



GUIDE TO
TOURISM BC'S
INSPECTION &
APPROVAL PROCESS

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Tourism Product Management

Tourism Product Management is the department of Tourism British Columbia (Tourism BC) that focuses on promoting growth and quality in the province's accommodation sector. Within this department, Tourism Product Services manages the online enrollment process for inclusion in the annual BC Approved Accommodation Guide (the Guide) and on the consumer website **HelloBC.com**, while Quality Assurance administers the accommodation inspection and rating programs including Canada Select and Camping Select.

Tourism Product Services also designates businesses as Tourist Attractions, Heritage Attractions or Artisans for the purpose of highway signing.

Approved Accommodation Program

The Approved Accommodation Program applies a standardized system of minimum requirements that evaluates cleanliness and state of repair of tourist accommodation properties province-wide.

By establishing minimum standards of cleanliness and comfort, visitors to the province can be confident in their selection of accommodation when using an Approved Accommodation property. They will make more return trips and stay longer.

Benefits of Approved Accommodation Status

BENEFIT # 1

LISTING IN THE BRITISH COLUMBIA APPROVED ACCOMMODATION GUIDE

Accommodation properties, which are inspected and approved by Tourism BC, are eligible to list in the Guide, a widely distributed and highly popular resource for domestic, regional and international visitors. Some owner/operators tell us that 80 to 90% of their business comes from the printed Guide and online listings.

British Columbia has produced an annual printed guide to approved accommodations since 1926. This is the only accommodation guide with guaranteed annual distribution to Visitor Centres province-wide, fulfillment through 1-800 **HELLO BC**[®], Tourism BC's Reservation and Information Service, travel agents across Canada and every Tourism BC office around the world. Each year, copies are distributed throughout Canada, the US and around the world.

LISTING ON HELLOBC.COM

All approved accommodations are listed online at **HelloBC.com**, Tourism BC's official consumer website. **HelloBC.com** is the call-to-action for all of Tourism BC's marketing programs and publications, and receives over 5,000,000 visits per year by consumers planning their vacation to British Columbia.

BENEFIT # 2

DISPLAYING THE APPROVED ACCOMMODATION SIGN AND DECAL

The distinctive sun, sea and mountain design, the official trademark for Tourism BC, is recognized worldwide as a symbol of tourism excellence. The Approved Accommodation Program incorporates this image in its Approved Accommodation sign and decal.

Visitors can expect clean and comfortable accommodations when they see this sign.

Double-sided Approved Accommodation signs are available for lease to eligible accommodation properties.



BENEFIT # 3

ELIGIBILITY FOR HIGHWAY SIGNS

The Ministry of Transportation and Infrastructure works with Tourism BC to support accommodation operators by installing the blue and white highway signs that indicate approved accommodations. Only properties that are approved and enrolled with Tourism BC are eligible. Final approval on highway signs lies with the Ministry of Transportation and Infrastructure.

Once you enroll in the Approved Accommodation Program, and have a successful inspection, contact the nearest District Office of the Ministry of Transportation and Infrastructure to discuss signing criteria and eligibility. Service and Attraction signs for accommodation are not available in urban areas.

Accommodations with access from more than one route may have the option to install signs on each route.

In order to retain highway signing, enrollment in the Approved Accommodation Program must be completed annually and a product must maintain Approved Accommodation status.

BENEFIT # 4

ELIGIBILITY FOR MEMBERSHIP WITH TOURISM BC'S RESERVATION PROGRAM

Tourism BC's Reservation Program offers the most extensive central reservation network in BC.

Reservations can be made through Tourism BC's call centre at 1-800 **HELLO BC**[®], **HelloBC.com** website, any British Columbia Visitor Centre or at local community Visitor Centres. Counsellors at all of these locations book accommodations to meet visitors' needs. Members' accommodations and amenities are listed in a database available to the Visitor Counsellor enabling them to match the visitors preferences. Only accommodations that are enrolled in the Approved Accommodation Program are eligible to participate in the Reservation Program.

Participants in this program have the option of indicating in the Guide that their property is bookable by the public through Tourism BC's various channels. A symbol accompanying the property listing will highlight this option to the customer.

*For further details, contact
the Tourism Product Sales
General Manager
Phone: 604-660-3680
Fax 604-660-3688*

Applying for Approved Accommodation Status

As a voluntary program, accommodation operators may apply to Tourism BC for Approved Accommodation status.

The Approved Accommodation Program accepts the following types of accommodation infrastructure:

- Hotel
- Motel
- Houseboat
- Hostel
- Cottage/Cabin
- Inn
- Bed & Breakfast (1-4 units)
- Bed & Breakfast Inn (5+ units)
- Guest Suite
- Vacation Home
- Campground/RV Park
 - National
 - Provincial
 - Regional
 - Municipal
 - Private

In addition to the categories listed above, if the Accommodation Advisor finds the overall product meets the requirements, the following over-arching categories may also be assigned at the discretion of Tourism BC:

- Guest Ranch
- Resort
- Fishing/Hunting Property
- Accommodation (Management) Company

There are two main steps to achieve Approved Accommodation status and listing:

STEP # 1 ENROLLMENT

Enroll your property with Tourism BC by visiting www.tourismbc.net and completing the online enrollment. Please check the *Basic Eligibility Requirements* and the requirements specific to your accommodation type outlined in this Guide, to ensure your property qualifies. Please note there is a fee charged at the time of enrollment.

A basic print listing description consists of 40 words, while 100 words are permitted in the online listing description. Tourism BC reserves final editorial control. The listing program is intended to be a factual and efficient resource for visitors. Although it is a marketing tool for accommodation properties, consistency of terminology and reliability of information is paramount.

When completing the online enrollment, take advantage of textual and visual enhancements

to provide all the information the consumer needs, and to help your property stand out. Enhancements are offered at an additional charge to the basic enrollment fee.

