**Student RECRUITMENT GUIDELINES**

Tourism in Canada is responsible for $88.5 billion in revenues and represented approximately 2 percent of Canada's overall gross domestic product (GDP). That's more than the combined GDP of the agriculture, forestry and fishing sectors. Approximately 628,000 jobs in Canada are directly generated by tourism in every province and region of the country. Moreover, the visitor economy drives key service industries, including accommodations, food and beverage, passenger transportation, recreation and entertainment, which account for over 9 percent of total employment in Canada.

(All of the above statistic are based upon 2013 stats Canada)

**How to choose Adventures in Tourism students?**

The Rotary Adventures in Tourism program promotes a greater level of understanding and appreciation for the value tourism represents to communities across Canada. The program will promote an understanding of the vocational opportunities present within this growing and important industry. This program will expose students to the inner workings of a variety of specific tourism based industries with the intent of clarifying both the question of how these operations function and why they are integral components of our communities.

Now that your Rotary Club has chosen to send a student to this program, you will need to go through a recruitment and selection process.

**Recruitment: Here are some guidelines and suggestions for recruiting students for the program.**

You should have a student selected by the end of February each year to ensure they can prepare and you can make the necessary arrangements for travel to Kelowna, BC. To make sure you have as student by then, you should begin the recruitment process by late fall so you can promote the program and select the best student.

Students should be between the ages of 16 and 18 and be in good standing in the community and with their Secondary School. They should be academically sound and be able to attend this program while continuing to be successful in their studies.

They should be in good health and be able to actively participate in the activities and events scheduled. Students with disabilities will be accommodated if possible.

Students should be interested in pursuing a career in the tourism industry but this is not mandatory. The students should also be a good representative of your Club and community. They should demonstrate good communication and interpersonal skills.

There are a few different strategies you can use to advertise for a student for this program.

1. Email all of your Club members and ask them if they know of any eligible students. If you have other Clubs in your area, check with them. They may not be sending a student but know of an eligible one for your Club.
2. Contact the Career Counselor or Principal at your local Secondary Schools and ask them to refer a student or two to you. While schools are typically very busy, finding an advocate in the school can be helpful in getting the word out and accessing the right kind of student for the program. Ask the school if they have a bulletin board, P.A. system or announcement system that you can advertise on. (Don’t forget the private schools.)
3. Contact any local Youth Clubs or Organizations and let them know that you are recruiting.
4. Place an advertisement in the local paper.
5. Find out if there are any career fairs being hosted in your community through the College, University or Secondary School. Set up and booth as these are great venues to engage students.
6. Contact your local Chamber or Tourism Office and ask if they have a student in mind.
7. If your Club has sent a student to a previous AIT program, reach out to them for assistance in choosing one for this year.

Historically, the first two options have proven to be the best strategies for finding students for the adventures programs.

**Selection process**

So now you have a few candidates identified for the program. You should have a panel of two or three Rotary Club members interview each student and make the best selection. Ask for a written resume if they have one that outlines their employment history, educational background, community work and interests.

Here are some of the types of questions you can ask them

* Have they traveled and what did they like about traveling.
* Are they interested in a career in the tourism industry? If so what areas (adventure, ecotourism, hospitality, etc.)
* How are their grades, what courses are they taking? Why did they select those courses?
* What do they plan to do when they leave Secondary School?
* Ask them what they know about the tourism industry in your area.
* Why are they interested in attending this program in Kelowna?
* How did they find out about the program?
* What future do they see for the tourism industry in your area?
* What do they know about Kelowna?

Please ensure that you have their parent or guardian permission to participate in the program. This should be obtained in writing (see accompanying *Student Registration Form* or Kelowna Rotary Ogopogo Webpage).

Good luck in selecting a student. If you have any questions or need further assistance in recruiting and selecting students, please do not hesitate to contact Gus McLeod at *Rotary.AIT@gmail.com* or at 250-784-7262.