

CASE STUDY – WHITE POINT BEACH RESORT'S *emerit* Training Program Enthusiastically Embraced by Staff

THE CUSTOMER'S CHALLENGE

White Point Beach Resort is a year-round oceanfront beach vacation destination that has been providing hospitality since 1928. Its mission is to offer an exceptional experience by providing its guests with high quality service in an atmosphere of comfort, openness and friendship.

Recently White Point Beach Resort has been challenged to recruit, train and retain staff throughout the year as it is located in a rural community with a small population base. Unlike many seasonal resorts they cannot supplement their staff with a student workforce as it is not beneficial to invest in the necessary training for temporary employment. Resort management determined that staff engagement and satisfaction was imperative to staff retention.

THE *emerit* SOLUTION

White Point Beach Resort sought the expertise of ***emerit* Consulting Solutions** team to provide a comprehensive, formal human resource program because its occupational standards and certification, and relevant and practical training was developed in collaboration with tourism industry professionals. The resort's goal for this program was twofold; to offer professional training to their staff that would instill a sense of pride in their work and to empower the staff to provide world-class service that would attract and retain clientele.

RESULTS ROLL IN

White Point Beach Resort staff saw the immediate results of their new level of professionalism because the *emerit* training was relevant and could be applied immediately in the day to day resort activities. This helped to build stronger teams within the resort's departments. In addition, the *emerit* program was seen as very credible as the process of certification is seen as a personal milestone for many staff members.



“White Point has shown a tremendous commitment to their employees and to proactive HR practices, and their leadership in these areas helps to strengthen and improve the tourism sector in the Maritimes and across Canada.”

*Wendy Swedlove
President
Canadian Tourism Human
Resource Council*

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In fact over 75% of White Point employees hold professional credentials from *emerit*, Canada's most recognized tourism training and certification brand.

In addition, White Point is one of only four hotels in Canada to have received ISO 9001:2008 Certification, which is awarded to service industry businesses that demonstrate an exceptional commitment to training and responsible Human Resource Management.

With the assistance of *emerit* products and programs and White Point's dedication to its employees HR programs, White Point was awarded the National Award for Tourism Excellence in Human Resource Development in November 2011.

ABOUT *emerit* CONSULTING SOLUTIONS

emerit is Canada's national brand of tourism and hospitality training, standards and professional certification. Developed by the Canadian Tourism Human Resource Council (CTHRC), in conjunction with representatives from industry, labour and education, *emerit* training and certification products and services help the tourism sector improve financial performance by improving people performance.

For more information, visit www.emerit.ca or call us @ 1 800 486-9158.

***emerit* BENE[FITS]**

- Custom training and assessment solutions tailored to fit your company's culture
- Ready-made skills training to augment current brand training regimen
- Over 20 years experience working with industry committees, owners/operators, and educators

**Let us train for skill,
as you train for culture**