STEP # 2 INSPECTION

An Accommodation Advisor will arrange an inspection. Inspection schedules are organized to make efficient use of time and resources; therefore, the date of inspection is not based on when you apply. Expect an Accommodation Advisor's inspection any time during your period of operation. Every effort is made to inspect as many new applicants as possible in time for the next printing of the Guide.

Generally, Accommodation Advisors do not give advance notice of inspections. In keeping with the philosophy of the program, it is necessary to evaluate your property as any guest would see it.

The on-site inspection includes verification that the minimum requirements are in place as well as a stringent review of cleanliness and state of repair throughout the property. In addition, your listing description will be verified by our Accommodation Advisor during the on-site inspection to ensure the information provided to the consumer accurately describes your product.

If the Accommodation Advisor carries out the on-site inspection and the property is not accepted, \$100 (+GST) is charged. This includes such things as nonconforming use (by-laws), not meeting minimum requirements and cleanliness/state of repair issues.

Basic Eligibility Requirements for All Fixed Roof Properties

If your property offers more than one type of accommodation, all aspects must meet the requirements in order to be approved. For example, if the business includes a campground and fixed roof accommodation, both components must meet Tourism BC requirements in order for the property to achieve approved status. Another example may be a property providing cottages and bed & breakfast units in the owner's home. Again, both the cottages and the units in the home must meet Tourism BC requirements.

All fixed roof properties, including hostels, fishing/hunting lodges and houseboats must meet the requirements as described in this section. In addition, your property must meet all applicable municipal, regional, provincial and federal government requirements.

Accommodation properties sometimes undergo a change of ownership and/or operating name. Legal documentation must be provided for property name changes. Call 1-800-822-7899 if you have questions regarding this requirement.

Additional requirements and regulations for Bed & Breakfasts, Hostels, Accommodation Companies and other types of accommodations can also be found in this document.

GENERAL

- operates for 100 consecutive days;
- establishment located in a safe environment;
- responsible person on-site during the period of operation;
- 24-hour access to property representative, in person or by telephone;
- telephone available on premises;
- business telephone must, at all times, be answered with a phone greeting identifying the name of the establishment;
- telephones with incoming call blocking features are not permitted;
- regardless of office hours, incoming telephone calls must be received on a 24-hour basis and messages relayed to guests;
- where a telephone answering machine is used, a number must be available so emergency messages can be relayed to guests;
- privy and central bath (minimum requirement);
- a defined cancellation policy is in place;
- 50% of units must be available for overnight use during peak season;
- guest rooms must be clearly identified with a name or number on the entrance door;
- guest registration/office area;
- secure guest parking on the property;
- outdoor sign indicating establishment name;
- relevant section of *Hotel Keepers Act* must be posted in a prominent location – back of door recommended (sample supplied by Tourism BC);
- compliance with Hotel Room Tax requirements;
- daily housekeeping must be available;
- an emergency egress diagram must be posted on the back of each unit door;
- if applicable, establishments must be familiar with the regulations governing swimming pools and ensure guests are familiar with swimming pool and spa/hot tub rules. For further information visit www.healthlinkbc.ca;
- it is recommended that owners, managers, and staff successfully complete the **WorldHost®** Training Services workshops (details enclosed);
- it is recommended that housekeeping and front desk personnel successfully complete the National Occupational Certification Process

of the Canadian Tourism Human Resources Council. For further details contact go2 at (604) 633-9787 or www.go2hr.ca.

Courtesy is a minimum requirement in the Approved Accommodation Program. Courtesy is as important as cleanliness and state of repair. Tourism BC expects management and/or employees to provide hospitable service to guests. Management and the staff shall present a good appearance to the guest, operate on an ethical, business-like basis and provide conscientious attention to guest service. Rude, indifferent, or ineffective service is unacceptable and can be cause for losing the Approved Accommodation status.

SLEEPING UNITS

- 10% non smoking;
- all entrance doors (including patio doors); must have 2 locking devices (dead bolt recommended) - 1 lock is required for properties with no road access;
- room furniture to include:
 - one dresser or alternative such as closet shelving;
 - one bedside table;
 - one chair;
 - minimum bed size of 39".
- a smoke detector in each guest room (battery operated acceptable). Only 1 smoke detector is required in suite with a separate bedroom;
- window in each room - locks on those that are easily accessible and window coverings;
- lighting - main light and adequate lighting by bed, sitting area(s) and any writing surface; lighting covered with shade or globe;
- wall mounted clothes rack or alternative;
- 8 hangers (non-wire recommended);
- mattress cover/pad on all mattresses;
- pillow protectors;
- waste basket;
- a sufficient number of drinking glasses are required in each unit (plastic acceptable);
- rooms with kitchen facilities to include:
 - fire extinguisher (2 1/2 # ABC recommended);
 - sink with hot and cold running water;
 - glassware, dishes, cutlery, pots & pans for capacity of unit;
 - two burners or hotplate;
 - counter space, table, cupboards and minimum number of chairs for capacity of unit;
 - one refrigerator;
 - broom/dust pan (recommended);
 - can opener;
 - dish detergent;
 - scouring pad;

- corkscrew with bottle opener;
- cutting board;
- dish rack/drainboard;
- garbage container (with lid recommended);
- kettle;
- toaster;
- teapot;
- coffee maker;
- dishcloth/tea towels;
- oven mitts/pot holders;
- if provided, all food items/condiments must be in tamper-proof packets, including: salt/pepper/sugar/coffee whitener, jams and the like.

BATHROOMS FOR SLEEPING UNITS

- bath mat (towel style required);
- clothes hanging hook;
- rubber bath mat or non-slip surface in tub/shower;
- mirror;
- impervious floor finish (carpet not permitted);
- main light with shade or globe;
- shelf for toiletries;
- bar soap (or alternative such as soap dispenser);
- toilet paper;
- soap dish/dispenser;
- towel rack;
- shared bath (must not be shared with host);
- ventilation (window or fan);
- minimum 2 towel sets per bedroom;
- waste basket.

