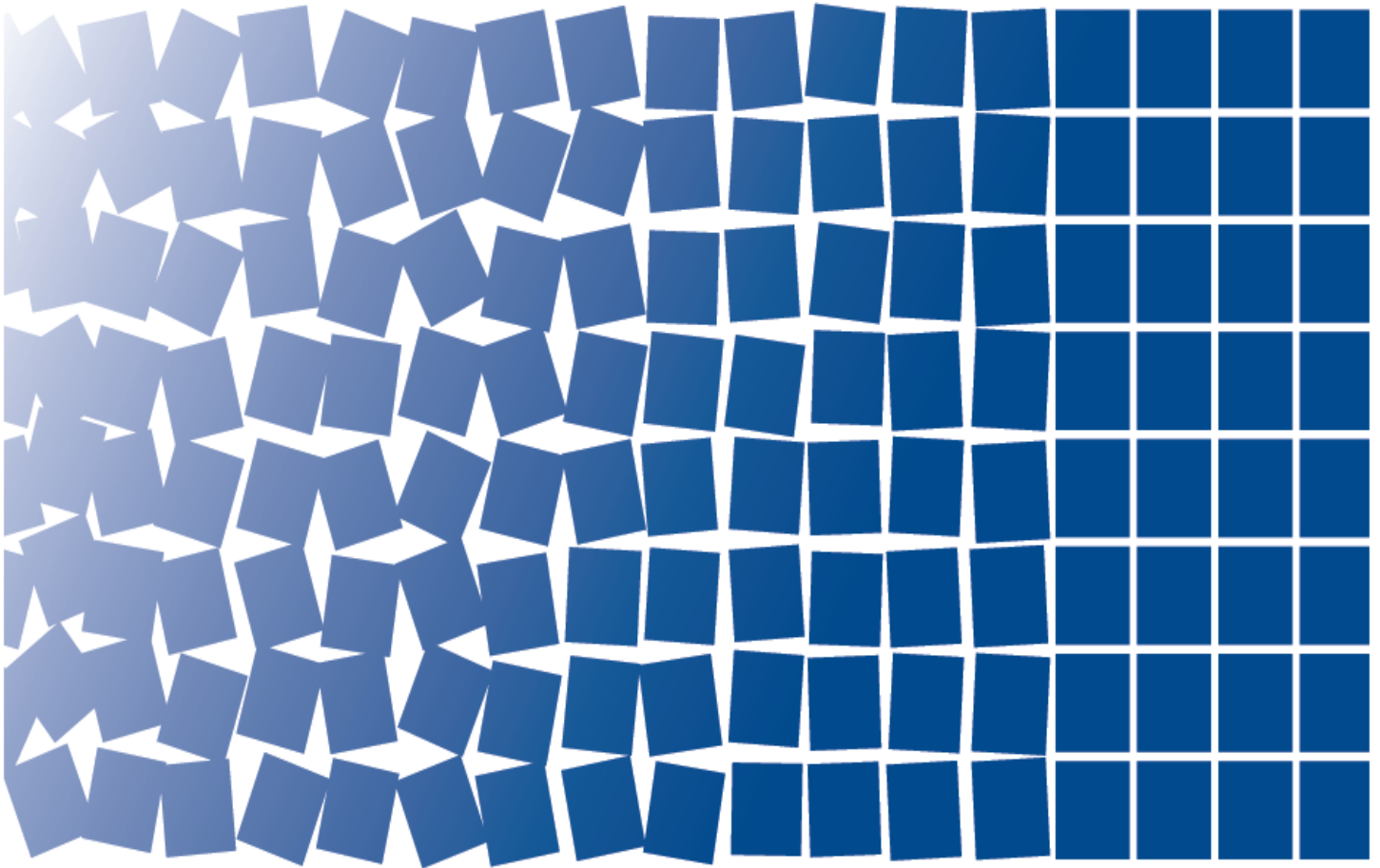


# **TOURISM BC OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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**GOVERNMENT RECORDS  
SERVICE**

**TOURISM  
BC  
  
OPERATIONAL  
  
RECORDS  
  
CLASSIFICATION  
  
SYSTEM**



Province of  
British Columbia

Corporate Records  
Management Branch

Library and Archives Canada Cataloguing in Publication Data  
British Columbia. Corporate Records Management Branch.

Tourism BC operational records classification system

Loose-leaf for updating.

"This ORCS covers records created and received since 1959."-

Executive summary.

ISBN 0-7726-5311-9

1. Tourism British Columbia - Public records - Handbooks, manuals, etc. 2. Tourism - British Columbia - Marketing - Handbooks, manuals, etc. 3. Classification - Public records - Handbooks, manuals, etc. 4. Records retention - British Columbia - Handbooks, manuals, etc. I. Title.

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354.73

C2005-960056-X

Schedule No.

139205

**RECORDS RETENTION AND DISPOSITION AUTHORITY**

Accession No.

see ORCS introduction  
part 2.6.1 (c)**This is a recommendation to authorize an operational records classification and scheduling system.****Title:** *Tourism British Columbia Operational Records Classification System*

Tourism British Columbia

**Description and Purpose:**

The *Tourism British Columbia Operational Records Classification System (ORCS)* covers all operational records created, received, and maintained by Tourism British Columbia.

These records document the development and implementation of long-term tourism marketing and sales strategies for consumer awareness and promotion purposes; the development of new revenue sources and industry reinvestment opportunities in tourism sectors; services and standards maintained by Tourism BC to provide positive vacation experiences; and the governance of Tourism BC during and after its transition from a Special Operating Agency to a Crown corporation.

For further descriptive information about these records, please refer to the attached executive summary.

**Date range:** 1959 ongoing**Physical format of records:** see attached schedule**Annual accumulation:** 2.24 cubic meters**Recommended retention and disposition:** scheduled in accord with attached *ORCS*.**THE UNDERSIGNED ENDORSE THE RECOMMENDATIONS:**

*K. Amelchinskij*  
Records Officer

*10/14/2003*  
Date

*Ken Adams*  
Executive Director/ADM

*10/14/2003*  
Date

*R. James*  
Deputy Minister/Corporate Executive

*10/20/03*  
Date

**THE PUBLIC DOCUMENTS COMMITTEE CONCURS:**

*Saithichell*  
Chair, PDC

*2004-01-19*  
Date

**THE SELECT STANDING COMMITTEE ON PUBLIC ACCOUNTS APPROVES THE RECOMMENDATION OF THE PUBLIC DOCUMENTS COMMITTEE:**

*Jan 31 2005*  
Date

**APPROVED BY RESOLUTION OF THE LEGISLATIVE ASSEMBLY:**

*Feb 21 2005*  
Date

**OTHER STATUTORY APPROVALS:**

\_\_\_\_\_  
Signature  
Title:

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature  
Title:

\_\_\_\_\_  
Date

CONTACT: Kathryn Smerechinskiy, Manager, Records, Access & Privacy, (250) 387-4465

#### RECORDS MANAGEMENT APPRAISAL:

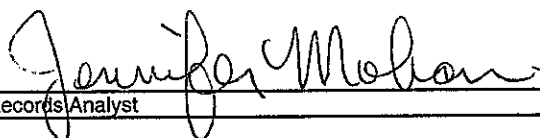
This appraisal documents the recommendation for active and semi-active retention periods.

These records are created and received under the authority of the *Tourism British Columbia Act* (SBC 1997, c. 13) and subsequent legislation governing the operational responsibilities and functions of the creating agency.

Functional duplicates and microfilmed records are indicated under appropriate classification headings.

The retention and final disposition guidelines specified in the attached *Operational Records Classification System* meet the creating agency's information requirements, ensure fiscal and audit control, protect government's legal rights and liabilities, and provide for effective management of the agency's operational functions. Upon expiry of the active and semi-active retention periods, the records covered by this recommendation will no longer be of any primary value to government.

The retention and final disposition guidelines have been established in consultation with the Records Officer and staff and managers of all branches conducting operational functions in the creating agency.

  
Records Analyst

  
Date

#### ARCHIVAL APPRAISAL:

This appraisal documents the recommendation for final disposition.

The final disposition recommendations protect records considered to have significant evidential and historical values. The specific reasons for retaining certain records are stated within the *ORCS*, as well as in the Executive Summary.

Record series or groups of records which will be retained in their entirety are indicated by "Full Retention."

Record series or groups of records which will be retained in part are indicated by "Selective Retention." Selective retention means that portions of the record series will be retained by means of recognized archival selection criteria. For the meaning of selective retention with respect to a specific record series, see the attached schedule.

The definitions of both selective and full retention provide that records will be preserved in the government archives, and that unnecessary duplicates, transitory materials, and ephemera may be discarded.

  
Archivist

  
Date

The undersigned endorses the appraisal recommendations:

  
Director, Corporate Records Management Branch

  
Date

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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A      SA      FD

### *TOURISM BRITISH COLUMBIA*

### *OPERATIONAL RECORDS CLASSIFICATION SYSTEM (ORCS)*

#### EXECUTIVE SUMMARY

This *Operational Records Classification System (ORCS)* establishes a classification system and retention disposition schedule for the operational records created by Tourism BC under the *Tourism British Columbia Act* (SBC 1997, c. 13).

These records document the development and implementation of long term tourism marketing and sales strategies for consumer awareness and promotion purposes; the development of new revenue sources and industry reinvestment opportunities in tourism sectors; services and standards maintained by Tourism BC to provide positive vacation experiences; and the governance of Tourism BC during and after its transition from a Special Operating Agency to a Crown corporation.

The active and semi-active retention periods specified in the schedule meet all operational, administrative, legal, fiscal, and audit requirements. Corporate Records Management Branch has reviewed the final dispositions to ensure that records having enduring evidential and historical values are preserved.

This *ORCS* covers records created and received since 1959. Previous records relating to the functions documented in this *ORCS* have been appraised and scheduled under one-time records schedule(s), and transferred to the government archives or destroyed as appropriate.

The following summary describes the types of records covered by this *ORCS* and identifies their retention periods and final dispositions. In this summary, record types are linked to the *ORCS* by primary and secondary numbers. Please consult the *ORCS* manual for further information.

(continued on next page)

A = Active  
SA = Semi-active  
FD = Final Disposition  
PIB = Personal Information Bank  
PUR = Public Use Records  
OPR = Office of Primary Responsibility

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- |  | <u>A</u> | <u>SA</u> | <u>FD</u> |
|--|----------|-----------|-----------|
| 1) <u>Policy and Procedures</u><br>(secondary -00 throughout <i>ORCS</i> ) | SO       | 5y        | FR        |

Throughout this *ORCS*, the government archives will fully retain all policy and procedure files created by offices having primary responsibility for policy and procedure development and approval. These records have evidential value.

- |   |    |    |    |
|---|----|----|----|
| 2) <u>Tourism promotional productions</u><br>(secondary 82000-50) | SO | 5y | FR |
|---|----|----|----|

These records document the marketing and promotion of British Columbia as a preferred travel destination through a variety of media formats.

FR = The government archives will fully retain tourism promotional productions because these records provide descriptive information and images of the environment, people, and history of the province. The records also demonstrate how Tourism BC presented the province to international, national and provincial audiences over time.

- |   |    |     |    |
|---|----|-----|----|
| 3) <u>British Columbia Magazine index, reports and studies, and historical issue case files</u> |    |     |    |
| (secondary 83000-05)  | SO | nil | FR |
| (secondary 83000-08)  | SO | 3y  | FR |
| (secondary 83000-20)  | SO | 5y  | FR |

The index documents the subject content of historical issues created and distributed by *British Columbia Magazine (BCM)* since its inception in 1959. These reports and studies document the planning and operation of *BCM* as a private and provincially-operated business.

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A      SA      FD

The case files document the history of British Columbia through photographs and articles featured in various issues and publications.

FR = The government archives will fully retain the *British Columbia Magazine* index because it provides subject access to historical issues of the *British Columbia Magazine* and *Beautiful British Columbia Magazine* that are fully retained by the government archives.

FR = The government archives will fully retain *British Columbia Magazine* reports and studies because they provide evidence of business planning for the magazine, including consideration of issues related to public ownership and privatization.

FR = The government archives will fully retain the *British Columbia Magazine* historical issue case files because these publications provide descriptive information about and photographs of the environment, people, and history of the province. The articles also demonstrate how British Columbia was presented to international, national, and provincial audiences over time.

4) Tourism industry development project case files

(secondary 85420-20)	SO	5y	FR
(secondary 85400-20)	SO	5y	SR

These records document the planning, development and administration of joint venture, partnership and "special" one-time projects initiated in response to business-building opportunities or significant issues.

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	<u>A</u>	<u>SA</u>	<u>FD</u>
FR = The government archives will fully retain tourism industry development special project case files because these records provide evidence of Tourism BC's participation and leadership role in significant one-time issues which impact the provincial tourism industry.			
SR = The government archives will selectively retain significant tourism industry development project case files because they provide evidence of innovative partnerships with other tourism organizations.			
5) <u>Industry workshop and community planning case files</u> (secondary 85500-20)	SO	5y	FR
These records document the development and delivery of tourism industry workshops and community planning sessions that relate to the facilitation of improved business practices, partnerships and profitability within industry.			
FR = The government archives will fully retain industry workshop and community planning case files because these records provide information on the tourism priorities, issues and plans of individual British Columbia communities.			
6) <u>Visitor Info Centre (VIC) publications and Tourism BC industry development publications</u> (secondary 87900-06) (secondary 85500-40)	SO SO	5y nil	FR FR

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A      SA      FD

These records document VIC and travel counselor training programs, VIC operations and facility management and business development strategies and guidelines developed by Tourism BC for the purpose of sale to tourism industry operators.

FR = The government archives will fully retain Visitor Information Centre (VIC) publications because these records provide evidence of the tools that Tourism BC developed to assist VIC operations across the province and provide historical information about VIC issues.

FR = The government archives will fully retain Tourism BC industry development publications because these records provide evidence of the tools which Tourism BC developed to improve and expand the tourism industry in the province.

7) Super, Natural (SN) Fax releases  
(secondary 88000-02)

SO      5y      FR

These records document significant happenings occurring within the tourism industry and are created periodically for distribution to staff and industry stakeholders.

FR = The government archives will fully retain the Super, Natural (SN) Fax releases because they provide evidence of how Tourism BC communicated information about itself and the tourism industry to its stakeholders. The records also have historical value because they provide information on tourism industry issues and development activities in the province.

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- |   | <u>A</u> | <u>SA</u> | <u>FD</u> |
|---|----------|-----------|-----------|
| 8) <u>Tourism BC annual reports, program guides and service plans</u><br>(secondary 88220-20) | SO       | nil       | FR        |

These records document the planning, monitoring and communication of corporate performance for Tourism BC on an annual basis.

FR = The government archives will fully retain Tourism BC annual reports, program guides and service plans because they provide a high level summary picture of the corporation's: activities, service offerings, operations, structure, priorities and plans, budgets and expenditures.

- |   |       |    |    |
|---|-------|----|----|
| 9) <u>Special Operating Agency (SOA) files, Tourism BC Board of Directors correspondence/communications and meeting case files</u><br>(secondary 88200-03)<br>(secondaries 88200-04 and 88200-40) | CY+2y | 7y | FR |
|   | FY+1y | 8y | FR |

The SOA records document Tourism BC's transition from a Special Operating Agency (SOA) to Crown corporation status in 1996-97. The correspondence documents the day-to-day governance of Tourism BC by its appointed Board of Directors. Includes ongoing communications between the Board and Tourism BC's executive. The meeting case files document decisions and motions passed by the Board on a quarterly basis.

FR = The government archives will fully retain Special Operating Agency (SOA) files because they provide evidence of SOA executive decisions.

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A      SA      FD

FR = The government archives will fully retain Tourism BC Board of Directors correspondence/communications because it provides evidence of the interaction between the Tourism BC Board and corporation staff, the provincial government, and members of the tourism industry.

FR = The government archives will fully retain Tourism BC Board of Directors meeting case files because they provide evidence of the corporation's decisions, policies, and planning direction. They also provide summary information on all aspects of the corporation's operations.

10y = The combined active and semi-active retention period of 10 years is required to meet the executive records schedule (102906).

10) Image/copyright agreements, contracts and purchase orders      SO      5y      SR  
(secondary 82000-04)

These records document terms and conditions relating to the use, acquisition and copyright of images and related media resources by Tourism BC for marketing purposes.

SR = The government archives will selectively retain image/copyright agreements, contracts and purchase orders for images, literary works and other promotional productions which are fully retained by the government; these records have legal value because they demonstrate the ownership of copyright. Records related to images, literary works and other promotional productions that have already been destroyed have no long term value and may also be destroyed.

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	<u>A</u>	<u>SA</u>	<u>FD</u>
11) <u>Tourism marketing and sales, service industry training, reservation services and Visitor Information Centre (VIC) program case files</u> (secondaries 84000-20, 85700-20, 87000-40 and 87900-20)	SO	5y	SR

The marketing and sales program records document strategies and initiatives that are created or adopted by Tourism BC for the purpose of promoting tourism products throughout the province of British Columbia.

The service industry program records document the history and development of Tourism BC service industry-related training programs.

The reservation services program records document the history and development of the Super, Natural BC (SNBC) reservation and information service that provides reservation and travel planning information to consumers.

The VIC program records document the development, administration and implementation of VIC programs in communities throughout the province of British Columbia.

SR = The government archives will selectively retain significant tourism marketing and sales program case files because they provide evidence of unique and creative approaches to the marketing of the province as a travel destination.

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A      SA      FD

SR = The government archives will selectively retain significant service industry training program case files because they provide evidence of the leadership role of Tourism BC in the development and marketing of tourism training programs.

SR = The government archives will selectively retain significant tourist reservation services program case files because they provide evidence of the development of a province-wide automated reservation system.

SR = The government archives will selectively retain significant Visitor Information Centre (VIC) program case files because they provide evidence of the changing role of Tourism BC's involvement with VICs over time.

- 12) Tourism market research reports, studies and surveys      SO      5y      SR  
(secondary 85000-20)

These records document market trends and opportunities for tourism-related growth in the province of British Columbia.

SR = The government archives will selectively retain tourism market research reports, studies and surveys because they provide evidence of the analysis of tourism market issues. Summary annual reports and one-time research reports will be fully retained by the government archives.

- 13) Tourism research project case files      SO      5y      SR  
(secondary 85000-40)

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A      SA      FD

These records document key tourism issues and trends that influence corporate decisions or impact the tourism industry within the province of British Columbia.

SR = The government archives will selectively retain tourism research project case files. One copy of each final report, study or publication will be fully retained. These reports summarize research done by Tourism BC, for the corporation and its tourism partners, on issues related to the tourism industry. This research provides information on trends in tourism research over time. The reports also compliment other records which are fully retained, like business plans, as this research informs planning decisions made by Tourism BC and the tourism industry.

- 14) *British Columbia Magazine* historical image case files      SO      nil      SR  
(secondary 83000-30)

These records document the types of images (original artwork, photographs and prints) that have been purchased by, or produced for, *British Columbia Magazine*.

SR = The government archives will selectively retain *British Columbia Magazine* historical image case files. Original artwork, primarily BC related cartoons, produced for the *British Columbia Magazine* and its predecessors will be fully retained for their documentary and artistic values.

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	<u>A</u>	<u>SA</u>	<u>FD</u>
15) <u>Tourism BC services and standards and marketing and sales publications</u>			
(secondary 85600-30)	SO	nil	SR
(secondary 84000-30)	CY+1y	nil	SR

These records document types of services that are available to consumers visiting in the province of BC, and tourism products, such as reduced-rate vacation packages, that are advertised by Tourism BC to attract consumers to the province.

SR = The government archives will selectively retain Tourism BC services and standards publications because they provide summary information about the number and type of tourism resources available throughout the province and provide evidence of how these resources were marketed by Tourism BC.

SR = The government archives will selectively retain Tourism BC marketing and sales publications because they provide evidence of the marketing of British Columbia as a travel destination and demonstrate how marketing strategies have evolved and changed over time. These publications also provide information about the location and types of tourism facilities, resources and services across the province.

16) <u>Service industry training materials case files</u>	SO	nil	SR
(secondary 85730-30)			

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A      SA      FD

18)      Electronic Records

DE

The following electronic databases are covered by this *ORCS*: Digital Asset Management System (DAM), Information and Reservations Management System (InfoRM), Media Coverage Evaluation Program (MCEP), Tourism Product Database (TPD), and the Training Services Database (TSD). The Information System Overview section provides information about the electronic systems, inputs and outputs and routine back-ups. Notes under the relevant *ORCS* secondaries provide information about the classification and scheduling of the records. These records have no enduring value to government at the end of their scheduled retention periods.

