



# Business and Tourism Newsletter

Fall-Winter 2016/17 - Volume 21

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## Greetings from the Chair!

Contributed by Dr. Peter Mombourquette,  
Chair of the Business and Tourism Department

Thank you all for a wonderful semester filled with events, activities and memories that will last moving forward into the following months and years. I'd like to take the time to reflect on some of the activities the department has put on for students in the Winter 2017 semester. In the first month alone, the Business & Tourism Department hosted the Caritas Day volunteer day and the 5<sup>th</sup> annual Social Enterprise for a Day two day conference. In the months to follow activities like Career Week, TEDxMSVU and countless Learning Passport activities made possible by Career Services, the Learning Strategist and the Library took place. It has been an extremely busy semester, but it has been an exciting and educational one

We hope you enjoyed all the events in Winter 2017 that MSVU had to offer. Best of luck this summer, whether you are taking classes, plan to be working, or whatever else you may get up to over the four short months before classes resume for Fall 2017.

## A Dream Come True: An Internship at Disney

By Lisa MacNeil, Co-operative Education Coordinator

**Magical.** The word tourism student, Lauren Snider, uses when describing her internship at Disney this summer. After a series of interviews over the winter, Snider was over the moon when the official offer came in for her to work as a Cast Member. Soon after, Lauren boarded a plane to the magical world of Disney in Orlando, Florida.

“I wanted to work at Disney since I was 12 years old. I feel like this was my main goal and I’m so happy I have been able to make it happen.” Lauren took a leap of faith and made the move – her first time ever living away from friends and family. “It was intimidating at first, but it forced me to step out of my comfort zone and to make friends. I have friends now from all over the world.”

Lauren lives with two young women who are also completing an internship with Disney. She has found this to be one of the most enjoyable parts of her experience so far. “It’s great meeting people from different cultures and hearing about their homes. One of my roommates is from Mexico and it has been so cool to learn about her life. We share stories from home and do a lot of fun things together. We have French, English and Spanish all coming together!”

After completing Disney University, a week-long training program, Lauren was assigned to work at Disney Springs, which is the shopping, dining and entertainment hub of Disney resorts. In her role at the Wonderful World of Memories store, Lauren manages all aspects of operating a retail store. She handles merchandising, re-stocks shelves, operates the cash register and has learned to use the engraver and sewing machine to stitch those classic Mickey Mouse ears. She has also had a few shifts in the Christmas store. Through her experience Lauren has developed an appreciation for providing the best customer service experience. “Many people have been saving for years to take a family trip to Disney. We have a role to play to make it memorable and to go above and beyond to make it the best experience.”

And there has been no shortage of support provided for Lauren in her role. She was assigned a mentor in the first few days of starting and an on-site supervisor who she can approach with questions at any time. “It’s nice having a mentor who has been in the role before and who appreciates being a student and learning. I just feel so lucky to be here.”

When asked what advice she would share with other co-op students, Lauren says, “Try something new – step outside of your comfort zone. I had an option to stay in Halifax, but I took a risk and am so glad I stepped out of my normal.” Lauren encourages students to complete their own job search in addition to applying for jobs posted through the Co-op Office. “I was passionate about working for Disney and I got here. Anything is possible”.

Not only is Lauren living her own dream, she feels she is getting so much out of being a part of the experience for visitors to the park. “It has been really rewarding seeing people come in the store and their eyes light up. Some people may think working for Disney takes away the magic, but being here makes it that much more magical.”

***It sounds like dreams really can come true!***



*Lauren Snider, 2<sup>nd</sup> year tourism student on the job at Disney*



## Focus on Faculty: Dr. Hany Kim

By Allison Nash, Special Events Coordinator

Dr. Hany Kim is one of our newest full-time faculty in the Business & Tourism Department where she works as an Assistant Professor. She holds a PhD in Tourism Management from the University of Florida and a Masters in Tourism Management specializing in Event Management from Sejong University, South Korea.