Some exceptions may be made for primitive cabins, hostels and camping cabins. For further details contact Tourism Product Services at 1-800-822-7899 or productservices@tourismbc.com.

CLEANLINESS/STATE OF REPAIR

- all sleeping units and all interior/exterior areas that are visible to guests, and to which guests have access, must be clean and well maintained (including buildings, stairwells, grounds, signs, amenities, parking and garbage disposal areas);
- *cleanliness*: there should be no evidence of hair, mould, mildew, dust, lint, spots, marks, dirt, cobwebs, flies or odour;
- *state of repair*: there should be no evidence of scratches, chips, wear, discolouration, stains, watermarks, cracks, peeling, tears, holes, burns, breakage or mechanisms out of order.

DRIVEWAYS, WALKWAYS AND PARKING

- must be adequately illuminated, clean and in good repair.

GUEST COMPLAINTS

- all guest complaints must be addressed to the satisfaction of Tourism BC;
- a property may lose its approved status if five (5) similar complaints are received within a calendar year;
- if Tourism BC receives a complaint from a guest at an Approved Accommodation, Tourism Product Services will request the accommodation owner/operator respond directly to the complainant, in writing. Proof is required in the form of a copy of the response letter/email to Tourism Product Services.

Failure to respond appropriately to all guest complaints may result in loss of Approved Accommodation status.

HOTEL ROOM TAX ACT

If you offer four or more units of accommodation at any time (even if all four rooms are not rented), you must register as an operator with the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

*For further information, contact the Ministry of Small Business and Revenue
Phone (Vancouver): 604-660-4524
Toll-free in Canada: 1-877-388-4440
Email: CTBTaxQuestions@gov.bc.ca
Website: www.sbr.gov.bc.ca/ctb*

Requirements for Accepting Bed & Breakfast Properties

BED & BREAKFAST

Definition of a Bed & Breakfast:

An establishment must be a privately owned home, offering individual sleeping units or suites, where breakfast is provided by the proprietor, and where the home is the primary residence of the owner/operator.

Note: Tourism BC will not accept the owner/operator's private bedrooms and/or bathrooms as an available unit of accommodation for overnight occupancy. All guest bedrooms and/or bathrooms must be for the exclusive use of the guests.

Properties may be eligible for Approved Accommodation status, provided all Fixed Roof requirements on pages 4, 5 and 6 AND the following requirements are met:

- (a) all persons employed by the establishment and engaged in preparation or handling of food or beverages must successfully complete the FOODSAFE Training Program Level 1. A copy of the certificate must be available for

verification at time of inspection. For information on FOODSAFE courses, visit www.foodsafe.ca;

- (b) the establishment must carry adequate liability and property damage insurance specifically written for B&B's and must provide to Tourism BC proof of valid current coverage at the time of inspection (for information and assistance, contact your insurance agent or the BC Bed & Breakfast Innkeepers Guild at www.bcsbestbnbs.com);
- (c) the owner/operator is required to reside in the home during the season of operation;
- (d) the establishment must have an answering machine or have a call-forwarding provision on at all times during the season of operation;
- (e) the establishment must ensure there is adequate lighting in each bedroom; night lights for hallway lighting must be appropriately located on each level and adequate night lighting must be available to illuminate the outside entry
- (f) there must be two locks or a deadbolt on all exterior doors of the establishment;
- (g) there must be a lock on each door of the sleeping unit that provides privacy when the guest is in the room and security when they leave the room;
- (h) the establishment must offer private and/or shared bathrooms with minimum of one bathroom for every two sleeping units, bathrooms may not be shared with host;
- (i) the establishment must offer a full or continental (minimum five items from the following: hot beverage, juice, cereals, baked goods, fruit) breakfast to registered guests;
- (j) no food preparation is permitted in individual guest units unless permitted by local bylaws;
- (k) guests must not be allowed to prepare food in the host kitchen.

Requirements for Accepting Hostels

HOSTEL

Definition of a Hostel:

A business established for the purpose of providing overnight accommodation in dormitory rooms or a combination of private and dormitory rooms with shared or private bathrooms.

Properties may be eligible for Approved Accommodation status, provided all Fixed Roof requirements on pages 4, 5 and 6 AND the following requirements are met:

- (a) all sleeping units must be for the exclusive use of the guests;
- (b) all beds must be located in rooms designated as sleeping rooms – beds in hallways or corridors are not acceptable;

- (c) all mattresses/box springs must be on a raised box/frame;
- (d) all persons employed by the establishment and engaged in the preparation or handling of food or beverages must successfully complete the FOODSAFE Training Program Level 1. A copy of the certificate must be available for verification at time of inspection. For information on FOODSAFE courses, visit www.foodsafe.ca;
- (e) doors on private rooms must be lockable from the inside and out. Dormitory rooms are exempt from locks but secure storage such as lockers must be provided.

Requirements for Accepting Accommodation Companies

ACCOMMODATION COMPANY

Definition of an Accommodation Company:
A business established for the primary purpose of providing accommodation(s) in facilities such as chalets, hotels, apartments, cottages and condominiums under a management contract. The rental units are normally located in a destination resort area.

Properties may be eligible for Approved Accommodation status, provided all Fixed Roof requirements on pages 4, 5 and 6 AND the following requirements are met:

- (a) the accommodation company may be requested to provide a list of the rental units;
- (b) the accommodation company must operate and maintain a registration office in the community where the rental units are located;
- (c) the accommodation company office shall be clearly defined;
- (d) during the period of operation, a responsible person such as an owner or manager, shall be readily available at all times. While the owner or manager is not required to be present at the agency office, notice shall be prominently displayed indicating how the owner or manager can be contacted.