19)      All Other Records

DE

All other records are destroyed at the end of their semi-active retention periods. The retention of these records varies depending on the nature of the records and the function performed, but does not exceed three years. The information these records contain is summarized elsewhere, or reflects policies and procedures adequately documented in records covered by the -00 Policy and procedures secondaries.

Significant issues are documented in records which will be retained under the provisions of this *ORCS*, as well as in briefing notes to the Crown executive (*ARCS* secondary 280-03) and annual reports (*ORCS* secondary 88220-20). These records have no enduring value to government at the end of their scheduled retention periods.

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### *TOURISM BRITISH COLUMBIA*

## *OPERATIONAL RECORDS CLASSIFICATION SYSTEM*

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EXECUTIVE SUMMARY

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SECTION 4	88000 – 89999	TOURISM BRITISH COLUMBIA
ISO SECTION	DAM INFORM	DIGITAL ASSET MANAGEMENT SYSTEM INFORMATION AND RESERVATIONS MANAGEMENT SYSTEM
	MCEP	MEDIA COVERAGE EVALUATION PROGRAM
	TPD	TOURISM PRODUCT DATABASE
	TSD	TRAINING SERVICES DATABASE
	2010TN	2010 TOURISM NEWS WEB SITE
	BCMAG	BRITISH COLUMBIA MAGAZINE WEB SITE
	HELLOBC	HELLOBC WEB SITE
	TBC	TOURISM BC CORPORATE WEB SITE

INDEX

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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## **HOW TO USE *ORCS***

For further information, call your Records Officer,  
Kathryn Smerechinskiy (250) 387-4465

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### PART 1

## THE OPERATIONAL RECORDS CLASSIFICATION SYSTEM (ORCS)

### 1.1 General Introduction

The purpose of this chapter of the *ORCS* Manual is to explain the nature, purpose, and usage of the *ORCS*. This chapter is a training tool which should be read by anybody attempting to classify, file, retrieve, or dispose of records covered by the *ORCS*. It is also a reference tool which can help users understand how to implement the *ORCS* and interpret specific parts of it.

This chapter is organized into three parts. Part One gives an overview of *ORCS* in general and an introduction to this *ORCS* in particular. Part Two explains how to read a primary, the basic building block of the *ORCS*. Part Three gives detailed background information on the records management system used by the BC Government, and procedures for using the *ORCS* as part of this system.

### 1.2 What is an ORCS?

*ORCS* is a combined records classification and scheduling system that facilitates the efficient and systematic organization, retrieval, storage, and destruction or permanent retention of the government's operational records.

A standard classification system such as *ORCS* is the cornerstone of an effective records management program. Each *ORCS* is tailored to fit the specific operational records relating to a function or program of government.

*ORCS* is also a records scheduling system. A records schedule is a timetable that governs the life span of a record from creation, through active use within an office and retention in off-site storage, to destruction or transfer to the government archives.

The records schedules incorporated into *ORCS* ensure that all operational records are retained for sufficient periods of time to meet the legal, operational, audit, fiscal or other requirements of government. A records schedule identifies those records that have enduring values and provides for their transfer to the government archives. Records schedules also provide for the timely destruction of routine operational records when they are no longer required to support the government's operational functions.

An integral part of the *ORCS* is the Information System Overview (ISO) Section, which ensures that electronic records are properly identified and scheduled. For further explanation of the ISO, see 3.11.

### What are Operational Records?

Operational records relate to the operations and services provided by a ministry or agency in carrying out the functions for which it is responsible according to statute, mandate, or policy.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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Operational records are distinct from administrative records and are unique to each government organization.

Operational records are created in a variety of media, including: textual records, photographs, sound recordings, motion picture films, video recordings, audio-visual materials, paintings, prints, maps, plans, blueprints, architectural drawings, and other sound, film, video, photographic, and cartographic materials. Records exist in a number of different physical formats, such as paper, microfilm, and electronic records.

Records documenting administrative functions that are common to all government offices are classified in the government-wide *Administrative Records Classification System (ARCS)*. Administrative records document and support functions such as the management of finances, personnel, facilities, property, or information systems. They also document common management processes, including committees, agreements, contract management, public information services, information and privacy, records management, postal services, legal opinions and other similar functions. Although these records are considered administrative, they may have considerable operational importance. For example, a committee may make decisions which affect ministry or agency policy. The *ARCS* manual is available in hardcopy from your Records Officer, or online at <http://www.bcarchives.gov.bc.ca/ARCS/index.htm>

Some categories of records or data have special retention and disposition requirements and are handled by special records schedules. These schedules are standardized for all ministries and agencies, and cover both administrative and operational records. They can be used effectively to dispose of records not covered by *ARCS* and *ORCS*.

The following categories of special records schedules are provided in the *ARCS* manual:

Schedule No.	Schedule Title
112907	Commission of Inquiry Records
112910	Computer System Electronic Backup Records
102903	Electronic Mail
102906	Executive Records
102908	Record Copies of Published Maps
102905	Special Media Records (photographs, motion pictures etc.)
102902	Transitory Electronic Records
102901	Transitory Records
112913	Unsolicited Records
112914	Voice Mail Records
102904	Word Processing Records
112916	Year 2000 (Y2K) Project Documentation and Test Data Records

See the special schedules section of the *ARCS* manual for a description of these records and the records retention and disposition schedules covering them. For further guidance on applying these schedules, contact your Records Officer.



## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### The Purpose of *ORCS*

*ORCS* facilitates the efficient management of operational information by:

- providing a tool for executive control of recorded information;
- ensuring that needed information can be accessed quickly and accurately;
- ensuring that records are available to protect the fiscal, legal, operational, audit and other liabilities of government for required periods of time;
- providing for the timely destruction of routine operational records that are no longer required and ensuring that records of enduring value are retained by the government archives;
- providing a framework for the audit and review of operational functions;
- providing a legal basis on which the integrity, authenticity, and completeness of operational records may be established; and
- ensuring that electronic records are appropriately documented and scheduled, in relevant primaries and/or in the Information System Overview (ISO).

### Responsibility for *ORCS*

The British Columbia Archives is responsible for establishing standards for the development of *ORCS* for the operational records of public bodies covered by the *Document Disposal Act* (RSBC 1996, c.99).

Each ministry, government agency, and Crown corporation has a designated person responsible for implementing and coordinating records management procedures. This records officer, usually known as the Ministry Records Officer or Corporate Records Officer, should be contacted for further information whenever necessary. If you cannot determine who your records officer is, call BC Archives at 387-1321.

The BC Archives is responsible for preserving and providing access to records of enduring value to the province. The BC Archives takes care of records that are no longer needed by their creating agencies and have been appraised by an archivist for full or selective retention. In scheduling terms, these records have become inactive and have final disposition designations of full or selective retention. Records in BC Archives custody can be accessed through the BC Archives Reference Room, located at 655 Belleville Street, Victoria, or through the BC Archives website at <http://www.bcarchives.gov.bc.ca>. Access is subject to provisions of the *Freedom of Information and Protection of Privacy Act* (RSBC 1996, c. 165).

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### 1.3 Introduction to the Tourism BC ORCS

The operational records in this *ORCS* relate to the operations and services provided by your Crown corporation in carrying out the functions for which it is responsible according to statute, mandate, or policy. These records document: the development, implementation and analysis of long-term marketing and sales strategies that support Tourism BC's vision to be recognized as a world leader in tourism destination management; the development of new revenue sources and industry reinvestment opportunities in tourism sectors throughout the province; the provision of tourism services and standards through industry training programs and Visitor Info Centres; and the corporate governance model that supports the effective delivery of these services.

This *ORCS* covers all operational record series created or received by your Crown corporation since its transition from a Special Operation Agency (SOA) to a Crown Corporation in 1996. Prior to this time, the function(s) covered by this *ORCS* were carried out by various ministries of the BC Government. This *ORCS* will cover files that were closed before that date if they have remained in Tourism BC's custody. To obtain or verify approval for disposition of such records, contact your Records Officer.

*ORCS* are divided into two types of sections: one or more numbered sections covering broad groupings of primary subjects corresponding to major operational functions and program activities; and an Information System Overview Section, which identifies and describes electronic records. This *ORCS* includes the following sections:

Section Number	Primary Numbers	Section Title
Section 1	80000-85399	CONSUMER AWARENESS AND PROMOTION

Covers records relating to the development, implementation and analysis of long-term tourism marketing and sales strategies targeted towards both domestic and international consumer markets. This section includes: the management of images created, acquired used or provided by Tourism BC for marketing purposes; the production and preservation of *British Columbia Magazine*; marketing strategies such as familiarization tours and promotions; opportunities in key target markets; tourism media relations; and research activities.

Section 2	85400-85500	TOURISM INDUSTRY DEVELOPMENT
-----------	-------------	------------------------------

Covers records relating to the development of new revenue sources and industry reinvestment opportunities in the tourism sectors. This section includes: special one-time projects initiated in response to business-building opportunities; information relating to room revenues acquired through the *Hotel Room Tax Act* (RSBC 1996, c. 207); and strategies, such as road shows and workshops, for increasing business and profitability in the provincial tourism marketplace.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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Section 3	85600-89999	TOURISM STANDARDS AND SERVICES
-----------	-------------	--------------------------------

Covers records relating to tourism services and standards maintained by Tourism BC to provide visitors to the province with a positive vacation experience. This section includes: service industry training; highway signage administration; tourist accommodation management; customer issues and complaints; and the operation of tourism reservation services and Visitor Info Centres.

Section 4	88000-89999	TOURISM BRITISH COLUMBIA
-----------	-------------	--------------------------

Covers records relating to the corporate governance of Tourism BC as mandated by the *Tourism British Columbia Act* (SBC 1997, c. 13). This section includes: Tourism BC's transition from a Special Operating Agency to a Crown corporation; activities and decisions relating to Tourism BC's Board of Directors; and the measurement of corporate goals and performance through annual reporting.

ISOW	<a href="http://www.2010tourismnews.ca">www.2010tourismnews.ca</a>	2010 TOURISM NEWS WEB SITE
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Covers comprehensive information about travel and tourism destinations for the city of Vancouver, the candidate city for the 2010 winter Olympics, as well as Victoria and the surrounding regions of British Columbia.

ISOW	<a href="http://www.bcmag.ca">www.bcmag.ca</a>	BC MAGAZINE WEB SITE
------	--	----------------------

Covers comprehensive information about British Columbia Magazine, such as: magazine history; feature article overviews; online product and subscription details; and submission guidelines relating to creative works for writers and photographers.

ISOW	<a href="http://www.hellobc.com">www.hellobc.com</a>	HELLOBC WEB SITE
------	--	------------------

Covers comprehensive information about travel and vacation opportunities in British Columbia, including special accommodation offers and destination highlights, and offers on-line accommodation booking and publication ordering.

ISOW	<a href="http://www.tourism.bc.ca">www.tourism.bc.ca</a>	TOURISM BC CORPORATE WEB SITE
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Covers comprehensive information about Tourism BC's operation as an organization, such as corporate governance and performance, employment opportunities, and industry programs, and provides updates relating to global trends and events impacting tourism.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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ISO

DAM

DIGITAL ASSET  
MANAGEMENT SYSTEM

Covers the management of Tourism BC images, by means of a searchable catalogue, which can be accessed remotely by staff and industry partners.

ISO

infoRM

INFORMATION AND  
RESERVATIONS  
MANAGEMENT SYSTEM

Covers the management of information relating to tourist reservation operations throughout the province.

ISO

MCEP

MEDIA COVERAGE  
EVALUATION PROGRAM

Covers the administration and evaluation of media coverage relating to Tourism BC against a pre-determined set of criteria. The system is designed to measure and rate those stories where Tourism BC played a role in generating or facilitating the coverage, particularly in the area of travel media relations.

ISO

TPD

TOURISM PRODUCT  
DATABASE

Covers the management of information relating to businesses offering tourism accommodations, products and attractions. The system automates the property inspection process for approved accommodation listings and provides a history of each individual operator, maintains a list of tourism products, and manages the administration of tourism highway signage.

ISO

TSD

TRAINING SERVICES  
DATABASE

Covers the management of contact information, sales revenue, workshop registration, trainer certification and workshop statistical data in relation to the delivery of the SuperHost suite of service industry training programs throughout the province.

Within each section, primaries are presented in numerical order and grouped as follows:

- First, there is a section default primary, which provides general information relating to the whole section and to records repeated in other primaries throughout the section ("reserved secondaries" - see 2.6.1).
- The section default primary is followed by all the other primaries, arranged in alphabetical order.
- Groups of related primaries, called "primary blocks", appear together, indicated by two-part titles and an initial "general" primary (for example, "Client Group Issues - General" and "Client Group Issues - Families").

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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As well as the sections consisting of primaries and the ISO section, the *ORCS* has several other parts:

- Executive Summary (provides a high-level overview of the *ORCS*)
- Table of Contents
- How to Use *ORCS* (this section)
- Index (aids in classifying and finding records - see 3.6 for further discussion)

This *ORCS* was reviewed by BC Archives staff, your executive, the Public Documents Committee, and the Select Standing Committee on Public Accounts (commonly called the Public Accounts Committee). It was then approved by resolution of the Legislative Assembly. That resolution established this *ORCS* as the retention and disposition schedule for the operational records of BC Transit. This means that this *ORCS* is a legally binding document, i.e. it has statutory authority.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### PART 2

#### HOW TO READ A PRIMARY

Although the structure of this *Operational Records Classification System* has been described earlier in this section, you will need to know more about its basic building block, the primary, in order to apply the *ORCS* schedule effectively.

The following is a sample primary in which each element is annotated with a number. The pages following the sample primary explain the elements, as listed below.

- 2.1 Primary Number and Title
- 2.2 Scope Note
- 2.3 Cross References
- 2.4 Records Retention and Disposition Schedule
  - 2.4.1 Active retention period column
  - 2.4.2 Semi-active retention period column
  - 2.4.3 Final disposition column
- 2.5 Office of Primary Responsibility (OPR)
- 2.6 Secondary Number and Title
  - 2.6.1 Reserved secondaries
  - 2.6.2 Secondaries -02 to -19 (subject secondaries)
  - 2.6.3 Case file secondaries (-20 and higher)
  - 2.6.4 Coded series
- 2.7 Key of Terms (Abbreviations in Footer)
  - 2.7.1 Terms used in the active and semi-active disposition columns
  - 2.7.2 Terms used in the final disposition column
  - 2.7.3 Other terms
- 2.8 Freedom of Information and Protection of Privacy Flags
- 2.9 Explanatory Notes
  - 2.9.1 Qualifiers
  - 2.9.2 Other notes
- 2.10 Physical Format Designations
- 2.11 Vital Records Flags

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2.1

ASAFD23120 EXTRATERRESTRIAL REGISTRATION AND TRACKING

Records relating to the registration of extraterrestrial visitors to the province. An extraterrestrial is any sentient being originating from another planet, regardless of appearance or ancestry. Extraterrestrials are registered and tracked to ensure they do not contravene federal and provincial legislation by attempting world domination, body-snatching, or other anti-democratic activities. Registrants must provide identifying information and report regularly to the ministry liaison assigned.

2.2

Record types include registration forms, reference materials, photo-graphs, videotapes, correspondence, memoranda, and reports.

For a description of the Extraterrestrial Registration System (ERS), see Information System Overview (ISO) section.

2.3

For records relating to diplomatic etiquette and protocol used in communication with representatives of foreign governments, see *ARCS* primary 415.

2.5

Unless otherwise specified below, the ministry OPR (Unidentified Flying Objects Branch) will retain these records for:

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

2.6

-00 Policy and procedures - OPR

SO  
- non-OPR

-01 General

-02 Complaints and inquiries

-03 Extraterrestrial reports and statistics

2.4

CY+1y

3y

DE

SOnilDE

5y

FR

DESOnilDE

CY+1y

3y

FR

FR = The government archives will fully retain these records because they document and analyse extraterrestrial visitors to the province.

2.7

(continued on next page)

A = Active

SA = Semi-active

FD = Final Disposition

PIB = Personal Information Bank

PUR = Public Use Records

OPR = Office of Primary Responsibility

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CY = Calendar Year

FY = Fiscal Year

NA = Not Applicable

w = week m = month

y = year

Schedule 777777

SO = Superseded or Obsolete

DE = Destruction

SR = Selective Retention

FR = Full Retention








FOI - Freedom of Information/Privacy

VR = Vital Records

ORCS/UFO

HOW TO USE - 10

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			<u>A</u>	<u>SA</u>	<u>FD</u>
23120	<u>EXTRATERRESTRIAL REGISTRATION AND TRACKING</u> (continued)				
-04	Visits by unidentified extraterrestrials (includes reference materials relating to visits and visitors as yet unconfirmed and unidentified)		SO	NA	NA
	NA = Reclassify records to appropriate case file under secondary 23120-20 when visitor is identified.				
	 FOI: As extraterrestrials may present a threat to provincial security, access to these records is restricted under the <i>Freedom of Information and Protection of Privacy Act</i> (RSBC 1996, c. 165, s. 15(1)(b)).				
PIB -20	Extraterrestrial registrant case files (arrange by registration number) (includes textual records and photographs)		SO+3y	300y	SR
	 SO = when extraterrestrial visitor leaves the province				
	 NOTE: The OPR will store extraterrestrial registrant case files under ongoing RCS accession number 99-9111.				
	 303y = This ensures that the file can be reopened if the extraterrestrial returns later in its lifetime.				
	 SR = The government archives will selectively retain these records because they document the effect of extraterrestrial visitors on the province. All files relating to green extraterrestrials will be retained. All other files will be boxed separately and destroyed.				
VR -30	Extraterrestrial Registration System (ERS) (electronic database)		SO	nil	DE
	 SO = when the function supported by the database is no longer performed by government				
					

A = Active

SA = Semi-active

FD = Final Disposition

PIB = Personal Information Bank

PUR = Public Use Records

OPR = Office of Primary Responsibility

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CY = Calendar Year

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NA = Not Applicable

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SO = Superseded or Obsolete

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FOI - Freedom of Information/Privacy

VR = Vital Records

Schedule 777777

ORCS/UFO

HOW TO USE - 11



## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### 2.1 Primary Number and Title

Each heading covering a functional or subject grouping of records is allocated a unique five-digit primary number and title within *ORCS*. This primary is used to classify all information related to the relevant subject or function, regardless of its physical format.

### 2.2 Scope Note

The scope note describes the functions, uses and content of the records that are to be classified within a primary records classification. A scope note indicates the operational function to which the records relate and outlines the activities and/or work processes leading to records creation. It will also give a general statement about the record types (memos, forms, reports, etc.) and media (photographs, video recordings, etc.) covered, in a paragraph beginning "Includes" or "Record types include". If this paragraph does not appear to be comprehensive, the information should appear in "includes" qualifiers under the relevant secondaries.

### 2.3 Cross References

Cross references link the primary to related primaries, both within the *ORCS* and in *ARCS*. This information can be used to help determine whether records should be classified in a different place, and to ensure that related records can be viewed together. If electronic records are included or referred to in the primary, a reference for the Information System Overview (ISO) section will be included.

### 2.4 Records Retention and Disposition Schedule

Every *ORCS* includes a record retention and disposition schedule that indicates how long records should be retained in active storage space, when they should be transferred to semi-active storage, when they should be disposed of, and what their final disposition will be.

Scheduling information for each record series is indicated in the three columns to the right of the classification system information. These columns are headed A (Active), SA (Semi-active), and FD (Final Disposition). They correspond with the active, semi-active, and inactive phases of the life cycle of the record. The abbreviations used in each column are explained in 2.7, "Key of Terms."

For further information regarding the scheduling system used in *ORCS*, see 3.7.

#### 2.4.1 Active Retention Period Column

The active (A) column indicates the length of time a record should be retained in the active phase of its life cycle.

Active records are used frequently and therefore are retained and maintained in the office space and equipment of the user.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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Entries in the active column often use the designations of "CY" or "FY", with an additional time period indicated. The following are examples of how to apply and interpret the active retention period using "CY" and "FY".

### CY+1y

Maintain all records created or received within the calendar year (1 January to 31 December) together until the end of the calendar year. Then retain them for an additional calendar year.

### FY+1y

Maintain all records created or received within the fiscal year (1 April to 31 March) together until the end of the fiscal year. Then retain them for an additional fiscal year. When required by financial administration policy and procedures, place financial records relating to the prior fiscal year, but created or received after March 31, on the file for the prior fiscal year.