Prior to joining the Mount, she worked at the Eric Friedheim Tourism Institute as a postdoctoral researcher and taught the introduction to hospitality course at the University of Florida. In addition to her academic accomplishments, she worked on various national projects related to tourism during five years in the Korea Culture and Tourism Institute, which is fully funded by the Ministry of Culture, Sport and Tourism.

Hany also has had a long and diverse career in the tourism industry. She began working in the industry as a package and small group tour guide in India and Nepal. The tour package covered various types of tourism such as cultural tourism, Buddhist pilgrimage and architectural tourism. In India she worked occasionally for Korea Trade Promotion and has set up business exhibitions and events for Korean small and medium sized companies to seek business opportunities. She also worked in Australia and South Korea as a coordinator and conductor of a study abroad tour program for South Korean and Australian students.

Her experiences helped her to understand the importance of the connections between the tourism industry and academic intelligence and the capacity developed through connecting with tourism industry stakeholders.

Her diverse experiences as a researcher and practitioner have given her opportunities to combine her research agenda with the overarching theme of destination management and tourist behavior. Her research particularly focuses on destination branding and marketing strategies, consumers' experiences and perception, the use of new technologies by the supply and demand sides of the industry, cross-cultural aspects of consumers' experiences and perceptions. To date, she has authored or co-authored manuscripts in respected journals, including *Tourism Management*, *Journal of Travel Research*, *Journal of Destination Marketing and Management* and *International Journal of Hospitality Management*.

These studies contribute to our understanding of tourists' perspectives and the behaviour associated with tourism destinations and related industries. In addition to publishing, she has given research presentations at numerous conferences hosted in the USA, Greece, and South Korea.

# CARITAS DAY 2017

By Allison Nash, Special Events Coordinator



Caritas Day was a huge success this year with approximately 100 students and faculty opting to participate. Approximately 60 students went door to door collecting food for the Wellness Pantry, an on campus foodbank at MSVU, while another 25 spent their time with the Sisters of Charity. These students spent the day volunteering at Adsum House, Out of the Cold Shelter, Hand in Hand Shelter and the Chebucto Community Centre. Students at these locations prepared sandwiches for the public, helped clean and did other tasks as required.

In 1951 the only building at the Mount burned to the ground. The people of Halifax showed tremendous support in providing locations for students to have their classroom lectures so that they could continue to get an education, despite the loss of their school. To show their appreciation, the Sisters of Charity established Caritas Day as a day of community service at Mount Saint Vincent University. Today it is a day for students, staff and faculty to help the community they live in by giving back. Caritas Day brings together students and faculty to give them the opportunity to give back to the community while getting to know each other on a more personal level. It is a great chance to meet new people, talk to professors outside of the classroom and do something amazing for the community around you. All the food collected in the food drive this year will help those on campus who are in need.

We were fortunate to have a diverse group of students participate in the festivities this year. Students from Canada, China, Saudi Arabia and Brazil were among the many volunteering their time to help the community. Mature students as well as those straight out of high school were in attendance as well. The Business & Tourism Society was also an active part of this activity as they delivered flyers to the community nearby before the event.