Basic Eligibility Requirements for All Campgrounds/RV Parks

All Campgrounds/RV Parks must meet the requirements as described in this section. The business must meet all applicable municipal, regional, provincial and federal government requirements.

If the business offers more than one type of accommodation, all aspects must meet the requirements in order to be approved. For example, if the business includes a campground and Fixed Roof accommodation,

both components must meet Tourism BC requirements in order for the property to achieve approved status.

Properties sometimes undergo a change of ownership and/or operating name. Legal documentation must be provided for property name changes. Call 1-800-822-7899 if you have questions regarding this requirement.

GENERAL

- operates for 100 consecutive days;
- a defined cancellation policy is in place;
- responsible person on-site during the period of operation;
- 24-hour access to property representative, in person or by telephone;
- telephone available on premises;
- business telephone must, at all times, be answered with a phone greeting identifying the name of the establishment;
- telephones with incoming call blocking features are not permitted;
- regardless of office hours, incoming telephone calls must be received on a 24-hour basis and messages relayed to guests.
- where a telephone answering machine is used, a number must be available so emergency messages can be relayed to guests;
- outdoor sign indicating establishment name;
- secure guest parking on the property;
- roadways must be kept in good repair with adequate directional signs throughout the campground/RV park;
- clearly defined registration/office area;
- picnic tables at each site;
- garbage disposal service;
- if applicable, establishments must be familiar with the regulations governing swimming pools and ensure guests are familiar with swimming pool and spa/hot tub rules. For further information visit www.healthlinkbc.ca;
- it is recommended that owners, managers, and staff successfully complete the **WorldHost®** Training Services workshops (details enclosed);
- it is recommended that all personnel successfully complete the National Occupational Certification Process of the Canadian Tourism Human Resources Council. For further details contact go2 at (604) 633-9787 or www.go2hr.ca.

Courtesy is a minimum requirement in the Approved Accommodation Program. Courtesy is as important as cleanliness and state of repair. Tourism BC expects management and/or employees to provide hospitable service to guests. Management and the staff shall present a good appearance to the guest,

operate on an ethical, business-like basis and provide conscientious attention to guest service. Rude, indifferent, or ineffective service is unacceptable and can be cause for losing the Approved Accommodation status.

SITES

- minimum of ten (10) sites (un-numbered/ un-named open areas available for individual or group tenters do not constitute a 'site' for the purpose of enrollment in the program);
- sites must be named/numbered;
- sites are level, drained and of adequate size to accommodate the vehicle for which they are intended;
- at least 20% of camping spaces are available for occupancy by overnight tourists during the peak season.

WASHROOMS

- pit toilets are the minimum requirement;
- washrooms must be clearly designated for male and/or female use;
- toilet stalls have an adequate supply of toilet paper and secure locking devices;
- an effective ventilating system.

CLEANLINESS / STATE OF REPAIR

- all areas visible to guests, and to which guests have access, must be clean and well maintained – including buildings, stairwells, grounds, signs, amenities, parking and garbage disposal areas;
- *cleanliness*: no evidence of hair, mould, mildew, dust, lint, spots, marks, dirt, cobwebs, flies or odour;
- *state of repair*: no evidence of scratches, chips, wear, discolouration, stains, watermarks, cracks, peeling, tears, holes, burns, breakage or mechanisms out of order.

GUEST COMPLAINTS

- Approved Campgrounds/RV Parks must adhere to Tourism BC's policy as specified under Guest Complaints in the *Basic Eligibility Requirements for All Fixed Roof Properties* section.

Maintaining Approved Accommodation Status

To maintain Approved Accommodation status, enrollment in the Approved Accommodation Program **must be renewed each year**. Annual enrollment is available online at www.tourismbc.net.

Listing a New Property Under Construction

For the purpose of obtaining approval, a property under construction is considered approved provided the following is evident:

GENERAL INFORMATION

- properties under construction must provide an anticipated opening date;
- properties under construction will be identified in print and online listings as "Under Construction – opening [MONTH/YEAR]";
- should construction not be completed by the projected date, the property will be removed from the Tourism BC **HelloBC.com** website until such time as the construction is completed and a complete inspection has taken place.

FIXED ROOF UNDER CONSTRUCTION

Construction is underway to the framing stage (i.e. walls and/or roof in place). The same criteria pertain to establishments constructing additions to existing buildings or facilities and wishing to list these. Inspection will be carried out on completion.

CAMPGROUNDS/RV PARKS UNDER CONSTRUCTION

- roads and driveways are accessible by vehicle;
- sites are under construction and, upon Accommodation Advisor's request, site numbers/names are produced to ensure sites will be numbered on opening day (establishment must open with a minimum of ten sites);
- construction of washrooms is at the framing stage (i.e. walls and/or roof in place).

The same criteria pertain to existing establishments constructing additions and wishing to list these. Inspection will be carried out on completion.

About Inspections

An Accommodation Advisor generally arrives unannounced to ensure the standard of comfort, cleanliness and minimum requirements are what any visitor would experience.

The Accommodation Advisor inspects a random selection of units or sites – usually a minimum of 10% of the total, representative of the different types of accommodation. This may include occupied rooms; therefore the owner/operator will be asked to accompany the Accommodation Advisor.

If deficiencies are identified, the Accommodation Advisor will apply a demerit system. Demerits are scored in four categories; Cleanliness in Sleeping Units, State of Repair in Sleeping Units, Cleanliness in Public Areas and State of Repair in Public Areas. An establishment is not approved if the overall maximum number of demerit points is exceeded in any one of the four areas.

Note: Failure to meet the basic eligibility requirements outlined in this Guide may result in a failed inspection, even if an establishment meets the standards of cleanliness and state of repair.