For information about Superseded or Obsolete (SO) and other terms and abbreviations used in the active retention period column, see 2.7.1. For file maintenance guidelines see 3.8.1.

In the sample primary, extraterrestrial reports and statistics (secondary -03) are active for the calendar year (CY) of their receipt or creation, plus one more year.

### 2.4.2 Semi-active Retention Period Column

The semi-active (SA) column indicates the length of time a record will be retained in the semi-active phase of its life cycle.

Semi-active records are those that are used only occasionally and therefore need not be maintained in the expensive office space and equipment of the ministry or agency responsible for them. Semi-active records still retain administrative, operational, fiscal, audit, or legal value for the ministry or agency which created the records. Storage of semi-active records in economical, off-site facilities until all values have lapsed results in significant savings.

In the sample primary, extraterrestrial reports and statistics (secondary -03) are semi-active for three years. This means they will be transferred to off-site storage until no longer needed, or in other words until the semi-active period is over. If required, these records may be retrieved from off-site storage during their semi-active phase.

For boxing and transfer instructions for semi-active records, see 3.9.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### 2.4.3 Final Disposition Column

The final disposition (FD) column ensures that records with enduring value to the Province are preserved and those that have no enduring value are destroyed.

Records are eligible for final disposition when they become inactive, that is, when their active and semi-active retention periods have lapsed.

In the sample primary, extraterrestrial reports and statistics (secondary -03) are fully retained when they become inactive. This means they will enter the custody of the government archives and can only be accessed through the BC Archives Access Services (655 Belleville Street, phone 387-1952, website <http://www.bcarchives.gov.bc.ca>). Complaints and inquiries (secondary -02) will be destroyed under the primary default schedule.

### 2.5 Office of Primary Responsibility (OPR)

The retention and disposition requirements for records that are duplicated in central service or headquarters branches and field offices normally differ. In recognition of these differing requirements, every *ORCS* primary contains two statements regarding the levels of responsibility for records within an ministry or agency (known as the "unless and except statements").

For each primary, *ORCS* distinguishes between the office having primary responsibility for a category of records (OPR) and all other offices which hold copies of the same records (non-OPRs). The OPR is the office that has been designated the holder of the official record for the ministry. The OPR maintains the official or master record in order to satisfy long-term operational, financial, legal, audit, and other requirements. All other offices holding duplicate copies are non-OPR offices and maintain their copies for a shorter retention period. All non-OPR retention periods and final dispositions are underscored.

In the sample primary, the Unidentified Flying Objects Branch is the OPR. All offices holding records covered by this primary are non-OPR.

For secondaries that have retention or disposition requirements different from the default retention and disposition values established for the primary, the OPR and/or non-OPR retention periods are listed in the columns to the right of the records classification.

Offices that have primary responsibility for the retention and disposition of records classified in each primary are responsible for retaining those records as the OPR. The Records Officer is responsible for tracking changes to OPRs as reorganizations occur, and for ensuring that OPRs and BC Archives are aware of these changes.

### 2.6 Secondary Number and Title

Secondary numbers and titles designate specific series or groupings of records relating to the function covered by the primary. Secondary titles describe specific types of records and secondary numbers link them to the records retention and disposition schedule. The two-digit secondary number is added to the five-digit primary number to form a complete file number, for example, 23120-04.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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All offices must use the same secondary number to refer to the same series or grouping of records. Standardization ensures continuity and consistency in retention and disposition of operational records.

Three types of secondaries exist within *ORCS*: reserved secondaries, subject secondaries, and case file secondaries.

### 2.6.1 Reserved Secondaries

Reserved secondaries are secondary numbers used to cover records series which are repeated in several primaries.

Secondaries -00 and -01 are reserved throughout all *ORCS* and in *ARCS*.

Secondary number -00 is always reserved for "Policy and procedures" records. These files are used for records concerning operational functions, policies, procedures, regulations, and records which set precedents, reflect management decisions and usage, or document general goals and acceptable procedures of the creating ministry or agency. They include correspondence and other records relating to draft and approved policies on a specific subject including actual policy statements, interpretations of policy, development and discussion of policy, and policy decisions.

Secondary number -01 is always reserved for "general" records that cannot be classified in the specified subject or case file secondaries. Within each primary, the standardized secondary -01 is reserved as a general file. Records which meet one or more of the following criteria may be filed in the general file:

- The document does not relate to any of the existing secondaries, but does fall within the primary.
- There is no existing classification number for the document. The general number is used TEMPORARILY, until the subject is significant enough to warrant creating a new primary or secondary number and title. If you need to use the general secondary in this way, contact your Records Officer and see 3.14, regarding amendment and update of *ORCS*.
- The document contains information of a general nature and does not reflect actions or decisions of the creating office.

Note when filing anything under secondary -01 that its retention period may be shorter than that of the related subject or case file secondary, and/or the related secondaries may be scheduled for selective or full retention for the government archives. If this is the case, it is imperative that the file be reclassified before disposition.

If a document relates to two or more secondaries, you should be more precise and file the original or a photocopy of the record in each specific file. It is not appropriate to file such documents under "General" because this will cause access and scheduling problems.

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### 2.6.2 Secondaries -02 to -19 (subject secondaries)

Within a primary, secondaries -02 to -19 represent files for specific subjects and other non-case file series, that is, records filed chronologically in one file folder (e.g., inquiries or reports). These are commonly referred to as subject files. In the sample primary, secondaries -03 (extraterrestrial reports and statistics) and -04 (visits by unidentified extraterrestrials) are subject secondaries.

While the files covered by most subject secondaries can be organized chronologically, some need to be broken down into files covering different aspects of the same subject, different types of report, or some other organization. In these cases, subject secondaries may be coded. For an explanation of coded series, see 2.6.4.

### 2.6.3 Case File Secondaries (-20 and higher)

Case file series consist of many different files relating to a common function or activity. Each case file contains records pertaining to a specific time-limited entity, such as a person, event, project, transaction, product, organization, etc. The component records within each file in a case file series are generally consistent; that is, a file may contain a variety of documents (such as forms, correspondence, reports, and photographs), but this variety will be consistent with other files in the same series (for example, the same form may appear in every file). Case file series are assigned secondary numbers -20 and higher (-30, -40, -50, etc.). In the sample primary, secondaries -20 (extraterrestrial registrant case files) and -30 (the Extraterrestrial Registration System) are case file secondaries.

### 2.6.4 Coded Series

Case file secondaries are usually subdivided through the use of codes. A code identifies the specific person, event, project, or other entity covered by the file. Codes can take the following forms: proper names; acronyms, or alphanumeric codes developed within government. Consult your Records Officer if you wish to develop an appendix for your own set of codes.

In special cases, subject files may also be coded to facilitate retrieval (e.g., studies on different aspects of one interprovincial agreement). Coded subject files usually consist of many different files, each dealing with a different aspect of the same subject.

In references to coded files, an oblique (/) separates the identifying code from the secondary number.

In the sample primary, secondary -20 is indicated to be a coded case file series with a qualifier "(arrange by registration number)". A reference to one of these files might read "23120-20/000326".

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### 2.7 Key of Terms (Abbreviations in Footer)

The key at the bottom of each *ORCS* page indicates the abbreviations used. An explanation of how to read and interpret the records schedule and the possible abbreviations for each of the three columns follows below.

#### 2.7.1 Terms Used in the Active and Semi-Active Retention Period Columns

The purposes of the Active (A) column and the Semi-Active (SA) column are explained in 2.4.1 and 2.4.2 respectively.

The following abbreviations are used, in combination with numbers, to indicate how long records will be kept in the office or offsite:

w = week

m = month

y = year

CY = Calendar Year (1 January to 31 December)

FY = Fiscal Year (1 April to 31 March)

SO = Superseded or Obsolete

"SO" identifies records that must be retained as long as they are useful and for which an active retention period cannot be predetermined because retention is dependent upon the occurrence of some event. This retention category is used in *ORCS* in the following different ways:

##### i) Routine Records

"SO" is commonly used to indicate the active retention period for routine records which are useful only for reference or informational purposes and which usually have no legal, fiscal, or audit values. In those cases, "SO" is not defined by a specific event or action. Rather, it is used to delegate to the creating offices the authority to decide when the records have no further value and are ready for storage or disposition.

The most common form of delegated disposition authority is:

<u>Active</u>	<u>Semi-Active</u>	<u>Final Disposition</u>
SO	nil	DE

This retention category is used throughout *ORCS* to streamline the disposition of records with short-term retention value, especially for non-OPR records. It delegates the entire responsibility for retention and disposition of the records to the ministry or agency responsible for them. Records with the above retention

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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and disposition schedule may be destroyed when no longer required for operational purposes. In the sample primary, non-OPR policy and procedures files (secondary -00) are routine records which are designated SO.

For information on destruction services, contact your Records Officer.

### **ii) Specific Definition of SO**

"SO" is also used to identify the active retention period for records that must be retained until a case is closed or some other specified event occurs. In those cases, it is not possible to predetermine the length of time a file may be open and required for active use, and "SO" is defined in terms of some specific action, event, or the completion of a procedure.

In the sample primary, extraterrestrial registrant case files (secondary -20) are active for SO+3y, with SO defined as "when extraterrestrial visitor leaves the province". This means that the OPR will retain each file in active storage space for three years after the relevant visitor has left, after which the records will be transferred to off-site storage.

### **NA = Not Applicable**

"NA" is used for records that, for some reason, are not covered by the secondary at the specified stage of their life. This is usually because the records are reclassified at the semi-active or inactive period, with some files moving to a different secondary from others, so they can be scheduled appropriately. The reasons for the "NA" designation may be stated in a "NA =" note, or in an "SO =" note or some other note under the secondary, as appropriate. In the sample primary, visits by unidentified extraterrestrials files (secondary -04) have a semi-active and final disposition of "NA" because files are reclassified to secondary -20 when the visitor is identified.

### **nil = no semi-active retention period**

"Nil" is used in the semi-active column to identify records with no semi-active retention period.

Many types of government records remain active as long as they serve an operational function. When their usefulness for that function ceases, they have no semi-active retention period. If they have any residual operational, legal, fiscal, or other values, *ORCS* may specify in the final disposition column that they are to be transferred to the government archives. Otherwise, the final disposition of such records is usually physical destruction.

In the sample primary, the semi-active period for records in non-OPR offices is designated as nil. This means that as there is no semi-active period, the records are ready for destruction (as designated in the final disposition column) upon expiry of the active period.

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### **2.7.2 Terms Used in the Final Disposition Column**

The purpose of the final disposition column (FD) is explained in 2.4.3.

Some government records contain information or data that has long-term value to the agency responsible for them, the government generally, and/or to the public. These records are part of the documentary heritage of the Province of British Columbia and are transferred to the custody of BC Archives for archival preservation. The final disposition of operational records with enduring value can be full retention, selective retention, or destruction, as explained below.

#### **FR = Full Retention**

"FR" means that a government archivist has determined that all of the records covered by a secondary have enduring value. BC Archives, also known as the government archives, preserves records designated FR in their entirety. Under the terms of full retention, the archivist responsible may destroy unnecessary duplicates, publications, waste and scrap materials, ephemera (often published material of short-term value), and other items which are not an integral part of the record series. The reasons for full retention are explained in an "FR =" statement. In the sample primary, extraterrestrial reports and statistics (secondary -03) are FR "because they document and analyse extraterrestrial visitors to the province."

#### **SR = Selective Retention**

"SR" means that a government archivist has determined that a portion of these records have enduring value and should be retained. BC Archives, also known as the government archives, preserves a selection of the records designated SR, following explicit criteria. The reasons and criteria for selective retention are explained in an "SR =" statement. In the sample primary, extraterrestrial registrant case files (secondary -20) are SR "because they document extraterrestrial visitors to the province" and the selection criteria is to retain "all files relating to green extraterrestrials."

SR statements often include instructions requiring staff to box selected records separately from those to be destroyed. They may also require staff to help identify records to be retained under the selection criteria specified; this may involve consultation with the Records Officer and with an archivist from BC Archives. The instructions for extraterrestrial registrant case files require that after records to be retained are identified, they are to be boxed separately from records to be destroyed.

**Do not destroy records scheduled for selective or full retention.** For instructions on how to box and transfer archival records to off-site storage, see 3.9.

Most government records serve no further purpose to government or to the public once they become inactive. The final disposition of such records is:

#### **DE = Destruction**

The final disposition of inactive records that have no residual value or insufficient public value to justify their preservation is physical destruction. In some cases,



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especially in section default primaries, the destruction is justified with a "DE =" note.

Some government records are reclassified in a new primary and/or secondary at the end of their active or semi-active retention period or are alienated from government, either through sale, gift, or loan at the time of their final disposition. The final disposition of such records is:

### NA = Not Applicable

See explanation of NA in 2.7.1.

### 2.7.3 Other Terms

The purpose of the other terms which appear in the key of terms is explained in other sections; see references below:

FOI =	Freedom of Information/Privacy	see 2.8
OPR =	Office of Primary Responsibility	see 2.5
PIB =	Personal Information Bank	see 2.8
PUR =	Public Use Record	see 2.8
VR =	Vital Record	see 2.11

### 2.8 Freedom of Information and Protection of Privacy Flags

All Personal Information Banks (PIB) and Public Use Records (PUR) must be flagged within BC Government records classification systems (see glossary for definitions). The flags are placed in the left-hand column, next to the relevant secondary. In the sample primary, the extraterrestrial registrant case files secondary (-20) is flagged as a PIB.

In certain instances, a more specific justification as to why the information contained in a record series is restricted, in whole or in part, from public disclosure is required for inclusion in the records classification system. In those cases, a special form of explanatory note ("FOI =") is used to explain the access restrictions for the secondary and to point to the section of the *Freedom of Information and Protection of Privacy Act* (RSBC 1996, c. 165) that allows for the exemption. In the sample primary, the visits by unidentified extraterrestrials secondary (-04) has an FOI note which quotes section 15 (1)(b) of the Act to justify restricting access.

For further information about FOI issues, see 3.10.

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### 2.9 Explanatory Notes

Explanatory notes are used in the ORCS to provide information critical to understanding the records, to explain office procedures and practice, and to summarize provisions governing the creation, processing, accessing, and disposition of documents. They essentially function as scope and content notes for specific secondaries. The two types of explanatory notes are qualifiers and other notes.

#### 2.9.1 Qualifiers

Qualifiers provide information that will help users know what to expect when they actually view the files covered by a secondary. They are provided directly under the relevant secondary title, indented and placed in curved brackets. They are presented below in the order in which they appear below a secondary:

- “Includes” qualifier: this lists types or forms of records covered by the secondary. If there is no includes qualifier, see the “Includes ...” sentence in the scope note for this information. In the sample primary, the visits by unidentified extraterrestrials secondary (-04) “includes reference materials relating to visits and visitors as yet unconfirmed and unidentified.”
- “Arrange” qualifier: this gives the method of arrangement. In the sample primary, the extraterrestrial registrant case files secondary (-20) instructs records creators to “arrange by registration number.”
- Physical format qualifiers: see 2.10 for an explanation of this qualifier.

#### 2.9.2 Other Notes

Other notes provide information to assist with applying schedules to the records; they also assist with comprehending the nature of the records and providing access to them. They are presented below in the order in which they may appear below a secondary.

OPR =	This note provides the name of the office of primary responsibility if it is different from the primary default OPR. See discussion of OPR in section 2.5.
SO =	This note explains when a file designated SO should be closed. See discussion of SO in section 2.7.1.
##y =	This note gives reasons for active and/or semi-active retention periods which are longer than seven years. In the sample primary, there is a “303y =” note under secondary -20.
NA =	This note explains why the usual active, semi-active, or final disposition designation does not apply, usually because records have been reclassified or transferred to another agency. See discussion of NA in section 2.7.1.

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**SR/FR/DE =** These notes explain why records are being selectively or fully retained, or (if not self-evident) why they are being destroyed. See discussion of these notes in section 2.7.2.

**FOI:** This note explains issues of confidentiality relating to the records. See discussion of the FOI note in section 2.8.

**NOTE:** This note provides any other useful information related to the scope of the secondary, such as history of the records, volume of the records, filing procedures, whether there is an ongoing accession number, or location of copies. In the sample primary, secondary -20 has a note specifying that when the files go offsite, they will be stored "under ongoing RCS accession number 99-9111." For discussion of ongoing accession numbers, see section 3.9.1(b).

### 2.10 Physical Format Designations

All government records, regardless of physical format, must be classified under either an *ARCS* or an *ORCS* secondary number. Different physical format versions are all part of a single record series if the information content remains the same, with only the physical format varying. For example, there may be a paper (or "hardcopy") version and a microfilm version of the same series.

When records are held in several different physical formats each version is identified and scheduled under the same *ORCS* secondary, unless the versions do not contain identical information or retention schedules vary. In those cases, the physical formats have separate secondaries, with the format identified in the secondary title rather than in a qualifier. The physical format designation is expressed as a qualifier under the secondary title. Retention periods are specified for each physical format designation, unless the primary's default retention periods apply. In the sample primary, the Extraterrestrial Registration System (secondary -30) is identified in a qualifier as an electronic database.

Some physical format designations used in *ARCS* and *ORCS* are: paper, microfiche, microfilm, computer output microfiche (COMfiche), computer output microfilm (COM), electronic database, electronic records, and optical disk.

A physical format designation is not used for the purpose of designating records in "special media" (sound recordings, audio-visual materials, maps, photographs, etc.). Information about special media is conveyed, instead, in an "(includes)" qualifier or in the paragraph of the scope note beginning "Includes" or "Record types include". All the records in a file are covered by the same retention schedule, regardless of media. Related information in an electronic database is subject to the same schedule; for example, in the sample primary, registration information in the ERS (secondary -30) concerning a specific extraterrestrial can be purged when the relevant extraterrestrial registrant case file (under secondary -20) becomes inactive.

*NOTE: ORCS approved prior to 2000 may contain secondaries with physical format qualifiers with different retention schedules.*

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### 2.11 Vital Records Flags

Vital records are those containing information essential to the functioning of government during and after a disaster, and essential for preserving the rights of citizens (see glossary for more detailed definition).

BC Archives recommends that the vital records (VR) of a ministry or agency be flagged within a records classification system. The flag is placed in the left-hand column, directly in front of the secondary that it qualifies. In the sample primary, the Extraterrestrial Registration System (secondary -30) is flagged as a vital record.

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### PART 3

## ORCS AND AN EFFECTIVE RECORDS MANAGEMENT SYSTEM

### 3.1 The Purpose of ORCS

*ORCS* is a standard classification system for operational records. It is a system for the identification and management of operational records regardless of physical format (paper files, microfilm, optical disk, etc.) or media (maps, photographs, videotapes, etc.). It helps you find the information you need, when you need it, at the least possible cost. *ORCS* also provides a framework to manage the retention and disposition of records. With *ORCS* you can identify and preserve the essential and dispose of the valueless in a timely fashion.

*ORCS* integrates three vital records management concepts into one comprehensive management plan for your operational records. *ORCS* is organized to serve as a retrieval aid, a records classification system, and a records retention and disposition schedule.

A records schedule is a timetable describing and governing the lifespan of a record from the date of its creation through the period of its active and semi-active use, to the date of its disposition, either by destruction, transfer to the custodianship of the government archives, or removal from the control of the Government of British Columbia.

The records schedules incorporated into *ORCS* identify records of permanent value; protect the operational, audit, legal, and fiscal values of all records; and permit the routine, cost-effective disposition of inactive records.

### 3.2 Records and Recorded Information

The *Document Disposal Act* (RSBC 1996, c.99) establishes approval requirements for the retention and disposition of records and recorded information. An *ORCS* is approved under the provisions of the *Document Disposal Act* and describes types of operational records and specifies their retention periods.

The *Document Disposal Act* uses the term "record" as defined in the *Interpretation Act* (RSBC 1996, c. 238, s. 29). Record is defined broadly to include all recorded information regardless of physical format or media:

"Record" includes books, documents, maps, drawings, photographs, letters, vouchers, papers and any other thing on which information is recorded or stored by any means whether graphic, electronic, mechanical or otherwise.

This definition applies to all recorded information created, kept, used, or filed by the ministries, commissions, boards, and other institutions of the Executive Government of British Columbia to which the *Document Disposal Act* applies.

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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The *Document Disposal Act* establishes procedures for the approval of the records schedules and classification systems developed by BC Archives, government ministries, and other government agencies. This *ORCS* was reviewed by BC Archives staff, your executive, the Public Documents Committee, and the Select Standing Committee on Public Accounts (commonly called the Public Accounts Committee). It was then approved by resolution of the Legislative Assembly. That resolution established this *ORCS* as the retention and disposition schedule for the operational records of Tourism BC. This means that this *ORCS* is a legally binding document.

