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News Release

For immediate release:

TOURISM EMPLOYERS OF CHOICE RECOGNIZED IN SASKATCHEWAN

SASKATOON – Tourism Saskatchewan and its education division, the Saskatchewan Tourism Education Council (STEC), will recognize select businesses across the province as ***Employers of Choice*** on March 15 at the *HOST Saskatchewan – Hospitality, Outfitters & Tourism Conference & Trade Show*. A Recognition Breakfast will take place at TCU Place (35 – 22nd Street East, Saskatoon, SK) from 8-9:30 a.m.

The tourism ***Employer of Choice*** program is the first of its kind in Saskatchewan. It is designed to assist tourism businesses across the province in attracting and retaining staff. Employers are provided with the tools and resources to engage in best practices, increase staff training, improve organizational human resources practices, and be recognized as a leader in the tourism sector.

“The industry Recognition Breakfast will be one of the highlights of our *HOST Saskatchewan* conference,” Dr. Lynda Haverstock, President/CEO of Tourism Saskatchewan, said. “Businesses thrive when employees are happy, feel valued, and are provided with opportunities for personal growth and skills development. The new ***Employers of Choice*** are to be commended for their responsible leadership and positive contributions to Saskatchewan’s tourism sector.”

The recognition ceremony at *HOST Saskatchewan* will conclude an eight-month pilot project of the ***Employer of Choice*** program. Employers were chosen based on their participation in STEC’s *Transforming the Tourism Workforce* project. This initiative was one of 41 across Canada funded by Human Resources and Skills Development Canada to facilitate the adoption, testing, and sharing of promising tools and approaches to enrich the training and workplace skills development of tourism professionals.

“Not only is the ***Employer of Choice*** program beneficial to individual employers, it is also beneficial to Saskatchewan’s economy as a whole,” Darcy Acton, STEC’s Manager of Industry Human Resource Development, said. “The program’s intent is to raise the bar on human resource management within the tourism sector, making these employers globally attractive. Ideally, we hope to see potential employees vying to work for these ***Employers of Choice*** in our industry, and, eventually, Saskatchewan being recognized as the top place in Canada to work in tourism.”

The *Employer of Choice* program will be available to tourism businesses across Saskatchewan from May 1, 2010 to November 30, 2010. For more information, visit www.stec.com/standards-and-certification/employer-of-choice.

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