Re-inspection

If a property is not approved, a written request for re-inspection can be submitted.

To be considered for re-inspection:

- the request for re-inspection is submitted within 14 days of the date on the inspection report;
- the request indicates that deficiencies are addressed;
- there is a non-refundable fee of \$100 (+ GST), payable to Tourism BC prior to re-inspection;
- the fee will be increased by \$50.00 (+ GST) for each subsequent re-inspection;
- payment must be received in advance of a re-inspection.



What is Canada Select?

Canada Select is an industry driven, consumer sensitive rating program. It provides visitors with a nationally consistent standard of quality within categories of roofed accommodation. Canada Select uses a recognized star rating system, awarding from 1 to 5 stars for modest to luxurious properties.

The Canada Select Program is administered by industry representatives from the BC Lodging & Campgrounds Association (BCLCA) and the BC Hotel Association (BCHA). It is delivered by Tourism BC.

What are the benefits to the owner/operator?

PROVIDES AN EFFECTIVE MARKETING TOOL

- Canada Select star rating indicates to visitors that your property is rated using nationally consistent rating criteria.
- The Canada Select Program is promoted coast to coast on www.canadaselect.com, described in the Approved Accommodation Guide and on **HelloBC.com** and, if you enroll for the Approved Accommodation Program, star ratings are shown next to your listing.
- Canada Select properties will receive a plaque and decal displaying your star rating.
- Double-sided Canada Select signs are available for lease. As well, electronic images are available upon request for use in your material collateral. Contact Tourism BC at 1-800-822-7899 for information.

FOSTERS GENERAL INDUSTRY IMPROVEMENT

Evaluation and rating of properties ensures minimum standards and stimulates improvement. Each member property receives a comprehensive Establishment Maintenance Report outlining concerns relating to cleanliness and state of repair. Inspections are carried out by certified Canada Select Advisors.

PROVIDES AN EFFECTIVE MANAGEMENT TOOL

By thoroughly evaluating housekeeping and maintenance, the Canada Select evaluation allows owner/operators to better manage this area.

ASSISTS IN THE DEVELOPMENT OF POLICY

An inventory of accommodations, coupled with research on market mix, assists industry and government in the development of policies and strategies to stimulate growth.

What are the benefits to the consumer?

The national rating standard of Canada Select provides consistent, reliable information to the travelling public on what to expect from a roofed accommodation.

Tourism BC works in conjunction with other Rating Authorities to ensure consistency of the program. *"No surprise is the best surprise."*

How was Canada Select developed?

Canada Select was developed through extensive research into consumer and travel trade expectations and what visitors considered important in specific categories of accommodation.

Presently, nine provinces and one territory have implemented the Canada Select program: Newfoundland and Labrador, New Brunswick, Prince Edward Island, Nova Scotia, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia and the Yukon.

What is the Star Rating System?

The majority of accommodations in each province are in the 2 to 4 star range.

STAR RATING DESCRIPTIONS	
★	Modest Accommodations. <i>Meeting the Canada Select standards of cleanliness, comfort and safety.</i>
★★	Moderate Accommodations. <i>With additional facilities and some amenities.</i>
★★★	Above Average Accommodations. <i>A greater range of facilities, guest amenities and services available.</i>
★★★★	Exceptional Accommodations. <i>With an extensive range of facilities, guest amenities and services available.</i>
★★★★★	Luxurious Accommodations. <i>Among the very best in the country. Outstanding facilities, amenities and guest services provided.</i>

Basic prerequisite for Canada Select Rating

The property must be enrolled and participating in Tourism BC's Approved Accommodation Program.

Cleanliness and State of Repair are important aspects of any rating program. The Canada Select Advisor conducts thorough evaluations in these areas.

An allowance for deficiencies in cleanliness and state of repair is built into the evaluation. Properties which exceed this allowance cannot be rated until deficiencies are corrected.

How is the rating determined?

The Canada Select Advisor completes an inventory of services and facilities provided at the establishment and assesses the quality. The quality assessment examines the types of materials used to finish the walls, floors, ceilings and shower/bathtub surrounds in the rooms and public areas. In addition, the quality of the linen, furniture, mattresses, bedspreads and window coverings is also rated in the rooms and public areas.

The Canada Select Advisor then determines the star rating for services and facilities and calculates the star rating for quality. The star ratings for the services and quality are then used to determine the final rating.

Is this an annual program?

To reduce costs, a full evaluation is conducted every second year. If a property upgrades/renovates or complaints are received, an additional evaluation is undertaken.

Inspections are carried out, unannounced, at any time.

How do I improve a rating?

On completion of the evaluation, the Canada Select Advisor prepares an establishment report informing the owner/operator of the star rating. If requested, the Advisor reviews the evaluation and determines the services, amenities, or improvements in quality the owner/operator could make to reach the next star level. These are **suggestions**, which may be amended through consultation with the owner/operator.

The Rating Report is only available on request and is not automatically prepared. Information contained in any report is confidential and is available only to the owner/operator.

Contact Tourism BC to discuss consultative services including Rating Reports. Although every effort is made to service consultative and Rating Report requests, these additional services may be restricted during inspection periods.

What does the program cost?

Membership fees are calculated on a two-year rolling cycle and determined based on the number of units at the property. In the first year and every second year thereafter there is an inspection fee. A sample Canada Select membership fee is calculated below:

Example (based on 74 units)

YEAR ONE	
Membership/Consumer Marketing Fees:	\$260.00
Inspection/Administration Fees:	
Room Fee: 1- 40 units x \$4.75/unit	\$190.00
41+ units x \$2.25/unit	\$76.50
(Maximum Total Property Rate: \$550.00) -----	
Subtotal	\$526.50
5% G.S.T (Reg. #107864738RT0066)	\$26.33
Year One Total	\$552.83
YEAR TWO	
Membership/Consumer Marketing Fees:	\$260.00
5% G.S.T (Reg. #107864738RT0066)	\$13.00
Year Two Total	\$273.00

After participating in Canada Select for two years, the membership fee is re-calculated as per year one.