### **3.3 An Effective Records Management System**

An effective records management system has five essential elements to aid retrieval and maintenance:

- the classification and scheduling system
- the file list
- finding aids (indexes and cross-reference guides)
- filing and maintenance procedures
- boxing and transfer instructions

### **3.4 The Classification System**

A standard classification system such as *ORCS* is the cornerstone of an effective records management system. The classification gives an indication of what records are created and used by the ministry or agency and how the records are placed within a records system. The sections, primaries, scope notes, and secondaries of *ORCS* not only indicate standard classification and filing categories, but also aid access and guide retrieval.

*ORCS* is organized to facilitate records classification, retrieval, retention, and disposition. It is a block numeric records classification system based upon the federal government's model for the development of classification systems.

*ORCS* is a classification system based upon function and subject. Each functional or subject grouping of records is assigned a unique five-digit number which is called a primary number and is the system's main building block. This number is used to classify all information related to a subject or function, regardless of physical format.

Primaries which form a logical group of related subjects or functions are assigned sequential numbers in what is called a primary block. Each block contains primary subjects subordinate to the major function of the block.

Primaries are arranged in alphabetical order by title, except for the first primary within a section or primary block. The first primary is the general or "section default" primary and contains records of a general nature relevant to the entire section or primary block. The numerical arrangement of the section or primary block is sufficient to permit expansion and amendment.

A primary may cover a variety of types of records or files, such as policy and procedures, general and routine files, subject files, and case files. Each type is designated by a secondary number.

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Secondary numbers describe and delineate specific types or series of records. When a greater detail of files is required for any subject, the subordinate files may be coded.

A secondary may cover records created in various physical formats (such as paper, microfilm, microfiche, and optical disk) and media (such as maps, photographs, videotapes). Records in different physical formats may contain the same information but be scheduled differently (for example, the paper and microfilm versions of the same file). Records in different media often contain different information but are filed and scheduled together (for example, textual records and photographs concerning the same building).

A secondary may be flagged for special access and preservation considerations, as a Personal Information Bank (PIB), Public Use Record (PUR), or a Vital Record (VR); see explanations of these terms in 2.8 and 2.11.

For a detailed analysis of primaries and secondaries, see Part 2, "How to Read a Primary."

The classification system is the basis for other finding aids, such as file lists and indexes. *ORCS* describes all of the operational records which might exist in an office responsible for the functions covered by the *ORCS*. The file list documents those files that have actually been opened. See 3.5 and 3.6 for discussions of file lists and other finding aids.

### 3.4.1 Staff Responsibilities and Procedures

BC Archives recommends that each staff member be responsible for classifying documents which he or she creates. This includes recording the complete primary and secondary number on the top right hand corner of the document before it is printed, photocopied, filed, or distributed. Over time, your correspondents will begin to quote your file number on return mail and less incoming mail will require classification.

BC Archives also recommends that the staff member responsible for opening, logging, and distributing incoming mail classify all incoming mail before it is distributed to the addressee. If that individual is unable to classify an individual item, he or she should refer it to the recipient for a primary and secondary number.

Each staff member is encouraged to organize working papers according to *ORCS*.

One individual within each filing area should have overall responsibility for the central filing system, ensuring that filing procedures, file lists, and finding aids are accurately maintained. He or she will liaise with the staff member responsible for procuring records equipment and supplies. This individual will also check classifications assigned by others and, in the event of amendments, will update the mail logs, file lists, etc.

### 3.4.2 Classifying Records

It is important to be consistent in assigning primary and secondary numbers, as filing and retrieval is dependent upon the classification number assigned to a document.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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BC Archives recommends that a memo deal with only one subject. Occasionally, it may be necessary to photocopy a document which deals with more than one subject, place it on two or more files and cross-reference it appropriately. If the document has more than one page, only photocopy the first page and cross-reference it to the location of the complete document.

Records are classified based upon how they will be referenced and retrieved. In order to select a classification number, first read and understand the document. The subject is not always obvious. When the document deals with more than one subject and you are having difficulty classifying it, think about where someone other than yourself would look first for the information.

When classifying the document, use the alphabetic subject index and/or the broad subject approach to find the appropriate secondary. Remember that the secondary relates to the subject and purpose of the document and not necessarily the sender or recipient.

### a) Alphabetic Subject Index

To use the index, think of various subject terms which describe the record. Look under that term or synonyms in the index. Locate a number, and then refer to that primary block in the classification system to ensure that the number is the best possible one. Reading the primary scope notes will clarify whether or not a document should be classified in a given primary. Often the cross-references listed below the scope note will lead to a more appropriate primary. If the appropriate classification proves difficult to locate, you may want to contact your Records Officer and suggest an update to the index. For a discussion of the index, see 2.4.

### b) Broad Subject Approach

When it is difficult to describe a document in subject terms, decide under which of the main primary headings the record is most likely to fall. Turn to the list of primaries for the most relevant ORCS section, pick one or more primaries which might be applicable and then browse through those primaries, reading scope notes and reviewing secondary numbers and titles. Choose the most appropriate primary and secondary and classify the document accordingly.

## 3.5 The File List

The file list is a listing of every file created by or currently in use within an office. An accurate file list is an essential tool, as it documents the creation and existence of government records. It assures the integrity and authenticity of records and may serve as legal evidence.

The file list is vital to ORCS and is a primary tool for the retrieval, control, and maintenance of records. The *Administrative Records Classification System (ARCS)* specifies that file lists will be maintained and classified under ARCS 423 "Records Management - File Control". ARCS 423-03 classifies current lists covering both operational and administrative files.

The file list is also a ready retrieval guide. For the frequent user, it indicates which files have been opened and quickly directs the user to the proper primary and secondary. If a file does not



## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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appear on the current file list, a file may be opened under the appropriate primary and secondary. File lists should be regularly updated.

### 3.6 Other Finding Aids

A wide variety of finding aids may be created and used to facilitate retrieval and classification of operational records. These include subject and keyword indexes, automated retrieval systems, file tracking systems, and lists of case file codes and corresponding titles.

Offices may also develop indexes to meet special needs, including subject cross-reference indexes, automated keyword indexes, proper name indexes, geographic location indexes, etc. The indexes themselves are classified in *ARCS* 423-05. Please note that they are selectively retained by the government archives.

The index included with this *ORCS* contains an alphabetical listing of primary and secondary subjects, frequently used terms, organizations, form titles or numbers, etc. This index is the main access point by which the user may quickly locate a subject and the appropriate primary. For commonly used subjects or forms, the index allows rapid access into the classification system in order to determine a primary number.

As a further aid in the retrieval and classification of administrative and operational records, BC Archives provides *ARCS Online* web site links to lists of standard codes compiled by various ministries and agencies of the British Columbia Government. For information about using coded series, see 2.6.4. For guidance in developing codes, see *ARCS* Appendix A.

### 3.7 The Scheduling System

An essential element of *ORCS* is the retention and disposition schedule. This schedule is based on the concept that records have a three-stage life cycle.

During the "active" stage, records are needed for frequent reference and updates. At this stage, therefore, records are maintained and stored in the offices of the ministry or agency responsible for the records.

During the "semi-active" stage, records are needed for occasional reference and/or for legal, fiscal, or audit purposes. At this stage records are transferred to the off-site storage facilities provided by Records Centre Services, BC Archives (see 3.9 for boxing and transfer instructions).

When records retrieval ceases, and records no longer have any operational, administrative, legal, fiscal, audit, or other primary values, the records become "inactive," and are ready for final disposition. Based on archival appraisal decisions, the final disposition may be to destroy the records, or to fully or selectively retain them for the government archives.

By retaining records for the retention periods specified in the records schedule, creating offices comply with statutory, regulatory, and policy requirements to maintain certain types of information and data. By disposing of records as specified in the records schedule, creating offices ensure that records of enduring value are preserved for the province, in accordance with Legislature-approved *ORCS*.

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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The three stages of the records schedule are expressed in three columns on the right-hand side of the primary page, beside the relevant classification information (primary numbers, titles, and notes). These columns are labelled "A" for active, "SA" for semi-active, and "FD" for final disposition. Appropriate numbers and abbreviations appear in these columns beside the relevant secondaries, indicating what should be done with the records during each stage of the schedule. Notes below the secondaries give any needed explanation and instructions about implementing the schedule.

For further information on the records retention and disposition schedule as it appears in a primary, refer to section 2.4.

### **3.8 Filing and Maintenance Procedures**

Filing and maintenance procedures are essential to the use and maintenance of any record-keeping system. They are vital to records control. They establish rules for consistency of classification and control of location and access. They provide a set of regular operations for identifying records, incorporating them into the classification system, controlling their use, and disposing of them when no longer required.

The basic activities involved in filing and maintenance are:

- mail management
- sorting
- registration
- classification
- indexing and cross-reference
- location control
- filing
- charge-out
- distribution
- recall and search
- re-filing
- physical maintenance
- purging
- retention and disposition

Requirements for records retrieval, control, and maintenance vary from office to office, and filing and maintenance procedures should reflect these needs. There are a variety of methods and systems which can provide effective operations for these basic functions. Contact your Records Officer for advice.

Use of *ORCS* does not dictate a specific set of procedures for registration, indexing, location, charge-out, etc. Rather, *ORCS* is flexible so that it can fit into a wide variety of record-keeping environments.

To effectively implement and maintain *ORCS*, offices should develop and document records management procedures. Filing and maintenance procedures are classified in *ARCS* 423-00. Your Records Officer can help to develop appropriate procedures for your office.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### 3.8.1 File Maintenance

An ORCS covers many types of operational records stored in various physical formats. The ministry or agency responsible for the records has special needs and requirements for its filing system. Each ministry or agency must establish standards for maintaining their files. The following system of file maintenance works well.

When incoming mail and other records have been classified, they are filed in folders labelled with the complete primary and secondary number and corresponding title.

Government has standardized the use of letter size file folders, paper and filing equipment wherever possible. The purpose of ending the use of legal size files is to reduce government costs by eliminating the necessity of having both legal and letter size papers for records and correspondence. Contact your Records Officer for further information about this important choice.

File folder labels are increasingly generated by records management databases, however it will sometimes be necessary to generate a label manually. Prepare the file folder label with the primary and secondary number on the left and the title on the right. It is not necessary to type the full title in all cases. Type the portions of the title which make the label meaningful. Common sense is used to prepare labels which are concise, yet distinguish files adequately.

The actual file sequence and physical location within the office will be dictated by access requirements and indicated on the file list.

Prepare documents for filing by checking that the primary and secondary number is indicated, paper clips are removed, and duplicate copies of no further value are discarded. Documents should be filed in chronological order with the oldest on the bottom.

In the case of flimsy paper, such as teletype documents and facsimile documents not produced on bond paper FAX machines, photocopy the information onto bond paper prior to filing and discard the flimsy copy. Flimsy paper facsimile documents rapidly deteriorate and the information they contain is lost when this procedure is not followed.

Monitor the files for bulk and when the paper thickness exceeds the scoring on the bottom of the folder, close the full folder and start a new one labelled volume 2, 3, 4, etc. Place a coloured paper as the top document in order to indicate that a file is closed. Indicate on that coloured sheet the date range and where future information will be filed. Related volumes are stored together while they are active, and older ones are placed in semi-active storage when their active retention period expires. If multi-volume sets are frequently opened under a single classification, this may indicate the need to create new, more specific classifications.

Where possible, sheets should be fastened in the file folder. When this is not possible or for ease in culling files at the end of the year, BC Archives recommends attaching documents to a file back sheet. The file back should be labelled with the fiscal or calendar year and classification number. Use a closed file notice for each file back when the file is closed and mark on it the method and date of final disposition (e.g., "for DE on 1 April 1999"; "for SR on 1 January 2010"; "for FR on 1 April 2001").

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Minimize misfiling in the following ways:

- keep file labels legible and simple
- maintain 3-4 inches of free space on each file shelf or drawer
- place papers in folders so they do not go beyond the scoring on the folder or cover the file label
- write the correct file number or heading on each document or underline it if it appears in the text

### **3.8.2 File Circulation**

To avoid loss of files, especially when numerous staff refer to the same records, use circulation or "out" cards when removing a folder from the cabinet. Write the borrower's initials on the out card. Only remove papers for photocopying and return the papers to their original location in the file. Return files promptly after use.

When photocopies are made for use as working papers, mark them clearly as a "copy" with a stamp which uses a colour of ink other than black.

### **3.9 Boxing and Transfer Instructions**

The records schedules contained in *ORCS* specify the active, semi-active, and inactive phases of the life cycle of the record and provide for the efficient and systematic transfer of semi-active and inactive records to the off-site storage facilities provided by Records Centre Services, BC Archives. Each office should document instructions and procedures for the regular boxing and transfer of records to off-site storage. (For further discussion of records scheduling, refer to 2.4 and 2.7.)

In some cases the records schedule will provide for the immediate destruction of records when they are no longer active. In this case, contact your Records Officer. The Records Officer can provide you with information about the availability of recycling and/or destruction services. Use appropriate forms and procedures as instructed by your Records Officer and **notify your Records Officer before any destruction of records occurs.**

To identify records suitable for boxing, review the files against the *ORCS* schedules annually and determine what operational records have become semi-active or inactive during the past year. If your office uses an automated database to track files, it may be possible to generate this list automatically. When the list is ready and records are boxed, contact your Records Officer to report that you have semi-active or inactive scheduled operational records which are ready for transfer. Your Records Officer will then request off-site storage and retrieval services from Records Centre Services.

If accumulations of active records produce space problems in office areas before the annual review, contact your Records Officer.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### **3.9.1 Accession Numbers**

Records Centre Services issues and tracks all accession numbers. An accession number is a number identifying a group of records to be transferred, and is used to label, transfer and store records. Each box within an accession is given a unique box number by adding sequential numbers, beginning with number one, to the accession number. The full number must appear on the label of each box.

For the purposes of illustration, we will use 91-0123 as an example of an accession number. No office should use it to prepare records for transfer!

Box Number: 91-0123-01

91-0123 = the accession number issued by Records Centre Services  
-01 = the first consecutive box number in accession 91-0123

There are two types of accession numbers: one-time and ongoing.

#### **a) One-time Accession Numbers**

A one-time accession number is used by a single office for a one-time transfer of records to Records Centre Services. For further information about one-time accession numbers, contact your Records Officer.

#### **b) Ongoing Accession Numbers (OANs)**

BC Archives may establish ongoing accession numbers for categories of administrative or operational records which can be transferred to off-site storage or archival custody year after year. The purpose of an OAN is to group together the same type of records from the same office, and facilitate transfer of those records. The OAN for a category of records must only be used for future transfers of the same type of records.

The "NOTE" format indicated below is used in ORCS to annotate secondary numbers and titles to which an OAN applies.

NOTE: The OPR will store [SECONDARY TITLE ] under  
ongoing RCS accession number 91-0123.

If 91-0123 were a real OAN, the office to which it was issued would use it for a specific record series or category of records. Accession number 91-0123 is reserved for use by the same office for the same record series until box number 9999 is reached. Then, please ask your Records Officer to obtain a new OAN from Records Centre Services.

An ongoing accession number differs from a one-time number in that box numbers within an accession are always consecutive. For example, if box numbers 91-0123-1 to 91-0123-10 were transferred in July 1991 and ten more boxes were ready for transfer in October 1992, the box numbers used in October 1992 would begin with the next unused number (i.e., in October 1992 numbers 91-0123-11 to 91-0123-20 would be used).

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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The OAN uniquely identifies the transferring office and the category of records which may be transferred as part of the accession.

If several offices are responsible for transferring records of the same type to semi-active storage or archival custody, each office will be assigned its own OAN. Other special arrangements may be made in consultation with your Records Officer and Records Centre Services.

### 3.9.2 Transfer of Records to Off-Site Storage

Records Centre Services manages off-site storage for all records having a scheduled semi-active retention period, and for all inactive records scheduled for selective or full retention. Contact your Records Officer if you have concerns about the following:

- if a records schedule does not provide for semi-active storage for a record series which, in your opinion, requires it
- if a records schedule does not provide for the archival retention of a record series which does, in your opinion, have evidential or historical value, or
- if you require off-site storage for active records.

#### a) Arranging Boxes

Organize records for transfer as follows: (These guidelines are based on the *ARS 517 "Authority to Apply Approved Schedule" Standards and Orientation Guide*).

1. Do not put files covered by different retention and disposition schedules (*ARCS* - 100001 or *ORCS*) in the same box.
2. Box records scheduled for destruction (DE) separately from records scheduled for selective retention (SR) or full retention (FR).
3. Box SR records separately from FR records. Contact your Records Officer if your office does not generate a sufficient volume of records to allow for full separate boxes.
4. If records have no scheduled semi-active retention period and a scheduled final disposition of SR or FR (e.g., SO, nil, SR), box them separately from all other records. Arrange the files within the box by primary and secondary number. Contact your Records Officer if your office does not generate a sufficient volume of records to allow for full separate boxes.
5. Place records of the same or similar retention periods and date ranges in the same box.
6. Whenever possible, box records of the same type together (e.g., case file series or large subject file series should be boxed together).

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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7. If records have different semi-active retention periods, box first by retention period and then within retention period by primary and secondary numbers.

b) **Box Numbering**

Arrange and number boxes that have similar classifications, date ranges, retention periods and final dispositions consecutively according to the date range of the records (e.g., accounts payable, fiscal year 1994/95 in boxes 1 & 2; accounts payable, fiscal year 1995/96 in boxes 3 & 4; accounts payable, fiscal year 1996/97 in boxes 5 & 6).

c) **Boxes With Varied Classifications, Retention Periods And Date Ranges**

Please consult with your Records Officer when records within a box have varying classifications, retention periods and date ranges.

Records Centre Services provides off-site storage for all inactive records scheduled for selective or full retention. If a records schedule does not provide for the archival retention of a record series which does, in your opinion, have historical, archival, or other residual values, contact your Records Officer to propose that the schedule be amended.

### **3.10 Freedom of Information and Protection of Privacy**

The purpose of the *Freedom of Information and Protection of Privacy Act* (RSBC 1996, c. 165) is to ensure that the public has the right to access government records and to protect personal information about an individual from unauthorized collection, use or disclosure by public bodies. That legislation affects the design, development, retention scheduling, and implementation stages of all operational and administrative records classification systems.

To determine whether your records are outside the scope of the legislation, whether your records contain personal or confidential material, and what procedures for information disclosure exist within your ministry or agency, contact your Director/Manager of Information and Privacy. If you have questions specific to file operations or procedures, contact your Records Officer. For information about FOI notes in the *ORCS*, see 2.8.

### **3.11 Electronic Records and the Information System Overview**

Information that has been created, collected, maintained and/or retained by a government ministry or agency is classified and scheduled within *ORCS*, regardless of media or physical format. The additional technical information required for the scheduling of electronic records is documented using the standard format for the Information System Overview (ISO) and Information System Overview for an Subsystem (ISOS). See the ISO section of this *ORCS*.

The Information System Overview (ISO) serves three main purposes:

- to provide a high-level description of the function and information content of the system, in other words a map of the data managed by the system and the major stages through which it flows while being processed;

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- to document the records-keeping context of the system by identifying how the system and related records are classified in the *ORCS*;
- it may be used to schedule the electronic system by indicating when its active life ends and what the final disposition will be.

Electronic records (that is, the records created and maintained on an electronic system) are scheduled as secondaries like all other forms of records, as well as being documented in the ISO. An electronic system may be scheduled in the Information System Overview Section, and also may be included under the primary covering the function or activity to which it relates; for example, the Extraterrestrial Registration System (ERS) appears as secondary -30 in the sample primary. A system related to functions covered by an entire section of the *ORCS* will appear in the section default primary, or if it relates to the entire *ORCS*, in the *ORCS* default primary. Information in the database relating to specific entities is covered by the schedules relating to the relevant case files; for example, the registration information in the ERS concerning a specific extraterrestrial can be purged when the relevant extraterrestrial registrant case file (under secondary -20) becomes inactive.

Electronic mail (or "e-mail") should be classified and filed under the secondaries covering the relevant functions and activities. For further information on e-mail, see special schedule 102903 in the *ARCS* manual.

### 3.12 Implementation of ORCS

Each ministry, government agency and Crown corporation has a designated officer responsible for implementing and coordinating records management procedures. This records officer, often called the Ministry Records Officer (or MRO) or Corporate Records Officer (CRO), should be contacted for further information whenever necessary. If you cannot determine who your Records Officer is, call BC Archives at 387-1321.

The Records Officer plans and coordinates the implementation of *ORCS*.