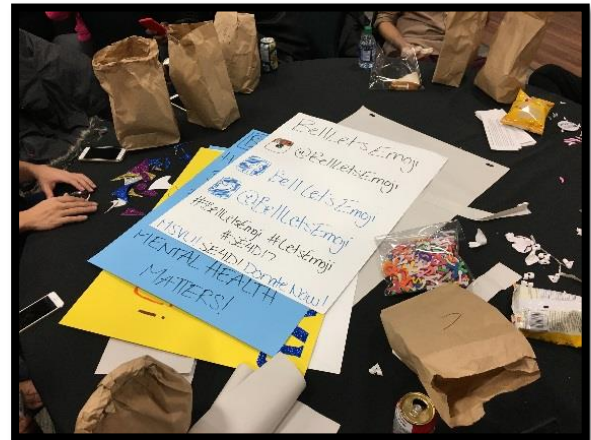




# SOCIAL ENTERPRISE FOR A DAY

By Allison Nash, Special Events Coordinator

On January 26<sup>th</sup> and 27<sup>th</sup> MSVU played host to the 5<sup>th</sup> annual Social Enterprise for a Day (SE4D) conference. The idea of the conference is to bring students, faculty, coaches and facilitators together to develop and implement a social enterprise idea and marketing plan: all within 24 hours! Students were exposed to socially motivated and engaged companies, better known in industry as social enterprises as and social entrepreneurs. These are individuals with big dreams and the drive to make them a reality to build a better world for tomorrow.



The SE4D conference spans two days. The purpose of the first day is to learn about social enterprises and then create one from scratch. Students generate ideas and create a social enterprise in teams made up of peers, coaches and facilitators. They then transform their ideas into reality by using their imagination and minimal tools. The second day of the conference begins with teams putting the finishing touches on their products, then hitting the streets to put their social enterprise to the test!

This year students sold pencils with positive messages, cards for Syrian refugees, and one team even tried to make people happy by telling jokes and playing music. This year's conference was a wild success bringing in industry participants, creating successful social enterprises, and most importantly, raising donations for Syrian refugees.



# A Look Back on Fall 2016

By Allison Nash, Special Events Coordinator

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## Learners & Leaders Conference: October 27<sup>th</sup>

On October 27<sup>th</sup> the 42nd Annual Business & Tourism Conference at Mount Saint Vincent University brought together students from MSVU, Holland College and NSCC with faculty, alumni and industry. Experienced CEOs, human resource specialists, and leading entrepreneurs, brought attention to important skills and attributes they look for in young professionals. Students heard from a number of speakers including Tyler Hayden, Brian Scudamore, Erik Church and Cleve Sauer.



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## Fall Career Week: October 31<sup>st</sup> – November 3<sup>rd</sup>

Twice a year the Department of Business & Tourism holds a Career Week designed to inform students of career paths they may be interested in pursuing after graduation. The Fall 2016 panels included representatives from the CRA Criminal Investigations Division, Ambassadors and Gryphon Bird Control! These panels were live-streamed to NSCC and distance students allowing more students to gain from this educational experience. There were panels filled with industry professionals from a wide variety of backgrounds in Tourism & Hospitality Management, Accounting & Finance, Management, Entrepreneurship, Strategic Human Resource Management and Marketing.



## Educational Boat Tour: October 28<sup>th</sup>

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For the third year, the Educational Boat Tour brought students aboard the Harbour Queen I to embark on a tour of the Halifax Harbour. Excited students and faculty enjoyed an afternoon on the water learning about the history of the Halifax Harbour and how it has impacted the community. Students learned from guest speakers from the Africville Heritage Trust Society, Ambassadors, The Halifax Chamber of Commerce, Halifax Port Authority and the Waterfront Development Corporation.



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## Educational Wine Tour: October 14<sup>th</sup>

Students had the opportunity to spend the day in the Annapolis Valley by participating in an Educational Wine Tour that made stops at Domaine de Grand Pre, Lockett Vineyards and L'Acadie Vineyards in Fall 2016. The tour also brought students to Just Us! Coffee to learn about worker co-operatives and small scale sustainable agriculture. This activity is scheduled every fall as part of the Learning Passport program and it is always a success for students as well as faculty, so make sure to look for it in Fall 2017.



# Winter Career Week

By Allison Nash, Special Events Coordinator

For the second time this academic year the Department of Business & Tourism brought experienced industry professionals to MSVU to talk to students about how they ended up in their positions, tips to get noticed when applying for jobs and how education impacts your future.

This semester there were six industry panels: Marketing, Strategic Human Resource Management, Management, Accounting & Finance, Tourism & Hospitality Management and Entrepreneurship.