Do I have to participate in Canada Select?

No. Canada Select is a voluntary program for owners/operators who feel a national star rating is a valuable marketing tool. Regular accommodation inspections are completed for all properties not wishing to participate.

How can I participate in Canada Select?

The property must be enrolled and participating in Tourism BC's Approved Accommodation Program.

Enroll at www.tourismbc.net. or contact Tourism Product Services at 1-800-822-7899 or email productservices@tourismbc.com.

CATEGORY DEFINITIONS

HOTELS/MOTELS (H/M)

- 4+ rooms;
- inside or outside access;
- minimum of private 3-piece bath per unit.

COTTAGES (C)

- 1+ rooms;
- outside access;
- minimum of private 3-piece bath per unit;
- must provide extensive continental breakfast with seating area, or 100% of units with full housekeeping (excluding cabins);
- a destination property.

INNS (I)

- inside access for 50%+ of rooms;
- must provide personalized hospitality;
- main entrance and common areas of the owner/operator must be separate from those of the guest;
- must provide dining room with minimum of continental breakfast (minimum three items) and evening meal on premises.

BED & BREAKFASTS (BB)

- inside access for 50%+ of rooms;
- maximum 4 rooms;
- shared baths permitted with maximum two rooms per bath (not shared with host);
- personalized hospitality must be provided directly by the owner/operator;
- must provide a minimum of continental breakfast (minimum three items) on premises.

BED & BREAKFAST/INN

- inside access for 50%+ of rooms;
- 5 rooms or more;
- shared baths permitted with maximum two rooms per bath (not shared with host);
- must provide personalized hospitality directly by the owner/operator;
- must provide a minimum of continental breakfast (minimum three items) on premises.

RESORTS

- 4 + rooms;
- minimum of private 3-piece bath per unit;
- minimum of one full-service dining room;
- must provide recreational facilities on premises;
- a destination property.

Note: In British Columbia a roofed accommodation property must be approved by Tourism BC and meet both the approved accommodation eligibility requirements and the approved accommodation category specific requirements as determined by Tourism BC before being placed in the appropriate Canada Select rating category.

Summary

The travelling public has many reasons for selecting accommodation. The business person may select a large hotel with a wide range of services or the atmosphere of a fishing lodge to entertain a potential client. The same business person, when on a family vacation, may choose the experience of a resort or the ambience of a B&B.

Whatever the choice, the tourism industry must provide for every type and level of accommodation to meet different consumer needs and expectations.

Canada Select is a rating program that reflects consumer needs. It provides the travelling public with consistent, reliable, nationally comparable accommodation. Participation in Canada Select is simply a good business decision. For additional information, contact Tourism Product Services at 1-800-822-7899 or productservices@tourismbc.com.



What is Camping Select?

Camping Select is an industry-driven, consumer sensitive rating program for campgrounds and RV parks. It provides visitors with a nationally consistent standard of quality within campgrounds. Camping Select uses a recognized star rating system, awarding from 1 to 5 stars for campgrounds offering clean, comfortable services to properties providing a wide range of services and recreational activities. The Camping Select Program is administered by the BC Lodging and Campground Association (BCLCA). It is delivered by Tourism BC.

What are the benefits to the owner/operator?

PROVIDES AN EFFECTIVE MARKETING TOOL

- Camping Select star rating indicates to visitors that your property is rated using nationally consistent rating criteria;
- the Approved Accommodation Guide and **HelloBC.com** describe the Camping Select Program and star ratings as shown in your listing;
- Camping Select properties will receive a certificate, decal and logos of your star rating that can be incorporated into marketing materials such as brochures, display advertising and websites;
- double-sided Camping Select signs are available for lease;
- ratings will be included on campingselect.ca, and in the Camping Canada and CRVA marketing campaign.

AN EFFECTIVE MANAGEMENT TOOL AND INDUSTRY IMPROVEMENT GENERATOR

- evaluation & rating of campgrounds ensures minimum standards & stimulates improvement;
- member properties receive a cleanliness and state of repair report;
- inspections are carried out by certified Camping Select Advisors;
- operators can better define their market position.

What are the benefits to the consumer?

The national rating standard of Camping Select provides consistent, reliable information to the travelling public on what to expect from a Campground/RV park.

How was Camping Select developed?

In 1994 and 1995 the Atlantic provinces undertook an initiative to assess the potential development of a campground rating system. It was developed through extensive research into consumer and travel expectations & what visitors considered to be important. More than 300 campgrounds from the Atlantic provinces, Quebec, New England states and Florida contributed to the development of Camping Select.

How are Campgrounds rated?

A certified Camping Select Advisor visits the property and completes a four-step process to determine the final rating. Two ratings are assigned – one for facilities and one for recreational facilities. All scores begin at 1 and increase in half-star increments to a maximum of 5 stars.

1. Assessment of *cleanliness and state of repair* throughout the campground. All campgrounds must meet minimum requirements for cleanliness and state of repair in order to be rated. Tourism BC's minimum standards for approved campgrounds are used to determine if a property meets the cleanliness and state of repair requirements. An allowance for deficiencies in cleanliness and state of repair are built into the evaluation. Properties which exceed this allowance cannot be rated until the deficiencies are corrected.

2. The Camping Select Advisor completes a *quality assessment* of the interior and exterior of all buildings the guests use. The types of materials used to finish the interior and exterior of buildings, including the showers, are rated. An average quality rating for the entire property is then calculated.