The eight requirements for implementation and maintenance of *ORCS* are:

1. Executive support.
2. A records management policy.
3. An implementation and training plan.
4. Designated responsibilities for implementation and maintenance of *ORCS*.
5. Designated offices of primary responsibility for types of operational records requiring multiple levels of retention.
6. Training in *ORCS* and general records management for support staff in a training program established by your Records Officer.
7. Established procedures for the storage and retrieval of semi-active records and disposition of inactive records.
8. Established maintenance, review, and update procedures under the administration of the Records Officer.



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### 3.13 Advisory Services

BC Archives provides limited advisory services to assist records officers with the implementation and maintenance of *ORCS*. Your Records Officer is available to help you establish efficient filing procedures and effective records administration. Other services which may be provided by your Records Officer are as follows:

- project planning and coordination assistance
- file conversions
- a records management training program
- selection of filing equipment and supplies
- assistance with retrieval systems, indexes, file tracking, and active records control
- off-site storage and retrieval of semi-active records
- disposition of inactive records
- transfer of permanently valuable records to archival custody
- automation of records management functions

### 3.14 Amendment and Update of *ORCS*

Maintenance of *ORCS*, including the use of primaries and secondaries, is a joint responsibility of the records holder and the Records Officer.

Effective maintenance depends upon:

- trained records staff
- documented policies and procedures
- coordination and review by the Records Officer
- designated responsibilities for:
  - records classification
  - maintenance of indexes and file lists
  - other record and file operations

BC Archives maintains the master edition of this *ORCS* and is responsible for administering the amendment and review process. The Records Officer is responsible for advising BC Archives of proposed amendments. Amendments take effect upon the approval of the Legislative Assembly. Distribution of amendment pages and implementation of amendments is a responsibility of the ministry or agency.

Filing instructions and explanations of changes accompany the distributed amendments. After updating the *ORCS*, insert the instructions behind the Register of Amendments, located at the front of the *ORCS* manual. Date and sign the Register of Amendments.

Offices should refer proposals for new primaries and secondaries or other suggested changes to their Records Officer, who will in turn refer them to BC Archives. Proposals will be jointly reviewed by BC Archives staff and the Records Officer. While awaiting formal approval, "interim secondaries" may be established. These must be different from any existing secondary numbers and titles. Include records covered by interim secondaries in file lists, and highlight

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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them on the Records Officer's copy of each file list. Once interim secondaries are approved, they will be included in future editions of the *ORCS*.

Changes in the status of primaries, secondaries, and scope notes will be highlighted on the far left of each relevant primary page, in two ways:

- || Double vertical bars indicate a proposed change at the primary or secondary level or to a scope or explanatory note. Proposed changes may be used for classification purposes, but require the approval of the Legislative Assembly before they may be used for records disposition actions.
- A bullet indicates a change at the primary or secondary level which has been approved by the Legislative Assembly.

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### SECTION 1

#### CONSUMER AWARENESS AND PROMOTION

##### PRIMARY NUMBERS

80000-85399

Section 1 covers records relating to the development, implementation and analysis of long-term tourism marketing and sales strategies for the purpose of building consumer awareness and stimulating the purchase of British Columbia tourism products. Tourism British Columbia (Tourism BC) works with industry partners to develop and implement strategies based on consumer needs and interests as mandated by the *Tourism British Columbia Act* (SBC 1997, c. 13). These strategies are targeted towards three key geographical markets: Asia/Pacific, Europe and North America. In order to be competitive in the global economy, Tourism BC requires access to current information on the dynamics of world travel markets and the performance of specific industry sectors in the province. This section includes records relating to: the management of images created, acquired, used or provided by Tourism BC for marketing purposes; the production and preservation of *British Columbia Magazine*; marketing and sales strategies, such as familiarization tours and promotions; tourism opportunities in key target markets; tourism media relations; and research activities that support Tourism BC's vision to be recognized and respected as a world leader in tourism destination management.

A = Active  
SA = Semi-active  
FD = Final Disposition  
PIB = Personal Information Bank  
PUR = Public Use Records  
OPR = Office of Primary Responsibility

CY = Calendar Year  
FY = Fiscal Year  
NA = Not Applicable  
w = week m = month  
y = year

SO = Superseded or Obsolete  
DE = Destruction  
SR = Selective Retention  
FR = Full Retention  
FOI = Freedom of Information/Privacy  
VR = Vital Records

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### SECTION 1

#### 80000 – CONSUMER AWARENESS AND PROMOTION – 85399

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80000	CONSUMER AWARENESS AND PROMOTION - GENERAL
82000	TOURISM IMAGE MANAGEMENT
83000	TOURISM MAGAZINE PRODUCTION AND PRESERVATION
84000	TOURISM MARKETING AND SALES STRATEGIES - GENERAL
84100	- FAMILIARIZATION TOURS
84140	- PROMOTIONS
84500	TOURISM MARKET OPPORTUNITIES - GENERAL
84510	- ASIA/PACIFIC
84520	- EUROPE
84530	- NORTH AMERICA
84700	TOURISM MEDIA RELATIONS
85000	TOURISM RESEARCH AND MARKET ANALYSIS

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A      SA      FD

### 80000      CONSUMER AWARENESS AND PROMOTION - GENERAL

Records not shown elsewhere in the consumer awareness and promotion section which relate generally to activities undertaken by Tourism BC in accordance with the *Tourism British Columbia Act* (RSB 1997, c. 13).

This primary includes records relating to holidays and travel in British Columbia.

Record types include: brochures, pamphlets and correspondence.

For agreements, see *ARCS* primaries 146 to 154.

For agreements relating to financial arrangements, see  
*ARCS* primary 950.

For Asia/pacific markets, see primary 84510.

For committees, see *ARCS* primaries 200 to 206.

For Digital Asset Management System (DAM), see  
primary 82000.

For Europe markets, see primary 84520.

For familiarization tours, see primary 84100.

For marketing and sales publications (final versions)  
created by Tourism BC, see primary 84000.

For marketing and sales strategies, see primaries 84000 to  
84140.

For Media Coverage Evaluation Program (MCEP), see  
primary 84700.

For media relations projects, see primary 84700.

For North America markets, see primary 84530.

For promotions, see primary 84140.

For tourism industry development, see primaries 85400 to  
85420.

For tourism research and market analysis, see primary  
85000.

(continued on next page)

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A      SA      FD

80000      CONSUMER AWARENESS AND PROMOTION - GENERAL  
(continued)

For trademarks, see *ARCS* primary 345.

NOTE: Only records which cannot be classified in a more specific primary or secondary may be classified under this primary.

Unless otherwise specified below, the corporate OPR (Marketing and Sales) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

-00      Policy and procedures

- OPR

SO      5y      FR

- non-OPR

SO      nil      DE

FR =      Throughout this *ORCS*, the government archives will retain policy and procedure files created by offices having primary responsibility for policy procedure and development approval. These records have evidential value.

-01      General

-20      Consumer awareness and promotion case files  
(arrange alphabetically by subject)

SO      nil      DE

NOTE: This secondary includes general information about tourism, holidays and travel.

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A SA FD

### 82000 TOURISM IMAGE MANAGEMENT

Records relating to the creation, acquisition, storage, distribution and management of images and related media resources by Tourism BC for the promotion of British Columbia as a preferred travel destination. Electronic and hard copy photographic images are used internally by program staff or provided to external sources upon request for the purpose of developing materials that promote travel in the province. These resources may not be used for any merchandising or retailing purposes, promoting a product or service not related to tourism, placed on any item for resale, or used in any third party guidebook (printed or electronic) without prior permission from Tourism BC. Tourism BC either purchases the rights to images to allow for exclusive and repeated use at no additional cost, or purchases images for one-time use. A collection of Tourism BC's images are stored in the Digital Asset Management System (DAM), an electronic database created as an image management and storage solution.

Record types include electronic images, photographs, prints, videos, slides, negatives, logos, maps, contact sheets, reports, studies, image request forms, inventories, logs, copies of agreements, contracts and purchase orders, correspondence and electronic records.

For accounts payable, see *ARCS* primary 925.

For Digital Asset Management System (DAM) overview, see ISO section.

For media relations projects, see primary 84700.

For promotions, see primary 84140.

For publication development, see *ARCS* primary 312.

For tourism research and market analysis, see primary 85000.

For trademarks, see *ARCS* primary 345.

(continued on next page)

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SA = Semi-active  
FD = Final Disposition  
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PUR = Public Use Records  
OPR = Office of Primary Responsibility

CY = Calendar Year  
FY = Fiscal Year  
NA = Not Applicable  
w = week m = month  
y = year

SO = Superseded or Obsolete  
DE = Destruction  
SR = Selective Retention  
FR = Full Retention  
FOI = Freedom of Information/Privacy  
VR = Vital Records

# **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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			<u>A</u>	<u>SA</u>	<u>FD</u>
82000	<u>TOURISM IMAGE MANAGEMENT</u> (continued)				
	Unless otherwise specified below, the corporate OPR (Marketing and Sales) will retain these records for:		FY+2y	nil	DE
	Except where <u>non-OPR retention periods</u> are identified below, all other ministry offices will retain these records for:		<u>SO</u>	<u>nil</u>	<u>DE</u>
-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-02	Tourism image inventories (paper and electronic)		SO	nil	DE
	SO = when the information is updated				
-03	Image/Video Request forms (arrange chronologically by date of request)		FY+1y	nil	DE
	NOTE: This secondary includes Image/Video Request forms which were maintained by Tourism BC until 2001 and served as an agreement for defining image or video usage restrictions, as well as an accounts receivable/invoicing tool. Effective 2001, the corporation no longer applied a charge for image use.				
-04	Image use/copyright agreements, contracts and purchase orders (includes copies of agreements, contracts and purchase orders used to document copyright, and conditions of use or acquisition)		SO	5y	SR

(continued on next page)

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A      SA      FD

### 82000      TOURISM IMAGE MANAGEMENT (continued)

SO =    when images, literary works or other productions covered by the agreement, contract or purchase order have been destroyed or sent to offsite storage in the case of works which will be fully retained.

SR =    The government archives will selectively retain image/copyright agreements, contracts and purchase orders for images, literary works and other promotional productions which are fully retained by the government; these records have legal value because they demonstrate the ownership of copyright. Records related to images, literary works and other promotional productions that have already been destroyed have no long term value and may also be destroyed.

It is recommended that Tourism BC Staff should transfer image/copyright agreements, contracts and purchase orders, selected for full retention, to off-site storage with tourism promotional productions (82000-50) to which they relate.

Remaining records, selected for destruction should be boxed separately.

-05      Tourism image requests      SO      nil      DE  
            (paper and electronic)  
            (includes job request forms and requests sent  
            via email or fax)

(continued on next page)

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		<u>A</u>	<u>SA</u>	<u>FD</u>
82000	<u>TOURISM IMAGE MANAGEMENT</u> (continued)			
-30	Tourism image master case files – electronic records	SO	nil	DE

NOTE: This secondary includes electronic images created, acquired and/or maintained by Tourism BC on the Digital Asset Management (DAM) System.

-40	Tourism image master case files – photographic images (arrange numerically by region and sub-region number identifiers)	SO	5y	DE
-----	---	----	----	----

DE = Tourism image master case files – photographic images may be destroyed because evidence of tourism image bank activities are well documented in other Tourism BC records which are fully retained. Many of the images appear in published form in Tourism BC publications, a large number of which are selectively retained, or fully retained. The lack of author, ownership, and copyright information about many of the images means they have limited informational value for future researchers. The information value of these images is significantly reduced by conservation problems associated with their physical condition.

NOTE: Image masters should not be provided for use by industry operators in order to protect and preserve the original collection. Master images (paper) should be stored in archival quality storage media.

(continued on next page)

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A      SA      FD

82000      TOURISM IMAGE MANAGEMENT (continued)

NOTE: Includes images purchased from McKim  
Advertising, Vancouver, BC.

-50      Tourism promotional productions      SO      5y      FR

FR =      The government archives will fully retain tourism promotional productions because these records provide descriptive information and images of the environment, people, and history of the province. The records also demonstrate how Tourism BC presented the province to international, national and provincial audiences over time.

NOTE: This secondary includes films and videos produced or commissioned by Tourism BC and collections of images published on CD rom and distributed by Tourism BC.

-60      Digital Asset Management System (DAM)  
            (electronic database)      SO      nil      DE

SO =      when the database is replaced or functions are no longer performed by Tourism BC

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A SA FD

### 83000 TOURISM MAGAZINE PRODUCTION AND PRESERVATION

Records relating to the research, compilation, editing and preservation of issues of *British Columbia Magazine* (BCM), formerly known as *Beautiful BC Magazine*, and the *Beautiful British Columbia Traveller* insert publication. BCM is a "quarterly scenic and geographic magazine of British Columbia" that was officially launched in 1959 and "helped to lay a foundation for the provincial tourism industry". The magazine was owned by the province until 1983, at which time it was released to private industry. It remained a private publication up until June 15, 2001, when it was acquired by Tourism BC; the records included in this primary range from 1959 to present. The *Traveller* insert publication was discontinued in 2000. This primary covers information relating to the Freelance and Editorial Index Systems, electronic databases created to assist with magazine production and issue preservation. It also includes topical research and ideas for stories submitted by the public for editorial consideration.

Record types include photographs, maps, guidelines, manuscripts, research notes, photographs, articles, newspaper clippings, correspondence and electronic records.

For accounts receivable, see *ARCS* primary 935

For BC magazine web site overview, see ISO section.

For development of the *BC Accommodation Guide and Tourism Product Guide*, see *ARCS* primary 312.

For image masters, see primary 82000.

For image production projects, see primary 82000.

For newspaper clippings, see *ARCS* primary 295.

For publication distribution lists, inventory and pricing, see *ARCS* primary 308.

(continued on next page)

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## 83000 TOURISM MAGAZINE PRODUCTION AND PRESERVATION (continued)

Unless otherwise specified below, the corporate OPR  
(Business Development) will retain these records for: A      SA      FD  
FY+2y   nil      DE

Except where non-OPR retention periods are identified  
below, all other ministry offices will retain these records for: SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>

-01	General				
-----	---------	--	--	--	--

-02	British Columbia Magazine guidelines for photographers		SO	nil	DE
-----	--	--	----	-----	----

-03	British Columbia Magazine guidelines for story ideas		SO	nil	DE
-----	--	--	----	-----	----

-04	British Columbia Magazine guidelines for writers		SO	nil	DE
-----	--	--	----	-----	----

-05	British Columbia Magazine index		SO	nil	FR
-----	---------------------------------	--	----	-----	----

(includes an index for *The Traveller*)

FR =    The government archives will fully retain the  
          *British Columbia Magazine* index because it  
          provides subject access to historical issues of the  
          *British Columbia Magazine and Beautiful British  
          Columbia Magazine* that are fully retained by the  
          government archives.

At the time of each transfer of the *British Columbia  
Magazine* historical issue case files (83000-20), the  
most recent copy of the *British Columbia Magazine*  
index should be placed in the same accession.

(continued on next page)

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A      SA      FD

83000      TOURISM MAGAZINE PRODUCTION AND PRESERVATION  
(continued)

NOTE: The BCM index is created by the Editorial Index System (EIS).

PIB	-06	Freelance listing	SO	nil	DE
-----	-----	-------------------	----	-----	----

NOTE: The Freelance listing is created by the Freelance Listing Database (FLD).

	-07	British Columbia Magazine historical listing (paper and electronic)	SO	nil	DE
--	-----	--	----	-----	----

DE =    The *British Columbia Magazine* historical listing may be destroyed because it is an administrative tool which tracks the number of copies of each issue maintained by the magazine office. This information has no long term value. One copy of each issue of the *British Columbia Magazine* and its predecessor *Beautiful British Columbia Magazine* are fully retained by the government archives.

NOTE: This listing is created as an Excel spreadsheet.

	-08	British Columbia Magazine reports and studies	SO	3y	FR
--	-----	---	----	----	----

FR =    The government archives will fully retain *British Columbia Magazine* reports and studies because they provide evidence of business planning for the magazine, including consideration of issues related to public ownership and privatization.

(continued on next page)

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		<u>A</u>	<u>SA</u>	<u>FD</u>
83000	<u>TOURISM MAGAZINE PRODUCTION AND PRESERVATION</u> (continued)			
-20	<i>British Columbia Magazine</i> historical issue case files (arrange chronologically by date of issue)	SO	5y	FR

NOTE: This secondary includes issues of *Beautiful British Columbia Magazine* (BBCM), *British Columbia Magazine* (BCM), *Beautiful British Columbia Traveller*, and other publications such as: *Fragments of Paradise*; *Grizzlies and Black Bears*; *Over Beautiful British Columbia*; *The Big New BC Travel Guide*; *Vancouver Visions of a City*; and *Where the Eagle Soars*.

FR = The government archives will fully retain the *British Columbia Magazine* historical issue case files because these publications provide descriptive information about and photographs of the environment, people, and history of the province. The articles also demonstrate how British Columbia was presented to international, national and provincial audiences over time.

Upon approval of this ORCS, one copy of each issue published in or before 2002 should be transferred to the government archives along with the most current version of the *British Columbia Magazine* index. Beginning in 2003, after publication, one copy of each issue should be placed in a designated box and when the box is full it should be transferred to the government archives along with the most recent *British Columbia Magazine* index.

(continued on next page)

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A      SA      FD

83000      TOURISM MAGAZINE PRODUCTION AND PRESERVATION  
(continued)

-25      *British Columbia Magazine* research case files      SO      nil      DE  
(arrange alphabetically by subject)

SO =      when the information has been used or is no longer  
required for use in an issue of *British Columbia Magazine*

-30      *British Columbia Magazine* historical images case files      SO      nil      SR  
(arrange alphabetically by subject or  
chronologically by date of issue)

SR =      The government archives will selectively retain  
*British Columbia Magazine* historical image case  
files. Original artwork, primarily BC related  
cartoons, produced for the *British Columbia Magazine*  
and its predecessors will be fully retained for their  
documentary and artistic values. All other images,  
which are copies obtained from other institutions,  
may be destroyed.

NOTE: Historical images include original artwork,  
photographs and prints that have been purchased  
from the BC Archives for one-time use in a  
specified issue of *British Columbia Magazine*.  
Permission from BC Archives must be obtained for  
any additional usage of images.

(continued on next page)

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A      SA      FD

83000      TOURISM MAGAZINE PRODUCTION AND PRESERVATION  
(continued)

NOTE: *British Columbia Magazine* (BCM) commissions the production of images for use in its publications from external sources. BCM gives up the copyright on commissioned images and returns them to the originating photographer six months after the release of a publication.

-35      *British Columbia Magazine* issue development case files      SO+2y    nil      DE  
(arrange chronologically by date)

SO =      when the issue has been published

-40      *British Columbia Magazine* story ideas case files      SO+2y    nil      DE  
(arrange chronologically by date)

SO =      when a story has been used or is no longer under consideration for use in an issue of *British Columbia Magazine*

NOTE: This secondary includes story ideas submitted by the public for editorial consideration and possible use in an issue of *British Columbia Magazine*. Pending story ideas are brought forward regularly for review.

-50      Editorial Index System (EIS)      SO      nil      DE  
(electronic database)

SO =      when the database is replaced or functions are no longer performed by Tourism BC

(continued on next page)

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A      SA      FD

83000      TOURISM MAGAZINE PRODUCTION AND PRESERVATION  
(continued)

NOTE: Because these records are created on a Microsoft Access database, an information system overview has not been created.

PIB	-60	Freelance Listing Database (FLD) (electronic database)	SO	nil	DE
-----	-----	---	----	-----	----

SO =      when the database is replaced or functions are no longer performed by Tourism BC

NOTE: Because these records are created on a Microsoft Access database, an information system overview has not been created.

---

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A      SA      FD

84000      TOURISM MARKETING AND SALES STRATEGIES -  
GENERAL

Records relating generally to marketing and sales strategies not shown elsewhere in this primary block. This primary covers information relating to tourism marketing and sales programs and initiatives, both internal and external to Tourism BC. It also includes information relating to marketing contacts.

Record types include publications, maps, contact lists and correspondence.

For Asia/pacific markets, see primary 84510.

For Europe markets, see primary 84520.

For familiarization tours, see primary 84100.

For media relations projects, see primary 84700.

For North America markets, see primary 84530.

For promotions, see primary 84140.

For publication development, see *ARCS* primary 312.

For tourism research and market analysis, see primary 85000.

For trademarks, see *ARCS* primary 345.

