



TOURISM BUSINESS ESSENTIALS®



Tourism British Columbia is pleased to be providing the services of Eva Gutsche, founder of STEM Consulting, as a facilitator in the *Tourism Business Essentials*® program for the Tourism Packaging & Product Distribution workshop.

Eva has over 25 years experience in the hospitality industry, primarily in the areas of sales, reservations and revenue management. Eva has worked with a number of chain and independent hotels in Canada. Work experience with a Canadian Software developer added e-business to the list of skills and knowledge. In addition to a solid hands-on background, Eva has a MBA from Simon Fraser University, a Certificate in Hospitality Management from Centennial College and

Strategic pricing and Revenue related courses from Cornell University.

An entrepreneur at heart, Eva has taken her experience, knowledge from numerous tourism projects and initiatives, formal education and training to form STEM Consulting and Marketing.

STEM provides training and consulting services to hotels chains, independent hotels, tourism organizations and other tourism related operators. STEM offers these organizations a variety of training and marketing services which address today's marketplace. From strategic planning, e-marketing, diversifying your client base and improving overall performance, STEM provides the knowledge and tools to increase business in today's economy. Eva has worked with a number of chain, franchise and independent hotels, tourism associations, casinos and other related hospitality businesses. Clients have praised the applicability of the information, the clear and easy to implement content and interesting delivery of the training programs and workshops.

Eva is an experienced facilitator in the delivery of the Tourism Packaging & Product Distribution workshop. She is currently working on developing an advanced level Packaging workshop for the *Tourism Business Essentials* series that will provide in-depth training on the sales process and contract negotiations.