We were fortunate enough to hear from over 25 panelists coming from a wide array of backgrounds and experiences. The panelists this semester included professionals from the IWK Foundation, The Chamber of Commerce, Nature's Way Canada, CUA and many other organizations of interest to Mount students.



*Participants in the Strategic Human Resource Management Panel*



## Student Spotlight: Christene Halliday



I didn't know what the heck I was supposed to do when I graduated from high school 11 years ago in Pictou County, Nova Scotia. Freaking out since I did not know what career path to pursue, I decided to stay put for a year and work so that I could figure out what interested me before jumping to post-secondary education. It was during this time that I decided to take NSCC's Business Administration program the following year.

During my time at NSCC, I decided I wanted to pursue a career in Business Administration, particularly with a focus in Marketing. After graduating, I was unexpectedly offered a marketing position with a company near my hometown. Although I originally planned to go straight to the Mount, I decided perhaps it wasn't a bad idea to gain some first-hand experience in the real world before I continue on with my education. I jumped at the opportunity to work in the marketing field where I happily worked for many years.

In 2015 I followed through with going to Mount Saint Vincent University to complete my bachelor's degree in Business Administration with a major in Marketing. I was a little worried given my age that I wasn't going to fit in, but I couldn't have been more wrong! The 2+2 program introduced me to students with similar paths to mine and the small Mount community has given me the opportunity to make meaningful friendships with students of all walks of life. The professors know me by name and encourage me to reach out for extra help when I need it.

Graduation is just two short months away now, and once again, I'm scrambling to find my next journey, but needless to say my experience in the BBA program at Mount Saint Vincent University has been nothing but enriching, and I think that would be the case whether you are 18 years old or 108 years old!

## Recent Graduate: Katie Hodges, BBA



Hello, my name is Katie Hodges and I am a financial advisor with Sun Life Financial. I graduated from the BBA program here at Mount Saint Vincent University with a double major in Marketing and Management in May of 2014 and joined the Sun Life team in June of that same year.

Throughout my career as a Financial Advisor, I have had many opportunities to grow and build my business. I currently hold my life license and mutual funds license—which allows me to deal with Life and Health Insurance, RRSPs, TFSA's and pensions. I am privileged to say that within the short time of working with Sun Life I have received the Order of Merit and Award of Excellence. In addition, last year I was ranked 3<sup>rd</sup> place among my colleagues in my Financial Centre.

When I'm not working I enjoy spending time with my nieces and nephew, sailing, and of course, travelling. My goal is to visit 30 countries before I turn 30! I am currently sitting at 18 and have three and a half years to tick off the rest!

I firmly believe that I owe a large part of my success in my business to the strong academic foundation I received throughout my studies here at MSVU. As a business owner, you need a well-rounded knowledge to run it effectively and efficiently, and of course, profitably. The Business program allowed me to explore different areas of business that to be honest, I didn't think I would ever use; however, as my business continues to grow, I continue to be proven wrong! I still remember sitting in stats class thinking that I couldn't believe I was forced to take a class that I was never going to use! Now, I am humbled to say I used it every day in my profession.





By Allison Nash, Special Events Coordinator

**TEDxMSVU** took over the Rosaria Multipurpose Room yet again on March 9<sup>th</sup> 2017. Organized by Professor Shawn Cleary, it was a perfect way to finish off Career Week. TEDxMSVU brought attention to many important topics that impact people day to day like finding and believing in yourself. TEDxMSVU attracted dozens of students, faculty and members of the community interested in hearing about a wide variety of topics like bullying and the importance of mathematics.