Unless otherwise specified below, the corporate OPR (Marketing and Sales) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				

(continued on next page)

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A      SA      FD

84000      TOURISM MARKETING AND SALES STRATEGIES -  
                 GENERAL (continued)

-04      Tourism marketing and sales contact lists      SO      nil      DE

SO =      when the list is updated

-20      Tourism marketing and sales program case files      SO      5y      SR  
                 (covers BC Escapes and other marketing  
                 programs)  
                 (arrange alphabetically by program name)

SO =      when the Tourism marketing and sales program is  
                 discontinued or records are no longer required  
                 for operational purposes

SR =      The government archives will selectively retain  
                 significant tourism marketing and sales program  
                 case files because they provide evidence of unique  
                 and creative approaches to the marketing of the  
                 province as a travel destination.

Tourism BC staff will identify "significant" files at time of transfer to off-site storage. Significant files may include files for programs that are unique to British Columbia, award winning, or demonstrate innovative approaches that have served as models in other jurisdictions. Wherever possible, files that provide overall program summaries or final reports will be selected, instead of planning and development files.

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A      SA      FD

84000      TOURISM MARKETING AND SALES STRATEGIES -  
GENERAL (continued)

NOTE: Tourism marketing and sales program case files include information relating to Tourism BC internal marketing and sales programs. This primary also includes information relating to external marketing models, plans and initiatives, which may be used as a reference tool for internal program planning and development. Administrative records relating to unit or divisional planning are classified under *ARCS* secondary 400-20.

NOTE: Policies and procedures should be classified under secondary 84000-00.

-30      Tourism BC marketing and sales publications      Cy+1y      nil      SR  
(covers final versions of publications produced by Tourism BC, such as: *BC Escapes Guides*; *Travel Guides*; *Vacation Planners*; and *BC Road Maps*.)

SR =      The government archives will selectively retain Tourism BC marketing and sales publications because they provide evidence of the marketing of British Columbia as a travel destination and demonstrate how marketing strategies have evolved and changed over time. These publications also provide information about the location and types of tourism facilities, resources and services across the province.

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A      SA      FD

84000      TOURISM MARKETING AND SALES STRATEGIES -  
GENERAL (continued)

One copy of each publication produced in years ending in 0 or 5 (i.e. 1995, 2000, 2005, etc.) will be fully retained. All publications from 1997, the year that Tourism BC became a corporation, will also be fully retained. Tourism publications associated with large one-time events of provincial significance, i.e. 2010 Winter Olympics, may also be retained, regardless of year of production. All remaining publications may be destroyed because the content varies little from year to year.

NOTE: Final versions of research publications are classified under secondary 85000-40.

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NA = Not Applicable  
w = week    m = month  
y = year

SO = Superseded or Obsolete  
DE = Destruction  
SR = Selective Retention  
FR = Full Retention  
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## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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A      SA      FD

84100      TOURISM MARKETING AND SALES STRATEGIES -  
FAMILIARIZATION TOURS

Records relating to the development, coordination and attendance of familiarization ("fam") tours offered to individuals, organizations and countries in the Asia/Pacific, Europe and North American regions for the purpose of marketing British Columbia as a preferred tourist destination. Familiarization tours are either hosted or attended by Tourism BC.

Record types include trip reports, travel itineraries, expense summaries and correspondence.

For media familiarization ("fam") tours, see primary 84700.

For promotions, see primary 84140.

For tourism industry development, see primaries 85400 to 85420.

For travel expenses and claims for reimbursement, see *ARCS* primary 1240.

Unless otherwise specified below, the corporate OPR (Marketing and Sales) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>

-01	General				
-----	---------	--	--	--	--

-20	Familiarization ("fam") tour case files (covers trade familiarization tour information ) (arrange alphabetically by name of country or region, and name of tour)		FY+1y	2y	DE
-----	---	--	-------	----	----

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A      SA      FD

84140      TOURISM MARKETING AND SALES STRATEGIES -  
PROMOTIONS

Records relating to the marketing of industry promotions offered by Tourism BC to individuals, organizations and countries for the purpose of increasing promotional "getaway" (short-term vacation opportunity) business in British Columbia. Specially priced packages or "promotions", such as reduced rates for travel, accommodation, and dining, are offered to consumers in high potential markets using a range of cost effective, integrated media. Vehicles for promotional marketing include direct response TV, print, online, direct mail and media relations.

Record types include advertising proofs, participation agreements, reports, checklists, summaries and correspondence.

For marketing and sales programs, see primary 84000.

For media contests, prizes and gifts, see primary 84700.

For media relations projects, see primary 84700.

For production details of promotional items  
("giveaways"), see *ARCS* primary 295.

For reservations for promotions, see primary 87000.

Unless otherwise specified below, the corporate OPR  
(Marketing and Sales) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified  
below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				

(continued on next page)

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SA = Semi-active

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NOTE: Electronic records relating to reservations for promotional events are classified under secondary 87000-20.

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## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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A      SA      FD

### 84500      TOURISM MARKET OPPORTUNITIES – GENERAL

Records relating to tourism target markets not shown elsewhere in this primary block. Tourism BC, in partnership with industry, works to develop and deliver cost-effective consumer and trade marketing programs. This primary covers information relating to liaison activities with established key market accounts and opportunities in emerging markets. Key market accounts include trade suppliers, tourist agencies and other related organizations with whom Tourism BC liaises in order to support the tourism industry in British Columbia. Emerging markets include countries which may potentially be a market for tourists for British Columbia.

Record types include proposals, studies and correspondence.

For Asia/pacific markets, see primary 84510.

For Europe markets, see primary 84520.

For familiarization tours, see primary 84100.

For marketing and sales strategies, see primaries 84000 to 84140.

For media relations, see primary 84700.

For North America markets, see primary 84530.

For promotions, see primary 84140.

Unless otherwise specified below, the corporate OPR (Marketing and Sales) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

(continued on next page)

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SA = Semi-active

FD = Final Disposition

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			<u>A</u>	<u>SA</u>	<u>FD</u>
84500	<u>TOURISM MARKET OPPORTUNITIES – GENERAL</u> (continued)				
-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-20	Tourism market opportunities case files (arrange alphabetically by market)		SO	5y	DE

NOTE: This primary includes general information relating to market sectors and emerging markets, such as sport fishing, adventure tourism and outdoor recreation.

-25	Tourism market opportunities case files – key accounts (arrange alphabetically by key account)	SO	nil	DE
-----	---	----	-----	----

SO = when the account is closed or the information is no longer required for operational or reference purposes

DE = The tourism market opportunities case files – key accounts records may be destroyed because they include routine liaison information. Summary information about Tourism BC marketing and industry partnerships is documented in annual reports, business plans and board records which are fully retained by the government archives.

NOTE: This secondary includes information relating to liaison activities with key market accounts.

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A      SA      FD

### 84510      TOURISM MARKET OPPORTUNITIES – ASIA/PACIFIC

Records relating to the coordination and implementation of marketing activities intended to enhance the long-term international competitiveness of the British Columbia tourism industry in the Asia/pacific market. Marketing activities are directed at the consumer, trade and industry sectors in the Asia/pacific region and include promotional presentations, slide shows, and any other form of marketing that Tourism BC deems appropriate for the target audience.

Record types include reports, briefs, studies, proposals, funding requests, project approval forms, project plans, presentation notes, slides and overheads, videos, brochures and correspondence.

For briefing notes, see *ARCS* primary 280.

For business plans, see *ARCS* primary 400.

For committees, see *ARCS* primaries 200 to 206.

For contracts, see *ARCS* primary 1060 to 1080.

For familiarization tours, see primary 84100.

For inquiries of a routine nature, see *ARCS* primary 320.

For media relations, see primary 84700.

For Tourism BC-produced films and videos, see primary 82000.

For tourism research and market analysis, see primary 85000.

Unless otherwise specified below, the corporate OPR (Marketing and Sales) will retain these records for:

FY+2y    nil    DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

(continued on next page)

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OPR = Office of Primary Responsibility

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			<u>A</u>	<u>SA</u>	<u>FD</u>
84510	<u>TOURISM MARKET OPPORTUNITIES – ASIA/PACIFIC</u> (continued)				
-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-20	Asia/pacific marketing project case files (includes itineraries and trip reports) (covers information relating to the coordination of promotional activities) (arrange alphabetically by name of country and then by name of project)		FY+1y	2y	DE

DE = The Asia/pacific marketing project case files may be destroyed because summary information about annual marketing priorities and activities are found in annual reports, service plans and program guides which are fully retained by the government archives.

NOTE: Original contract documentation is classified under *ARCS* primaries 1060 to 1080.

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A      SA      FD

### 84520      TOURISM MARKET OPPORTUNITIES – EUROPE

Records relating to marketing activities intended to enhance the long-term international competitiveness of the British Columbia tourism industry in the European market. Marketing activities are directed at the consumer, trade and industry sectors in the European region and include promotional presentations, slide shows, and any other form of marketing that Tourism BC deems appropriate for the target audience.

Record types include reports, briefs, studies, proposals, funding requests, project approval forms, project plans, presentation notes, slides and overheads, videos, brochures and correspondence.

For briefing notes, see *ARCS* primary 280.

For business plans, see *ARCS* primary 400.

For committees, see *ARCS* primaries 200 to 206.

For contracts, see *ARCS* primaries 1060 to 1080.

For familiarization tours, see primary 84100.

For inquiries of a routine nature, see *ARCS* primary 320.

For media relations, see primary 84700.

For Tourism BC-produced films and videos, see primary 82000.

For tourism research and market analysis, see primary 85000.

Unless otherwise specified below, the corporate OPR (Marketing and Sales) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

(continued on next page)

A = Active

SA = Semi-active

FD = Final Disposition

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			<u>A</u>	<u>SA</u>	<u>FD</u>
84520	<u>TOURISM MARKET OPPORTUNITIES – EUROPE</u> (continued)				
-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-20	Europe marketing project case files (includes itineraries and trip reports) (covers information relating to the coordination of promotional activities) (arrange alphabetically by name of country and then by name of project)		FY+1y	2y	DE

DE = The Europe marketing project case files may be destroyed because summary information about annual marketing priorities and activities are found in annual reports, service plans and program guides which are fully retained by the government archives.

NOTE: Original contract documentation is classified under *ARCS* primaries 1060 to 1080.

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A      SA      FD

### 84530      TOURISM MARKET OPPORTUNITIES – NORTH AMERICA

Records relating to marketing activities intended to enhance the long-term international competitiveness of the British Columbia tourism industry in the North America market. Tourism BC works with regional and sector associations on cooperative, joint-venture projects. Marketing activities include promotional presentations, slide shows, and any other form of marketing that Tourism BC deems appropriate for the target audience.

Record types include reports, briefs, studies, proposals, funding requests, project approval forms, project plans, copies of invoices, summaries, quarterly reconciliation statements, audited financial statements, presentation notes, slides and overheads, videos, brochures and correspondence.

For briefing notes, see *ARCS* primary 280.

For business plans, see *ARCS* primary 400.

For committees, see *ARCS* primaries 200 to 206.

For contracts, see *ARCS* primaries 1060 to 1080.

For familiarization tours, see primary 84100.

For inquiries of a routine nature, see *ARCS* primary 320.

For media relations, see primary 84700.

For Tourism BC-produced films and videos, see primary 82000.

For tourism research and market analysis, see primary 85000.

Unless otherwise specified below, the corporate OPR (Marketing and Sales) will retain these records for:

FY+2y    nil    DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

(continued on next page)

A = Active

SA = Semi-active

FD = Final Disposition

PIB = Personal Information Bank

PUR = Public Use Records

OPR = Office of Primary Responsibility

CY = Calendar Year

FY = Fiscal Year

NA = Not Applicable

w = week    m = month

y = year

SO = Superseded or Obsolete

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			<u>A</u>	<u>SA</u>	<u>FD</u>
84530	<u>TOURISM MARKET OPPORTUNITIES – NORTH AMERICA</u> (continued)				
-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-20	North America marketing project case files (includes itineraries and trip reports) (covers information relating to the coordination of promotional activities) (arrange alphabetically by name of country and then by name of project)		FY+1y	2y	DE
	DE = The North America marketing project case files may be destroyed because summary information about annual marketing priorities and activities are found in annual reports, service plans and program guides which are fully retained by the government archives.				
	NOTE: Original contract documentation is classified under <i>ARCS</i> secondary 1060 to 1080.				
-30	North America regional and sector marketing case files (covers information relating to joint-venture projects with regional and sector associations, such as "Partners In Tourism") (arrange chronologically by fiscal year and alphabetically by region or name of organization)		FY+1y	5y	DE

(continued on next page)

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A      SA      FD

84530      TOURISM MARKET OPPORTUNITIES – NORTH AMERICA  
(continued)

- 7y =      North America regional and sector marketing case files are to be kept for a combined active and semi-active period of 7 years to support operational and financial processes.
- DE =      The North America regional and sector marketing project case files may be destroyed because summary information about annual marketing priorities and activities are found in annual reports, service plans and program guides which are fully retained by the government archives.

NOTE: The regional destination marketing organizations (DMOs) include: Vancouver Island, Vancouver, Coast and Mountains, Thompson Okanagan, Kootenay Rockies, Cariboo Chilcotin Coast, and Northern BC.

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A SA FD

### 84700 TOURISM MEDIA RELATIONS

Records relating to the planning and implementation of activities, such as media marketplaces, networking events, media familiarization ("fam") tours, promotional contests and prizes, and related media projects that build awareness of British Columbia's tourism products with key travel media. It also includes records relating to the promotion of the province as the host city for the 2010 Olympics, and as a world leader in tourism destination management.

Record types include travel itineraries, reports, studies, newsletters, media releases, media profiles, articles, stories, media visit request forms, bulletins, contact lists and correspondence.

For 2010 tourism news web site overview, see ISO section.

For accounts payable, see *ARCS* primary 925.

For agreements, see *ARCS* primaries 146 to 154.

For committees, see *ARCS* primaries 200 to 206.

For cooperation and liaison activities of a general nature, see *ARCS* primaries 230 to 245.

For familiarization ("fam") tours relating to Asia/Pacific, Europe and North America markets, see primary 84100.

For marketing and sales programs, see 84000.

For Media Coverage Evaluation Program (MCEP) overview, see ISO section.

For news clippings, see *ARCS* primary 295.

For news conferences, see *ARCS* primary 330.

For news releases, see *ARCS* primary 330.

For press trip arrangements and itinerary, see *ARCS* primary 490.

(continued on next page)

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			<u>A</u>	<u>SA</u>	<u>FD</u>
84700	<u>TOURISM MEDIA RELATIONS</u> (continued)				
	For promotions, see primary 84140.				
	Unless otherwise specified below, the corporate OPR (Marketing and Sales) will retain these records for:				
			FY+2y	nil	DE
	Except where <u>non-OPR retention periods</u> are identified below, all other ministry offices will retain these records for:				
			<u>SO</u>	<u>nil</u>	<u>DE</u>
-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-02	Tourism BC articles and stories (covers story ideas for articles)		SO	nil	DE
NOTE: This secondary includes articles and pre-written or "publication-ready" stories that can be downloaded by media free of charge along with complimentary images. Story ideas relate to travel and attractions in BC, with emphasis on those relating to Vancouver, the 2010 Olympic host city. This information is available on Tourism BC's 2010 Olympic news web site: <a href="http://www.2010tourismnews.ca">www.2010tourismnews.ca</a> and the HelloBC web site: <a href="http://www.hellobc.com">www.hellobc.com</a> .					
-20	Media relations project case files (includes itineraries, trip reports and Media Visit Request forms) (covers information relating to the coordination of promotional activities, such as press trips, for travel media)		FY+1y	2y	DE

(continued on next page)

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A      SA      FD

### 84700      TOURISM MEDIA RELATIONS (continued)

(arrange chronologically by date and then  
alphabetically by name of project)

-50	Media Coverage Evaluation Program (MCEP) (electronic database)	SO	nil	DE
-----	---	----	-----	----

SO =    when the database is replaced or functions are  
         no longer performed by Tourism British  
         Columbia

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A      SA      FD

### 85000      TOURISM RESEARCH AND MARKET ANALYSIS

Records relating to tourism research and market analysis activities undertaken by Tourism BC for the purpose of monitoring global trends and identifying market opportunities for tourism in the province. This primary covers information about tourism research projects, methodologies and intelligence.

Record types include reports, studies, statistics, surveys, data sets, articles and correspondence.

For annual reports, see *ARCS* primary 442.

For Asia/pacific markets, see primary 84510.

For Europe markets, see primary 84520.

For key market accounts, see primary 84500.

For monthly reports, see *ARCS* primary 444.

For North America markets, see primary 84530.

For publications development and history, see *ARCS* primaries 308 to 312.

For tourism market proposals, see primary 84500.

Unless otherwise specified below, the corporate OPR (Tourism Operations) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-05	Market intelligence				

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FOI = Freedom of Information/Privacy  
VR = Vital Records

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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A      SA      FD

85000      TOURISM RESEARCH AND MARKET ANALYSIS  
(continued)

- 20      Tourism research reports, studies and survey case files  
(includes final versions of reports, studies and surveys, such as the Canadian Facts series, commissioned by Tourism BC)  
(arrange alphabetically by subject)
- SO      5y      SR

SO = when the report, study or survey is no longer required for operational purposes

SR = The government archives will selectively retain tourism market research reports, studies and surveys because they provide evidence of the analysis of tourism market issues. Summary annual reports and one-time research reports will be fully retained by the government archives. Cumulative monthly and interim reports (i.e. Canadian Facts data related to call centre use) may be destroyed because summary information will be fully retained in the annual reports.

NOTE: Reports or studies created by or received from other jurisdictions should be filed in the Research Library. Reports created by Tourism BC should be filed in the appropriate research project file under secondary 85000-40.

(continued on next page)

A = Active  
SA = Semi-active  
FD = Final Disposition  
PIB = Personal Information Bank  
PUR = Public Use Records  
OPR = Office of Primary Responsibility

CY = Calendar Year  
FY = Fiscal Year  
NA = Not Applicable  
w = week    m = month  
y = year

SO = Superseded or Obsolete  
DE = Destruction  
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A      SA      FD

85000      TOURISM RESEARCH AND MARKET ANALYSIS  
(continued)

NOTE: Electronic versions of key reports, studies and publications created by Tourism BC's research unit, such as *Tourism Indicators* and *Backgrounders*, are available on the Tourism BC corporate web site ([www.tourism.bc.ca](http://www.tourism.bc.ca)). This information is updated on a regular basis.

-30	Tourism research data case files (paper and electronic) (covers data sets that support the development of research reports, studies and publications created by Tourism BC) (arrange numerically by project code and then by project number)	SO	5y	DE
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SO = when no longer required for operational purposes

DE = Research data sets may be destroyed because they have limited use after the research for which they were collected has been completed. Analysis based on research data and some summary data is fully retained by the government archives in the final reports, studies and publications from the Tourism research project case files.

(continued on next page)

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A      SA      FD

85000      TOURISM RESEARCH AND MARKET ANALYSIS  
                    (continued)

-40      Tourism research project case files      SO      5y      SR  
                    (paper and electronic)  
                    (includes final versions of research reports,  
                    studies and publications created by Tourism  
                    BC)  
                    (arrange numerically by project code and then  
                    by project number)

SO =      when the project has been completed or  
                    abandoned

SR =      The government archives will selectively retain  
                    tourism research project case files. One copy of  
                    each final report, study or publication will be fully  
                    retained. These reports summarize research done  
                    by Tourism BC, for the corporation and its tourism  
                    partners, on issues related to the tourism industry.  
                    This research provides information on trends in  
                    tourism research over time. The reports also  
                    complement other records which are fully retained,  
                    like business plans, as this research informs planning  
                    decisions made by Tourism BC and the tourism  
                    industry.

Research design, development and implementation  
records, draft and interim research reports and any  
other records created during research projects may  
be destroyed.

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### SECTION 2

#### TOURISM INDUSTRY DEVELOPMENT

##### PRIMARY NUMBERS

85400 – 85599

Section 2 covers records relating to the development of new revenue sources and industry reinvestment opportunities in tourism sectors as mandated by the *Tourism British Columbia Act* (SBC 1997, c. 13). This section includes “special” one-time projects that are initiated as a response to a business-building opportunity (e.g. the Vancouver Convention Centre expansion proposal and the Vancouver-Whistler 2010 Olympics) or as a reaction to a crisis or major occurrence in the tourism industry (e.g. Canadian air industry merger and core review). It also covers information relating to room revenues acquired by Tourism British Columbia (Tourism BC) through the *Hotel Room Tax Act* (RSBC 1996, c. 207). Under this legislation, Tourism BC is entitled to a percentage of taxes collected by the Province of British Columbia for reinvestment in the Corporation’s operations. Road shows, industry workshops, business counseling and other strategies for increasing business and profitability in the British Columbia tourism marketplace are also covered in this section.

