually make sure that it is someone who is a good fit with the company, has the skills to do the job, and is fully aware of the pluses and minuses of working for you.

3. Friends, suppliers and customers

Another potential source of new employees is your network of friends, suppliers and even customers. Just putting the word out (or, more formally, posting the vacancy) can be an effective recruiting method.



4. Drop-ins

How do you recruit good people when you do not have an immediate opening? Big companies have elaborate (and often expensive) resume tracking systems to keep track of good applicants, so they can contact them when an opening occurs. The same principle can be applied for the small-to medium-sized operator who can't afford a computerized system. Simply collect resumes as they come across your desk and during down time (as seldom as this may occur) interview the promising ones. Put the resume, of anyone who interests you, into a separate folder for review when an opening occurs. This sourcing strategy works especially well if you have a good reputation in the community as an employer of choice. If you use this as a sourcing method, you should keep in contact with the promising applicants on a regular basis (every few months), so they know that you are still interested in them. This allows you to update your files, if the applicant's circumstances have changed.

5. Memberships and associations

Use the associations to which you belong. Associations exist to serve their members. Many of them have good communication channels for advertising vacancies. Even if the ad does not reach potential applicants directly, letting other employers know that you are looking for people can be useful, if they happen to be in a surplus situation.

6. The Internet

This can be a relatively inexpensive method of recruiting. There are a number of job boards in the commercial marketplace that can get your word. **The Choosetourism.ca website** is a great way to post jobs, quickly and easily and it's free! Choosetourism.ca also has links to current news and events occurring in the Tourism Industry on PEI.

7. Specialty placement agencies

There are a number of placement agencies that specialize in screening and referring applicants, at little or no cost. These agencies typically tap into labour markets that are under-utilized (Employment Insurance recipients, individuals on Social Assistance, new immigrants, etc.) and develop a bank of prescreened applicants that may fit your needs.

8. Classifieds and career advertising

Classified or career ads in community, provincial or national newspapers can be effective, and can range from the relatively inexpensive (a classified ad in the local community newspaper) to very expensive national placements.



9. Colleges and schools

These venues can be an extremely potent method for sourcing applicants. Take advantage of co-op placements, internships and work placements offered by these institutions. This approach allows you to see a potential applicant in action, while you are getting some essential work done. Equally importantly, the student not only gains valuable work experience but also has the opportunity to see what it is like to work for you. If you have the reputation of being an employer of choice, this exposure can do wonders for your sourcing strategy. Even if you do not end up hiring the student, word will get back to his or her peers about what it is like to work for you, and your next advertisement in the local school paper or through the school's placement program, should provide a number of good applicants. This strategy will be less successful if the student finds your place of employment to be less than satisfactory.

10. Open houses & Job Fairs

An open house can be used successfully when companies are trying to fill a large number of vacancies in a short period of time. For example, airlines use this technique when they need staff for new routes and are looking to hire as many as several hundred new flight attendants for start-up. Typically, an ad is placed in the newspaper, inviting applicants to drop by on a certain date. A recruitment team is there to meet them and do a quick

screening interview to assess communication skills, interpersonal and team skills, availability, etc. Candidates who successfully pass this stage are invited to continue through the recruitment process.

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FOR MORE INFORMATION

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