*Professor Shawn Cleary at TEDxMSVU 2017*

### **2017 TEDxMSVU highlights included the following talks:**

**“Seeing” the Way to Succeed in School Mathematics**

**Light Matters**

**How Your Fears Prevent You from Reaching Your Career Potential**

**The Power of Getting Back Up**

**Harnessing the Power of Your “You-ness”**

**Stop Being Bullied**

**Finding Your Place in the Beautiful Game**

The Rosaria Multipurpose room was filled with eager spectators excited to experience what the night had in store for them! There was something for everyone at the TEDxMSVU event as our speakers covered a wide variety of topics and were able to speak from varying ages, demographics and experiences. Many students enjoyed this event as volunteers, helping with set up, take down and even photographing the event. This year we got to hear from eight highly intelligent speakers: Genevieve Boulet, Rob Thacker, Gerald Walsh, Tyler Simmonds, Chantal Brine, Wade Smith, Om Agarwal and Mike Sangster.



## Tourism Education Alliance of the Maritimes (TEAM) Event 2017

By Allison Nash,  
Special Events Coordinator

The Tourism Education Alliance of the Maritimes, or TEAM as it is commonly called, is made up of a team of individuals with the objective of influencing the future of the tourism and hospitality management industry here in the Maritimes.

Each year there is an event in March to bring together students, industry professionals and community members that strongly support the growth of tourism education in the region. The goal of the event is to raise funds for Tourism & Hospitality Management program here at Mount Saint Vincent University, to further educational learning and promote growth for the industry. The main objective of TEAM is to invest in the future generation of tourism and hospitality management professionals we have here in the Maritimes.

This year's event, Kickin' it Country in the Maritimes, took place March 29<sup>th</sup> 2017 at Pier 21. To tie in with the country theme, East Coast Music Awards Country Recording of the Year nominee Jason Price performed live.

TEAM also raffled off a trip to London, England complete with flights, accommodation and \$500 spending money, to one lucky winner!



## Student FAQ: How to Find a Job

Are you graduating in 2017? Do you already have a job lined up for after you walk across the stage? If you answered no to this question, you are not alone. *Christine Frigault, Coordinator of Career Services*, answered the questions many students have when it comes to securing employment for after graduation

**Where is the first place to start when looking for a job after graduation?**

The first step is to not wait until you are close to graduating to begin your job search. Career Services is a resource for students that they should take advantage of every step of their degree, not just in the last few months. It is recommended that students get in touch during their first year of university so that there is plenty of time to figure out what you want to get out of your education and future career. Students should take advantage of [career counselling services](#) offered on campus at any stage in their degree

If you waited until your final year to start thinking about your future don't panic, there are still lots of opportunities to meet with employers and gain valuable skills that will set you apart when competing for positions. Every year in the fall there is a [Halifax Career Fair](#) at the Cunard Centre that brings together more than 150 employers and 2,000 students! This is a fantastic opportunity to get your name out there and network with potential employers

**If I were interested in finding a job in a different country, where would I begin?**

Typically finding positions in other countries is a longer process than finding work here in Canada. Begin early if this is the direction you plan to go in and make an effort to attend events that representatives from these countries may be attending. [Studying abroad](#) is a fantastic way to make connections in other countries that may help you land a job. Seek out someone from the organization and ask them questions about the organization to try to determine if it would be a good fit for you. Make sure you are familiar with the customs and behaviors of the country you are planning to work in by doing independent research to ensure it aligns with your values and ideas.

**What types of job titles should students be seeking?**

Typical entry level position titles are management trainee, customer or client support, office administration or coordinator. Banking is a great industry for students or new graduates to get involved with. Some students tend to think banks only hire accounting or finance students, but that is not the case. Banks are looking for individuals with strong customer service skills that will enable them to communicate with customers in a polite and professional manner.

**How should international students go about finding a job in Canada?**

International students should approach finding a job the exact same way as Canadian students. Some positions require the applicant to be a Canadian citizen, but there are plenty of opportunities for those from other countries to find work here. Get involved in school and the community to help build your resume and gain the skills necessary to succeed. Previous experience will also help students looking for jobs when they graduate as they have helped to teach them valuable skills like customer service and problem solving. Part time jobs in retail can help students in their futures as they provide them with a foundation of skills to build upon. Getting involved in extracurricular activities like the [Co-Curricular Recognition Plan](#) or the [Learning Passport](#).