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### SECTION 2

85400 – TOURISM INDUSTRY DEVELOPMENT – 85599

#### TABLE OF CONTENTS

85400 TOURISM INDUSTRY DEVELOPMENT - GENERAL  
85420 - SPECIAL PROJECTS  
  
85500 REINVESTMENT AND REVENUE STRATEGIES

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A = Active  
SA = Semi-active  
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A      SA      FD

### 85400      TOURISM INDUSTRY DEVELOPMENT – GENERAL

Records not shown elsewhere in the tourism industry development section which relate generally to reinvestment and business-building opportunities in accordance with the *Tourism British Columbia Act* (SBC 1997, c. 13).

This primary also includes records relating to tourism industry development programs and issues regarding the impact of land use on the tourism industry throughout the province.

Record types include reports, studies, surveys and correspondence.

For agreements, see *ARCS* primaries 146 to 154.

For agreements relating to financial arrangements, see *ARCS* primary 950.

For briefing notes, see *ARCS* primary 280.

For business-building and revenue strategies, see primary 85500.

For business plans, see *ARCS* primary 400.

For industry development publications (final versions) developed by Tourism BC, see primary 85500.

For industry workshops, see primary 85500.

For inquiries of a routine nature, see *ARCS* primary 320.

For plans and programs, see *ARCS* primaries 400 to 410.

For publications development, see *ARCS* primary 312.

For road shows, see primary 85500.

For tourism marketing and sales strategies, see primaries 84000 to 84140.

(continued on next page)

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A      SA      FD

## 85400      TOURISM INDUSTRY DEVELOPMENT – GENERAL (continued)

For tourism market opportunities in key target markets, see  
primaries 84500 to 84530.

For tourism research, see primaries 84900 to 85000.

NOTE: Only records which cannot be classified in a more  
specific primary or secondary may be classified under  
this primary.

Unless otherwise specified below, the corporate OPR  
(Business Development) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified  
below, all other corporate offices will retain these records for:

SO      nil      DE

-00      Policy and procedures

- OPR

SO      5y      FR

- non-OPR

SO      nil      DE.

FR =      Throughout this section, the government archives will  
retain all policy and procedure files created by offices  
having primary responsibility for policy and procedure  
development and approval. These records have evidential  
value.

-01      General

-03      Tourism and land use

(continued on next page)

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A                      SA                      FD

85400 TOURISM INDUSTRY DEVELOPMENT - GENERAL (continued)

-20	Tourism industry development project case files (covers records relating to the planning and initiation of joint venture projects and other strategic partnerships) (arrange alphabetically by name of project)	SO	5y	SR
-----	---	----	----	----

SO = when the project is completed or discontinued  
or records are no longer required for reference  
purposes

SR = The government archives will selectively retain significant tourism industry development project case files because they provide evidence of innovative partnerships with other tourism organizations.

Tourism BC staff will identify "significant" files at time of transfer to off-site storage. Significant files may include files for partnership projects that are unique to British Columbia, award winning, or demonstrate innovative approaches that have served as models in other jurisdictions. Wherever possible files that provide overall project summaries or final reports will be selected.

NOTE: Policies and procedures should be classified under secondary 85400-00.

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A      SA      FD

85420      TOURISM INDUSTRY DEVELOPMENT – SPECIAL  
PROJECTS

Records relating to the planning, development and administration of “special” one-time projects that contribute to tourism industry development throughout the province. Special projects are initiated as a response to a business-building opportunity (e.g. Vancouver Conference Centre expansion proposal and the 2010 Vancouver-Whistler Olympics) or as a reaction to a crisis or major occurrence in the tourism industry (e.g. the Canadian airline industry merger and core review).

Record types include project lists and summaries, proposals, reports, studies, plans, business cases, financial documentation and correspondence.

For briefing notes, see *ARCS* primary 280.  
For business plans, see *ARCS* primary 400.  
For committees, see *ARCS* primaries 200 to 206.  
For media relations projects, see primary 84700.  
For tourism research, see primaries 84900 to 85000.

Unless otherwise specified below, the corporate OPR (Tourism Operations, Business Development) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	<u>SO</u>	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				

(continued on next page)

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85420      TOURISM INDUSTRY DEVELOPMENT – SPECIAL  
PROJECTS (continued)

-20      Tourism industry development special projects case files      SO      7y      FR  
(arrange alphabetically by name of project  
and then by subject)

SO =      when the project is completed or abandoned

7y =      The combined active and semi-active retention  
period of 7 years is required to support  
operational processes.

FR =      The government archives will fully retain tourism  
industry development special project case files  
because these records provide evidence of Tourism  
BC's participation and leadership role in significant  
one-time issues which impact the provincial  
tourism industry.

Drafts and non-record reference material should be  
removed before transfer to storage.

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A      SA      FD

### 85500      REINVESTMENT AND REVENUE STRATEGIES

Records relating to the planning, development and implementation of revenue-generating strategies that promote provincial business-building initiatives and support opportunities for reinvestment. Revenue for reinvestment in the provincial tourism industry is acquired through the *Hotel Room Tax Act* (RSBC 1996, c. 207). This legislation enables the corporation to collect a percentage of tax revenues acquired through room rentals in the province of British Columbia. Tourism BC has generated revenue for business activities through a variety of strategies: non-traditional partnerships; sponsorship; sales of services and retail products; retail merchandising and electronic retailing ("e-tailing"), road shows, business counseling, and community planning workshops. For example, the Tourism Business Essentials program (and former Community Tourism Action Plan (CTAP) program) is aimed to provide tourism operators with valuable information on key aspects of running a successful tourism business. These strategies and others help to facilitate the enhancement of current business practices, partnerships and profitability within the tourism industry.

Record types include proposals, reports, studies, plans, business cases, financial documentation, publications and correspondence.

For briefing notes, see *ARCS* primary 280.

For business planning, see *ARCS* primary 400.

For committees, see *ARCS* primaries 200 to 206.

For legislation, see *ARCS* primaries 120 to 145.

For publication development, see *ARCS* primary 308 to 312.

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			<u>A</u>	<u>SA</u>	<u>FD</u>
85500	<u>REINVESTMENT AND REVENUE STRATEGIES</u> (continued)				
	Unless otherwise specified below, the corporate OPR (Business Development) will retain these records for:		FY+2y	nil	DE
	Except where <u>non-OPR retention periods</u> are identified below, all other ministry offices will retain these records for:		<u>SO</u>	<u>nil</u>	<u>DE</u>
-00	Policy and procedures	- OPR	<u>SO</u>	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-04	Retail merchandising				
	NOTE: Retail merchandising operations consist of the retailing of Tourism British Columbia-licensed merchandise in independent Visitor Info Centres and on the British Columbia Magazine web site as a source of revenue.				
-20	Industry workshop and community planning case files (covers records relating to the development and delivery of tourism industry workshops and community planning sessions, such as those offered through the Tourism Business Essentials and former Community Tourism Action Plan (CTAP) programs) (arrange geographically by community)		SO	5y	FR

(continued on next page)

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A      SA      FD

85500      REINVESTMENT AND REVENUE STRATEGIES  
                  (continued)

FR =      The government archives will fully retain industry workshop and community planning case files because these records provide information on the tourism priorities, issues and plans of individual British Columbia communities.

-30	Tourism BC road show case files (arrange alphabetically by subject)	FY+1y 2y	DE
-----	--	----------	----

-40	Tourism BC industry development publications (covers final versions of Tourism Business Essentials series workbooks/manuals and other related publications developed for the purpose of sale to industry operators)	SO      nil	FR
-----	--	-------------	----

FR =      The government archives will fully retain Tourism BC industry development publications because these records provide evidence of the tools which Tourism BC developed to improve and expand the tourism industry in the province.

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### SECTION 3

#### TOURISM SERVICES AND STANDARDS

#### PRIMARY NUMBERS

85600-87999

Section 3 covers records relating to tourism services and standards maintained by Tourism British Columbia (Tourism BC) to provide visitors to British Columbia with a positive vacation experience as mandated by the *Tourism British Columbia Act* (SBC 1997, c.13). The goal is to provide services for tourists which encourage initial and repeat visitation, longer stays and extended travel throughout the province. Services relate to assisting visitors with all phases of vacation planning: reservations, accommodations and travel information. Industry standards are maintained by providing training to develop a professional workforce and conducting regular inspections of approved accommodations throughout the province. This section covers information relating to: service industry training, such as distributor licensing, materials development and workshop delivery; highway signage administration; tourist accommodations management; customer issues and complaints; and the operation of tourism reservation services and Visitor Information Centres.

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### SECTION 3

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85750 - WORKSHOP DELIVERY

86000 TOURISM HIGHWAY SIGNAGE

86500 TOURIST ACCOMMODATION MANAGEMENT - GENERAL

86510 - PROPERTIES

86700 TOURIST RELATIONS AND CUSTOMER SERVICE - GENERAL

86710 - ISSUES AND COMPLAINTS

87000 TOURIST RESERVATION SERVICES - GENERAL

87100 - MEMBERS

87110 - RATES, FEES AND COMMISSIONS

87900 VISITOR INFO CENTRE OPERATIONS - GENERAL

87910 - LOCATIONS

---

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A      SA      FD

### 85600      TOURISM SERVICES AND STANDARDS – GENERAL

Records not shown elsewhere in the tourism services and standards section which relate generally to promoting and enhancing the quality of tourism products and services in accordance with the *Tourism British Columbia Act* (SBC 1997, c. 13).

This primary includes records relating to customer service and the Tourism Product Database (TPD), an electronic database used to maintain a comprehensive listing of approximately 7000 tourism products and services. The information contained within the database is submitted by tourism businesses and used to produce the Tourism Product Guide. This publication, in turn, is used by Visitor Info Centres (VICs), Canadian consulates, government agents, BC libraries and other information providers.

Record types include reports, summaries, publications, correspondence and an electronic database.

For customer service reports, see primary 86710.

For electronic retailing ("e-tailing"), see primary 85500.

For infoRM system overview, see ISO section.

For publication development, see *ARCS* primaries 308 to 312.

For retail merchandising, see primary 85500.

For service industry training, see primaries 85700 to 85750.

For signage administration relating to service and attraction signs, see primary 86000.

For Training Services Database (TSD) overview, see ISO section.

For Tourism Product Database (TPD) overview, see ISO section.

For tourist accommodation management, see primaries 86500 to 86510.

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A      SA      FD

85600      TOURISM SERVICES AND STANDARDS – GENERAL  
(continued)

For tourist reservation services, see primaries 87000 to 87110.  
For Visitor Info Centre operations, see primaries 87900  
to 87910.

NOTE: Only records which cannot be classified in a  
more specific primary or secondary may be  
classified under this primary.

Unless otherwise specified below, the corporate OPR  
(Tourism Operations) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified  
below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>

FR = Throughout this section, the government archives will  
retain all policy and procedure files created by offices  
having primary responsibility for policy and procedure  
development and approval. These records have evidential  
value.

-01      General

-30	Tourism BC services and standards publications (covers final versions of Tourism BC publications, such as: <i>Approved Accommodation Guide</i> and <i>Tourism Product Guide</i> )	SO	nil	SR
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(continued on next page)

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A      SA      FD

85600      TOURISM SERVICES AND STANDARDS – GENERAL  
(continued)

SR =      The government archives will selectively retain Tourism BC services and standards publications because they provide summary information about the number and type of tourism resources available throughout the province and provide evidence of how these resources were marketed by Tourism BC.

One copy of each publication produced in years ending in 0 or 5 (i.e. 1995, 2000, 2005, etc.) will be fully retained. All publications from 1997, the year that Tourism BC became a corporation, will also be fully retained. Tourism publications associated with large one-time events of provincial significance, i.e. 2010 Winter Olympics, may also be retained, regardless of year of production. All remaining publications may be destroyed because the content varies little from year to year.

-50      Tourism Product Database (TPD)      SO      nil      DE  
(electronic database)

SO =      when the database is replaced or functions are no longer performed by Tourism BC

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A      SA      FD

### 85700      SERVICE INDUSTRY TRAINING - GENERAL

Records relating generally to service industry training not found elsewhere in this primary block. This primary covers information relating to the history and development of Tourism BC service industry training programs. Information relating to the Training Services Database (TSD), an electronic database used to monitor training operations, is also covered in this primary.

Record types include commitment forms, applications, certificates, reports, studies, plans, statistics, correspondence and an electronic database.

For distributor licensing, see primary 85720.

For inquiries of a routine nature, see *ARCS* primary 320.

For service industry training workshop delivery, see primary 85750.

For service industry training workshop materials, see primary 85730.

For trainer certification applications, see primary 85750.

For Training Services Database (TSD) overview, see ISO section.

Unless otherwise specified below, the corporate OPR (Tourism Operations) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

-00      Policy and procedures

- OPR

SO      5y      FR

- non-OPR

SO      nil      DE

(continued on next page)

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		<u>A</u>	<u>SA</u>	<u>FD</u>
85700	<u>SERVICE INDUSTRY TRAINING – GENERAL</u> (continued)			
-01	General			
-02	Requests for service industry training	SO	3y	DE
	SO = when responses to requests have been made or follow-up activities have been completed			
-03	Training certification - non-delivery organization trainers (includes commitments, applications and certificates)	FY+1y	4y	DE
-04	Training services sales activity reports			
-20	Service industry training program case files (covers information relating to the history and development of SuperHost and other service industry-related training programs) (arrange alphabetically by name of program)	SO	5y	SR
	SO = when the program is discontinued or files are no longer required for reference purposes			
	SR = The government archives will selectively retain significant service industry training program case files because they provide evidence of the leadership role of Tourism BC in the development and marketing of tourism training programs.			

(continued on next page)

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A      SA      FD

85700      SERVICE INDUSTRY TRAINING – GENERAL  
(continued)

Tourism BC staff will identify “significant” files at time of transfer to off-site storage. Significant files may include files for programs that are unique to British Columbia, award winning, or demonstrate innovative approaches that have served as models in other jurisdictions or marketed worldwide. Wherever possible, files that provide overall program summaries or final reports will be selected, instead of planning and development files.

NOTE: Policies and procedures should be classified under secondary 85700-00.

PIB	-30	Training Services Database (TSD) (electronic database)	SO	nil	DE
-----	-----	---	----	-----	----

SO =    when the database is replaced or functions are  
         no longer performed by Tourism BC

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A    SA    FD

85720    SERVICE INDUSTRY TRAINING – DISTRIBUTOR  
LICENSING

Records relating to the development, administration and issuing of licensing agreements between Tourism BC and domestic and international service industry training distributors. A licensing agreement allows Canadian organizations and countries worldwide to purchase the right to use service industry training materials that are developed and produced by Tourism BC. As part of the agreement, the licensee is given an orientation session with a Tourism BC “master” trainer to ensure the successful implementation of the training program.

Records types include licensing agreements, reports and correspondence.

For delivery networks, see primary 85750.

For materials used in service industry training workshops, see primary 85730.

For service industry training workshop delivery, see primary 85750.

For trainer certification applications, see primary 85750.

For training requests, see primary 85750.

Unless otherwise specified below, the corporate OPR (Tourism Operations) will retain these records for:

FY+2y    nil    DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO    nil    DE

-00    Policy and procedures

- OPR

SO    5y    FR

- non-OPR

SO    nil    DE

(continued on next page)

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A      SA      FD

85720      SERVICE INDUSTRY TRAINING – DISTRIBUTOR  
                 LICENSING (continued)

-01      General

-20      Service industry training distributor licensing case files      SO      7y      DE  
                 (arrange alphabetically by name of distributor  
                 or by name of location)

SO =      when the license agreement has expired and  
                 is not renewed under the same terms and/or  
                 conditions or when the potential distributor is  
                 no longer under consideration for licensing  
                 by Tourism BC

7y =      The combined active and semi-active retention  
                 period of 7 years is required to support  
                 operational and financial processes.

NOTE: This secondary includes pending and  
approved licensing agreements existing  
between Tourism BC and training  
distributors within and outside of Canada.

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A      SA      FD

### 85730      SERVICE INDUSTRY TRAINING – MATERIALS

Records relating to the preparation, development, production and management of training materials used in the delivery of service industry training. Training materials include the SuperHost Face to Face suite of customer service workshops, as well as customized service industry workshops. The SuperHost suite of workshops is designed to teach front-line employees skills and techniques that help businesses improve their sales performance and customer loyalty through improved customer service. Workshops include: SuperHost Fundamentals; Japanese Service Expectations; Service Across Cultures; Customers With Disabilities; Service in Health Care; and Frontline Management Solutions.

Record types include workshop descriptions, backgrounders, brochures, training “kits”, asset inventories, correspondence and electronic records.

For asset inventories (electronic), see the TSD database in the ISO section.

For course delivery, history and certification relating to Tourism BC employees, see *ARCS* primaries 1730 to 1735.

For publication development, see *ARCS* primaries 308 to 312.

Unless otherwise specified below, the corporate OPR (Tourism Operations) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

(continued on next page)

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			<u>A</u>	<u>SA</u>	<u>FD</u>
85730	<u>SERVICE INDUSTRY TRAINING – MATERIALS</u> (continued)				
-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-02	Service industry training materials asset inventories (paper and electronic) (covers information relating to suppliers, inventory counts, stock codes, etc.)		SO	nil	DE
-20	Service industry training materials development case files (covers information relating to the preparation, production and development of training materials) (arrange alphabetically by name of training program)		SO	5y	DE
-30	Service industry training materials case files (arrange alphabetically by name of training program and location of materials distribution)		SO	nil	SR

SO = when the materials have been updated or are  
no longer utilized as part of a Tourism BC  
service industry training program

SR = The government archives will selectively retain  
service industry training materials case files  
because these records provide evidence of the  
tools which Tourism BC developed to improve  
and expand the tourism industry in the province.

(continued on next page)

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A      SA      FD

85730      SERVICE INDUSTRY TRAINING – MATERIALS  
(continued)

One copy of each training package for custom training, licensed training (i.e. SuperHost) and other training initiatives will be fully retained. Records related to the administration of the training delivery in a particular location, copies of the similar training packages delivered in different locations, and training packages with minor amendments from previous versions may be destroyed.

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A      SA      FD

### 85750      SERVICE INDUSTRY TRAINING – WORKSHOP DELIVERY

Records relating to the delivery of service industry training by licensed delivery organizations, corporate clients, public schools and post-secondary institutions. Training is delivered in the following ways: delivery organizations deliver training within communities; corporate clients deliver training to their internal corporate staff; public schools deliver training to students in the 11<sup>th</sup> and 12<sup>th</sup> grades; and post-secondary institutions deliver training to students enrolled in base-funded tourism industry programs. Distributors enter into license agreements with Tourism BC allowing them to use tourism service industry training course materials and deliver training to outside organizations. The “SuperHost” suite of workshops is an example of Tourism BC’s service industry training programs.

Record types include workshop distributor membership applications and renewal forms, workshop registration sheets, workshop summaries, license agreements, order forms, copies of contracts, invoices and other financial documentation, correspondence and electronic records.

For accounts receivable, see *ARCS* primary 935.

For agreements not relating to training delivery, see  
*ARCS* primaries 146 to 152.

For course delivery, history and certification relating to  
Tourism British Columbia employees, see  
*ARCS* primaries 1730 to 1735.

For inquiries of a routine nature, see *ARCS* primary 320.

For licensing (international and domestic) of trainers,  
see primary 85720.

For service industry training programs, see primary 85700.

(continued on next page)

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A      SA      FD

85750      SERVICE INDUSTRY TRAINING – WORKSHOP DELIVERY  
(continued)

For service industry training workshop material development, see primary 85730.  
For Training Services Database (TSD) overview, see ISO section.

Unless otherwise specified below, the corporate OPR (Tourism Operations) will retain these records for:

FY+2y   nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-04	Service industry training workshop statistics (arrange chronologically by month)				
-05	Service industry training workshop summaries (arrange chronologically by month)		FY+1y	nil	DE
-20	Service industry training delivery network case files - paper (covers commitments, applications for training certification and certificates relating to approved delivery organization trainers) (arrange alphabetically by name of delivery network)		FY+1y	5y	DE

(continued on next page)

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A      SA      FD

## 85750      SERVICE INDUSTRY TRAINING – WORKSHOP DELIVERY (continued)

NOTE: To achieve certification, a potential trainer is required to: (1) complete a "Train-the-Trainer" course that is delivered by Tourism British Columbia; and (2) deliver a workshop. Upon successful completion of these two steps, the potential trainer is eligible to apply for training certification from Tourism BC.