3. The Camping Select Advisor completes an *inventory of facilities/services* offered from restrooms/showers, site services, main entrance, security, laundry, registration/main entrance features, roadways, and food/beverage. A facilities rating is then determined based on the range of services and the overall quality. Higher facilities' ratings are produced by having a greater range of facilities available and a higher quality rating.

4. A completed *inventory of the recreational activities* available on-site. It is important to

note that these activities must be on the same property as the campground. All recreational activities are considered as part of the rating. These could include tennis, golf, fishing, children's play areas, games rooms, wading or swimming pools, horseshoe area, or volleyball area. The rating is proportional to the range of recreation activities available.

The comprehensive on-site evaluation is conducted every second year. Inspections are unannounced, at any time, to ensure that the standard of comfort, cleanliness and minimum requirements are what any visitor would experience.

What does the program cost?

YEAR ONE (Inspection Year Fees) (Based on Overnight Sites Only)

Fee Level	# Sites	Inspection Fee	Marketing Fee	GST	Total
1	1 - 50	\$182.50	\$60.00	12.13	\$254.63
2	51 - 100	\$205.00	\$60.00	13.25	\$278.25
3	101 - 150	\$227.50	\$60.00	14.38	\$301.88
4	Over 150	\$250.00	\$60.00	15.50	\$325.50

YEAR TWO (Non-Inspection Renewal Year)

Fee Level	# Sites	Inspection Fee	Marketing Fee	Administration Fee	GST	Total
ALL	1 – over 150	\$0	\$60.00	\$200.00	\$13.00	\$273.00

After participating in Camping Select for two years, the membership fee is re-calculated as per year one.

How to participate in Camping Select?

The property must be enrolled and participating in Tourism BC's Approved Accommodation Program.

Enroll at www.tourismbc.net. or contact Tourism Product Services at 1-800-822-7899 or productservices@tourismbc.com.

Other Consumer Programs

PETS CAN STAY PROGRAM

Logos let travellers know that pets are welcome and valued as guests. For more information about participating in this program, contact Pets Can Stay Canada Inc. Phone: 1-800-574-3121 Internet: www.petscanstay.ca



KID FRIENDLY™ PROGRAM

Logos let kids and families know that they are welcome and their business is valued and appreciated. For more information about participating in this program, contact Kid Friendly™. Phone: 604-926-0061 Fax: 604-926-0062 Internet: www.kidfriendlycanada.com



ECO-MMODATION GREEN KEY RATING PROGRAM

The ECO-mmodation Green Key Rating Program, developed by the Hotel Association of Canada (HAC) in 1997, is a graduated property rating system to recognize accommodation properties committed to improving their fiscal and environmental performance. The HAC ECO-mmodation Green Key Rating Program is a fully functional web-based program including simplified on-line performance audits, instant eco-ratings, and performance reports with property specific suggestions for improvement. For more information about the program, visit www.hacgreenhotels.com.



HOTEL ASSOCIATION OF CANADA
ECO-mmodation Rating Program



Check-in to superior fiscal and environmental performance

WorldHost® Training Services Program (formerly SuperHost® Programs)



Build customer loyalty and increase sales! It's no secret that improved customer service reaps dividends like no other business strategy.

Originally developed in preparation for EXPO '86, **WorldHost** Training Services workshops build on 20 years of customer service training. Tens of thousands of British Columbians take one or more **WorldHost** Training Services workshops annually.

Put the world-renowned **WorldHost** Training Services programs to work for you. When 60% or more of your employees participate in any **WorldHost** Training Services workshop, you become a Recognized **WorldHost** Training Services Business and gain recognition in the business community for superior customer service. Workshops are available province-wide and are delivered by community trainers.

There are several workshops to choose from:

1. *Fundamentals*
2. *Japanese Service Expectations*
3. *Service Across Cultures*
4. *Customers with Disabilities*
5. *Solving Problems through Service*
6. *Sales Powered by Service*
7. *Ambassador Workshop – Training for Volunteers*

Select the right mix to meet your customer service training needs. **WorldHost** Training Services workshops can also be customized to specific business environments and give employees new skills to put to work right away.

DECAL PROGRAM

Commitment to **WorldHost**® Training Services' workshops and customer service excellence is recognized through Tourism BC's Recognized **WorldHost** Training Services Business Program. You will receive a window/door decal, a certificate, and a letter of recognition from Tourism BC.

ADVERTISE YOUR BUSINESS

Why not advertise your business as a Recognized **WorldHost** Training Services Business?

Tourism BC provides qualifying businesses with the Recognized **WorldHost** Training Services Business logo — and you can put it to work. Remember it costs five times more to attract a new customer than to keep an existing one!

Tourism BC's publications, such as the BC Approved Accommodation Guide, promote the Recognized **WorldHost** Training Services Business Program. Customers look for this symbol; be prepared!

Tourism and tourism-related businesses are offered support from Tourism BC with a **Frontline Management Solutions**® workshop.

The **Frontline Management Solutions** workshop is one day for managers and supervisors in the tourism and service sector. The workshop continues the **WorldHost** Training Services tradition of practical, fun and insightful information. Developed by Tourism BC with input from successful BC businesses, the workshop is designed to provide affordable, world-class training in communities throughout the province.

The **Frontline Management Solutions** workshop provides tools and expert solutions to find out how to:

- choose the right person for the job;
- motivate and keep good people;
- be a role model for service;
- manage change;
- take a strategic approach to training and staff development;
- create a positive environment for healthy employee morale;
- learn from other successful BC businesses.

Participants will come away with:

- a practical binder full of professional tips, techniques and case studies to use right away;

- a tool kit with pull-out pages to guide them through:
 - screening resumes and successful interviewing;
 - building morale;
 - gaining group participation, and more.

Call now to arrange for training and put the effective and affordable **WorldHost** Training Services programs to work for you! For information on workshops and the name of your local **WorldHost** Training Services Training Representative, contact us at 250-387-1711.

HOTEL KEEPERS ACT

Extract from R.S.B.C. 1996, Chapter 206

LIMITATION OF LIABILITY FOR PROPERTY OF GUEST

- 3.(1) (1) No innkeeper is liable to make good to a guest loss of or injury to goods or property brought to the inn, except if the goods or property have been
- (a) stolen, lost or injured through the wilful act, default or neglect of the innkeeper or the innkeeper's servant, or
 - (b) deposited expressly for safe custody with the innkeeper, except that in case of the deposit the innkeeper may require as a condition of liability that the goods or property be deposited in a box or other receptacle, fastened and sealed by the person depositing the goods or property
- (2) If the vehicle of a guest has been delivered to the custody of the innkeeper or the innkeeper's servant expressly for storage or parking in a place specifically reserved and designated by the innkeeper for the storing or parking of vehicles, the liability of the innkeeper is that of a bailee for reward.

NOTICE OF LAW TO BE CONSPICUOUSLY POSTED IN ROOMS OF INN

- 5.(1) Every innkeeper must keep conspicuously posted in the office and public rooms and in every bedroom in the inn a copy of section 3, printed in plain type.
- (2) An innkeeper is entitled to the benefit of section 3 for the goods or property brought to the inn only while the copies are posted.

EXPULSION OF UNDESIRABLES

- 6.(1) In this section, “disturbance” means a disturbance of the peace of an occupant of an inn by fighting, screaming, shouting, singing, or otherwise causing loud noise in the inn.
- (2) An innkeeper or an innkeeper’s representative, must request that a person who is causing a disturbance
 - (a) desist, and
 - (b) if the person fails to desist or again causes a disturbance, leave the inn immediately unless the innkeeper or the innkeeper’s representative believes on reasonable grounds that there is a risk of harm to the innkeeper or the innkeeper’s representative by making the request.
- (3) If an innkeeper or an innkeeper’s representative believes on reasonable grounds that there is a risk of harm to the innkeeper or innkeeper’s representative by making the request under subsection (2), the innkeeper or innkeeper’s representative must request that a peace officer make the request under that subsection.
- (4) A person who fails to comply with a request under subsection (2) commits an offence and is liable on conviction to a fine of not more than \$2,000.
- (5) An innkeeper or an innkeeper’s representative who fails to make a request required under subsection (2) or (3), as applicable, commits an offence and is liable on conviction to a fine of not more than \$2,000.

CRIMINAL CODE OF CANADA: FRAUDULENTLY OBTAINING FOOD, BEVERAGE OR ACCOMMODATION/Presumption/Definition of “cheque”.

- (1) Every one who fraudulently obtains food, a beverage or accommodation at any place that is in the business of providing those things is guilty of an offence punishable on summary conviction
- (2) In proceedings under this section, evidence that an accuse obtained food, a beverage or accommodation at a place that is in the business of providing those things and did not pay for it and
 - (a) made a false or fictitious show or pretence of having baggage,
 - (b) had any false or pretended baggage,
 - (c) surreptitiously removed or attempted to remove his baggage or any material part of it,
 - (d) absconded or surreptitiously left the premises,

- (e) knowingly made a false statement to obtain credit or time for payment, or
 - (f) offered a worthless cheque, draft or security in payment for the food, beverage or accommodation, is, in the absence of any evidence to the contrary proof of fraud.
- (3) In this section, “cheque” includes, in addition to its ordinary meaning, a bill of exchange drawn on any institution that makes it a business practice to honour bills of exchange or any particular kind thereof drawn on it by depositors.
R.S., c. C-34, s. 322; 1994, c. 44, s.23.

PROVINCE OF BRITISH COLUMBIA BUSINESS REGULATIONS FOR HOSTELS, HOTELS AND MOTELS

The following is meant solely to help the reader understand the main features of primary regulations governing this activity, and not meant in any way to provide a legal interpretation.

HOTEL ROOM TAX ACT

For information and inquiries concerning this *Act* contact the Ministry of Small Business and Revenue at
Telephone (Vancouver): 604-660-4524
Toll-free in Canada: 1-877-388-4440
Email: CTBTaxQuestions@gov.bc.ca
Website: www.sbr.gov.bc.ca/ctb

FIRE SERVICES ACT & BUILDING SAFETY STANDARDS ACT

The *Fire Services Act*, Fire Code and Building Code (established under the *Municipal Act*) provide the regulations for the construction of public buildings, exits and fire safety standards for all public places.

For the address of your local fire commissioner’s office, contact the Office of the Fire Commissioner, Ministry of Public Safety and Solicitor General at 1-888-988-9488 or www.pssg.gov.bc.ca/firecom/.

IF THERE IS A SWIMMING POOL OR WADING POOL

There are specific regulations pertaining to the construction and maintenance of swimming pools, spray pools and wading pools. Plans must be approved, including nature of auxiliary facilities, safety features, health protection and the operation of a pool, lifeguard, record keeping, disinfection, bathing loads and lavatory facilities.

See the blue pages of the phone book, municipalities section for your local health unit or health department.

IF THERE IS A RESTAURANT WITHIN THE FACILITY

Health Act:

This *Act* is intended to maintain public health by preventing and removing a broad range of health hazards. There are powers to ensure that persons infected with a communicable disease are both treated and prevented from spreading the disease.

The *Health Act* regulates businesses which handle, process or serve food on matters such as the hygiene of food handlers, maintenance of food preparation areas, ventilation, lighting, storage area.

In most areas, licenses under this *Act* are issued by the local health unit or health department. See the blue pages of the phone book, Municipalities section for your local health unit or health department.

CONTACT INFORMATION:

To enroll your property for the Approved Accommodation Program, go to www.tourismbc.net.

For more information, contact Tourism Product Services at 1-800-822-7899 or productservices@tourismbc.com.