-25	Service industry training delivery network case files - electronic records	SO	nil	DE
-30	Service industry training certification application case files - electronic records	SO	nil	DE
-40	Service industry training workshop delivery case files - paper (covers information relating to customized and non-customized workshops) (arrange alphabetically by type of workshop and chronologically by fiscal year and/or month)	FY+1y	2y	DE

DE = Service industry training workshop delivery case files - paper records may be destroyed because they document the administration of training delivery. The Tourism BC industry development and service industry training publications, which document the information content of the workshops, are fully retained by the government archives.

(continued on next page)

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---

A      SA      FD

85750      SERVICE INDUSTRY TRAINING – WORKSHOP DELIVERY  
(continued)

NOTE: This secondary includes records relating to the delivery of Frontline Management, Train-the-Trainer and other customized training workshops by Tourism BC program staff.

-45	Service industry training workshop delivery case files - electronic records	SO	nil	DE
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A      SA      FD

### 86000      TOURISM HIGHWAY SIGNAGE

Records relating to the evaluation, approval and administration of highway signage by Tourism BC for tourism services and attractions throughout the province of British Columbia. This primary covers information relating to the Service and Attraction Signage Program that administers the distribution of tourism-related highway signs in conjunction with the Ministry of Transportation (MoT). MoT is responsible for providing highway signs under this program, but requires approval by Tourism BC before installation can be carried out. Signage is developed for: region, area, community and entry-to-province promotions; tourist, heritage and cultural attractions; and artisans. The signs are directional in nature and designed to assist motorists in the location of facilities.

Record types include application forms, inspection reports, recommendations and correspondence.

For signage applications relating to property members  
of the Approved Accommodations, Canada  
Select or Access Canada programs, see primary  
86510.

Unless otherwise specified below, the corporate OPR  
(Tourism Operations) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified  
below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				

(continued on next page)

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		<u>A</u>	<u>SA</u>	<u>FD</u>
86000	<u>TOURISM HIGHWAY SIGNAGE</u> (continued)			
-02	Highway signage logs (electronic records)	SO	nil	DE
	NOTE: Signage logs are created as Excel spreadsheets.			
-20	Tourism highway signage application case files (includes applications and correspondence) (covers information relating to the Service and Attraction Signage Program and shared with the Ministry of Transportation) (arrange chronologically by fiscal year and alphabetically by type of signage)	FY+1y	nil	DE
	NOTE: This secondary includes records relating to promotion, attraction and artisan signs.			
	NOTE: Application data is entered into electronic Highway signage logs for monitoring purposes.			
	NOTE: Completed signage applications relating to Tourism BC-approved property members are filed in the appropriate property case file under secondary 86510-20.			
-30	Tourism highway signage program case files (covers information relating to the Services and Attraction Signage Program) (arrange alphabetically by subject)	SO	5y	DE
	SO = when the program is discontinued or functions are no longer performed by Tourism BC			

(continued on next page)

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A      SA      FD

### 86000      TOURISM HIGHWAY SIGNAGE (continued)

NOTE: Policies and procedures should be classified under secondary 86000-00.

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A      SA      FD

### 86500      TOURIST ACCOMMODATIONS MANAGEMENT – GENERAL

Records relating generally to the management of tourist accommodations not shown elsewhere in this primary block. This primary covers tourism accommodation issues of a general nature. It also includes information relating to accommodations ratings administered by Tourism BC through the Canada Select rating program.

Record types include reports and correspondence.

For BC *Approved Accommodation Guide* development, see ARCS primary 312.

For highway signage applications relating to the Service and Attraction Signage Program, see primary 86520.

For properties listed in the BC *Approved Accommodation Guide*, see primary 86510.

For publications development and history, see ARCS primaries 308 to 312.

For Service and Attraction Signage Program, see primary 86520.

For signage applications relating to property members of the Approved Accommodations, Canada Select or Access Canada programs, see primary 86510.

For tourist reservation services, see primary 87000.

Unless otherwise specified below, the corporate OPR (Tourism Operations) will retain these records for:

FY+2y    nil    DE

(continued on next page)

A = Active  
SA = Semi-active  
FD = Final Disposition  
PIB = Personal Information Bank  
PUR = Public Use Records  
OPR = Office of Primary Responsibility

CY = Calendar Year  
FY = Fiscal Year  
NA = Not Applicable  
w = week    m = month  
y = year

SO = Superseded or Obsolete  
DE = Destruction  
SR = Selective Retention  
FR = Full Retention  
FOI = Freedom of Information/Privacy  
VR = Vital Records



# **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

This records schedule is approved in accordance with the *Document Disposal Act* (RSBC 1996, c. 99). It constitutes authority for retention and disposition of the records described herein provided *ORCS* has been implemented according to standards approved by Corporate Records Management Branch. For assistance in implementing *ORCS*, contact your Records Officer.

86500      TOURIST ACCOMMODATIONS MANAGEMENT –  
GENERAL (continued)

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

			<u>A</u>	<u>SA</u>	<u>FD</u>
			<u>SO</u>	<u>nil</u>	<u>DE</u>
-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-02	Tourist complaints log (electronic)		SO	nil	DE

NOTE: Complaints logs are created as Excel spreadsheets.

-20	Tourist accommodations issues case files (arrange alphabetically by subject)		SO	nil	DE
-----	---	--	----	-----	----

SO = when the issue has been resolved and/or the complaint has been handled by the appropriate staff according to corporate policy

NOTE: Documentation relating to issues or complaints about individual properties that are members of Tourism BC's Approved Accommodations Program are filed with the appropriate property under secondary 86510-20.

-30	Tourist accommodations rating program case files (covers application and financial information relating to the administration of the Canada Select rating program) (arrange alphabetically by name of property)		SO	7y	DE
-----	---	--	----	----	----

(continued on next page)

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## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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A      SA      FD

86500      TOURIST ACCOMMODATIONS MANAGEMENT –  
GENERAL (Continued)

SO =      when a property no longer exists or discontinues  
         its membership, or administration of the program is  
         no longer performed by Tourism BC

NOTE: Completed application forms relating to other  
rating programs, such as the Tourism BC  
Approved Accommodations and Access Canada,  
are classified under primary 86510 and filed in the  
appropriate property case file.

NOTE: In order to be listed in the BC *Approved  
Accommodation Guide*, properties must apply to  
and meet the evaluation criteria of the Approved  
Accommodations Program.

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## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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A      SA      FD

86510      TOURIST ACCOMMODATIONS MANAGEMENT –  
PROPERTIES

Records relating to the inspection, evaluation and monitoring of properties that have been approved as tourist accommodations by Tourism BC and are listed in the annually-published BC *Approved Accommodation Guide* as well as those properties that do not meet required standards of service. This primary covers customer complaints and issues relating to services provided by an approved property. Information relating to applications by property owners for Tourism BC approved accommodation signage is also included.

Record types include accommodation rating forms, sign application forms, registration forms, transaction logs for the BC *Approved Accommodation Guide*, property listings and inventories, inspection reports, legal documentation, evaluations, copies of police reports, correspondence and electronic records.

For BC *Approved Accommodation Guide* development,  
see *ARCS* primary 312.

For copies of the BC *Approved Accommodation Guide*,  
see primary 85600.

For general information about the BC *Approved*  
*Accommodation Guide*, see primary 86500.

For inquiries of a routine nature, see *ARCS* primary 320.

For signage applications relating to the Service and  
Attraction Signage Program, see primary  
86520.

For Tourism Product Database (TPD) overview, see the  
ISO section.

For tourist accommodations rating programs, see  
primary 86500.

(continued on next page)

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A      SA      FD

86510      TOURIST ACCOMMODATIONS MANAGEMENT –  
PROPERTIES (continued)

For tourist reservation services, see primaries 87000 to 87110.  
For Visitor Info Centre operations, see primaries 87900 to 87910.

Unless otherwise specified below, the corporate OPR  
(Tourism Operations) will retain these records for:

FY+2y   nil      DE

Except where non-OPR retention periods are identified  
below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				

-20	Tourist accommodations property case files - approved (paper and electronic) (covers completed applications, inspection reports, customer complaints and issues relating to individual properties) (arrange paper records numerically by property routing number)	SO+1y	6y	DE
-----	---	-------	----	----

SO =      when a property is no longer included in  
Tourism BC's approved tourist  
accommodation program

7y =      The combined active and semi-active  
retention period of seven years allows for re-  
activation of a property case file and meets  
the statutory requirement for litigation.

(continued on next page)

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## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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A      SA      FD

86510      TOURIST ACCOMMODATIONS MANAGEMENT –  
PROPERTIES (continued)

NOTE: This secondary includes information relating to properties that have been inspected and approved for listing in the *BC Approved Accommodation Guide* for a given fiscal year.

-30      Tourist accommodations property case files – not approved  
(paper and electronic)  
(arrange paper records chronologically by fiscal year and/or alphabetically by property name)

FY+1y   nil      DE

NOTE: This secondary includes information relating to properties that have been inspected but not approved for listing in the *BC Approved Accommodation Guide* for a given fiscal year.

NOTE: Copies of correspondence with properties that do not meet inspection requirements are forwarded to the Super, Natural BC office for reference purposes. These copies can be destroyed when no longer required.

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A      SA      FD

86700      TOURIST RELATIONS AND CUSTOMER SERVICE –  
                 GENERAL

Records relating to tourist relations and customer service not shown elsewhere in this primary block.

Record types include correspondence.

For customer service issues and/or complaints of a general nature, see primary 86710.

For customer service issues and/or complaints relating to tourist accommodations listed in the BC *Approved Accommodation Guide*, see primary 86510.

For research reports, statistics and surveys, see primary 85000.

Unless otherwise specified below, the corporate OPR (Tourism Operations) will retain these records for:

FY+2y   nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>

-01      General

-20	Tourist relations and customer service case files (arrange alphabetically by subject)	SO	nil	DE
-----	--	----	-----	----

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## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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		<u>A</u>	<u>SA</u>	<u>FD</u>
86710	<u>TOURIST RELATIONS AND CUSTOMER SERVICE –</u> <u>ISSUES AND COMPLAINTS</u> (continued)			
-20	Customer issues and complaints case files (includes service action forms, incident reports, copies of purchase orders, cheques or payment vouchers and other documents) (arrange alphabetically by subject)	SO	nil	DE
	SO = when the issue has been resolved and/or the complaint has been handled by the appropriate staff according to corporate policy			
	NOTE: Records specifically relating to complaints about an individual accommodation operator should be classified under secondary 86510-20 or 86510-30. Three or more complaints received about an operator within a given year is sufficient grounds for canceling his or her membership for Tourism BC's Approved Accommodations Program.			
-30	Customer service report case files (includes customer service summary reports) (arrange chronologically by date)	FY+1y	nil	DE

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A      SA      FD

### 87000      TOURIST RESERVATION SERVICES – GENERAL

Records relating to the operation of tourist reservation services provided to British Columbia visitors by Tourism BC not shown elsewhere in this primary block. This primary covers information relating to the Super, Natural BC (SNBC) Reservation and Information Service, a toll-free call centre operation (1-800-HELLOBC) that provides reservations and travel planning information to consumers. This primary also includes the Information and Reservations Management System (infoRM), an electronic database used to manage tourist reservation operations throughout the province.

Record types include reports, studies, guidelines, correspondence and electronic records.

For customer service issues and complaints of a general nature, see primary 86710.

For customer service issues and/or complaints relating to tourist accommodations listed in the BC *Approved Accommodation Guide*, see primary 86510.

For customer service summary reports, see primary 86710.

For HelloBC web site, see primary 88000.

For HelloBC web site overview, see ISO section.

For infoRM system overview, see ISO section.

For network development, see *ARCS* primary 6880.

For properties and "extras" registered in the Information and Reservations Management System (infoRM), see primary 87100.

For rates and commissions charged by properties registered in the Information and Reservations Management System (infoRM), see primary 87110.

(continued on next page)

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87000     TOURIST RESERVATION SERVICES – GENERAL  
              (continued)

For tourist reservation services members, see primary 87100.

FY+2y nil DE

SO      nil      DE

SO	5y	FR
SO	nil	DE

SO      nil      DE

VR	-20	Information and Reservation Management System (InfoRM) (electronic database)	SO	nil	DE
----	-----	--	----	-----	----

SO = when the database is replaced or functions are no longer performed by Tourism BC

(continued on next page)

SO = Superseded or Obsolete  
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## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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A      SA      FD

87000      TOURIST RESERVATION SERVICES – GENERAL  
(continued)

-40      Tourist reservation services program case files      SO      5y      SR  
(arrange alphabetically by name of program)

SO =      when the program is discontinued or records are  
no longer required for operational or reference  
purposes

SR =      The government archives will selectively retain  
significant tourist reservation services program  
case files because they provide evidence of the  
development of a province-wide automated  
reservation system.

Tourism BC staff will identify “significant” files  
at time of transfer to off-site storage. A government  
archivist will select significant files from those  
records transferred to storage before September  
2003. Wherever possible, files that provide overall  
program summaries or final reports will be selected,  
instead of planning and development files.

NOTE: This secondary includes information relating to  
the development of the Discover Camping  
program.

NOTE: Policies and procedures should be classified under  
secondary 87000-00.

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A      SA      FD

### 87100      TOURIST RESERVATION SERVICES – MEMBERS

Records relating to the administration and management of reservation services members entered in the Information and Reservations Management (infoRM) system, an electronic database used to manage tourist reservation operations throughout the province. Reservation service members may include properties such as hotels, motels, bed and breakfasts, resorts, cottages, inns, hostels, lodges and campgrounds. Members may also include “extras”, companies that provide products and/or services in support of tourism. Products and services provided by “extras” may consist of bus tours and charters, harbour cruises, rental cars, ski lift tickets, summer theatre productions, whale watching expeditions, etc. Any property or company that supports tourism may be considered for membership and listing in Tourism BC’s infoRM system.

Record types include property operator agreements, property information/description forms, property set-up forms, rate update forms, room availability update forms, customer service issue forms, owner’s property reports, member information update forms, correspondence and electronic records.

NOTE: The Visitor Services business unit of Tourism BC oversees the operations of toll-free reservations lines used for the purpose of reserving services with member properties. These lines are administered through the Super, Natural British Columbia and Discover Camping programs.

For customer service issues of a general nature, see primary 86710.

(continued on next page)

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A      SA      FD

87100      TOURIST RESERVATION SERVICES – MEMBERS  
(continued)

For customer service issues and/or complaints relating to accommodations listed in the *BC Approved Accommodation Guide*, see primary 86510.

For infoRM database overview, see ISO section.

For reservation services rates, fees and commissions, see primary 87110.

For reservation statements relating to commission calculation, see primary 87110.

For tourist accommodations, see primary 86510.

Unless otherwise specified below, the corporate OPR (Tourism Operations) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>

SO	5y	FR
<u>SO</u>	<u>nil</u>	<u>DE</u>

-01      General

-04      Campground and park inventories

-05      Reservation bookings

FY+1y    5y      DE

(paper and electronic)

(includes group booking forms)

(covers billing information relating to reservation service members)

7y =      The combined active and semi-active retention period of 7 years is required to support operational and financial processes.

(continued on next page)

A = Active

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CY = Calendar Year

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		<u>A</u>	<u>SA</u>	<u>FD</u>
87100	<u>TOURIST RESERVATION SERVICES – MEMBERS</u> (continued)			
-10	Reservation cancellations (paper and electronic) (covers records of written cancellations with reservation service members)	SO+1y	3y	DE
-11	Reservation service statistics (covers summary reports relating to call centres, property, internet and market source reservations)			
-20	Campground reservation service member case files (covers records relating to campground operators participating in Tourism BC's Discover Camping program) (arrange alphabetically by name of park)	FY+1y	5y	DE
	7y = The combined active and semi-active retention period of 7 years is required to support operational and financial processes.			
-30	Reservation service member case files (arrange alphabetically by name of member)	SO+1y	3y	DE
	SO = when a property or "extra" cancels its membership with Tourism BC's reservation service			
	NOTE: This secondary includes cancelled property members and "extras".			

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A      SA      FD

87110      TOURIST RESERVATION SERVICES – RATES, FEES  
AND COMMISSIONS

Records relating to the monitoring of rates and fees charged by reservation service members listed in the Information and Reservations Management System (infoRM) and commissions payable to Tourism BC for customer bookings as regulated by the *Hotel Room Tax Act* (RSBC 1996, c. 207). This primary covers information relating to commission rates and fees based on reservation, cancellation and room closeout data.

Record types include reservation statement reports, fee schedules, credit card summaries, correspondence and electronic records.

For accommodations, see primary 86510.

For accounts payable, see *ARCS* primary 925.

For accounts receivable, see *ARCS* primary 935.

For agreements, see *ARCS* primaries 146 to 154.

For infoRM database overview, see ISO section.

For research reports, statistics and surveys, see primary 85000.

For reservation service members (paper and electronic), see primary 87100.

Unless otherwise specified below, the corporate OPR (Tourism Operations) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

(continued on next page)

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			<u>A</u>	<u>SA</u>	<u>FD</u>
87110	<u>TOURIST RESERVATION SERVICES – RATES, FEES AND COMMISSIONS</u> (continued)				
-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-06	Commission rates and fee schedules				
-20	Reservation service rates, fees and commissions case files (paper and electronic) (covers reservation statements and credit card summaries used for the calculation of commissions payable to Tourism BC based on customer bookings) (arrange chronologically by fiscal year and by month)		FY+1y	5y	DE
7y =	The combined active and semi-active retention period of 7 years is required to support operational and financial processes.				

NOTE: Other financial reports generated by the corporate  
accounting system (Agresso) can be classified  
under secondary 1180-20.

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A      SA      FD

### 87900      VISITOR INFO CENTRE OPERATIONS – GENERAL

Records relating to the operation of Visitor Info Centres (VICs) not shown elsewhere in this primary block. This primary includes information relating to the development, administration and implementation of VIC programs in communities throughout the province. Community programs offer information about travel counselors, summer employment and other related topics.

Record types include reports, studies, program application forms, copies of agreements, claim forms, questionnaires, surveys, statistics, membership data, publications and correspondence.

For agreements, see *ARCS* primaries 146 to 154.

For contracts, see *ARCS* primaries 1060 to 1080.

For customer service issues of a general nature, see primary 85600.

For media relations projects, see primary 84700.

For promotions and giveaways, see primary 84140.

For publications history and development, see *ARCS* primaries 308 to 312.

For research reports, statistics and surveys, see primary 85000.

For tourist accommodations, see primary 86510.

For tourist reservation services, see primaries 87000 to 87110.

Unless otherwise specified below, the corporate OPR (Tourism Operations) will retain these records for:

FY+2y    nil    DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

(continued on next page)

A = Active

SA = Semi-active

FD = Final Disposition

PIB = Personal Information Bank

PUR = Public Use Records

OPR = Office of Primary Responsibility

CY = Calendar Year

FY = Fiscal Year

NA = Not Applicable

w = week    m = month

y = year

SO = Superseded or Obsolete

DE = Destruction

SR = Selective Retention

FR = Full Retention

FOI = Freedom of Information/Privacy

VR = Vital Records

# **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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			<u>A</u>	<u>SA</u>	<u>FD</u>
87900	<u>VISITOR INFO CENTRE OPERATIONS – GENERAL</u> (continued)				
-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-02	Visitor Info Centre (VIC) membership data (paper and electronic)		SO	nil	DE
	NOTE: VIC membership data is maintained in an Excel spreadsheet.				
-03	Visitor Info Centre (VIC) staff certification (covers correspondence and employee applications relating to enrollment in and completion of the VIC national certification program)				
-04	Visitor Info Centre (VIC) statistics - paper		FY+1y	nil	SR

SR = The government archives will selectively retain the anecdotal summary information from the Visitor Info Centre (VIC) statistics – paper records because these records provide descriptive information about various aspects of VIC operations in BC communities. Individual VIC statistics may be destroyed because they have limited historical value and summary statistics and information about VICs are captured in other TBC records that are fully retained by the government archives.

(continued on next page)

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A      SA      FD

87900      VISITOR INFO CENTRE OPERATIONS – GENERAL  
(continued)

NOTE: Hard copy statistical reports are sent out to regional tourism associations and Visitor Information Centres that collect and provide statistics to Tourism BC for reference purposes.

-05      Visitor Info Centre (VIC) statistics - electronic      SO      nil      DE

NOTE: VIC statistics are maintained in an Excel spreadsheet.

-06      Visitor Info Centre (VIC) publications      SO      5y      FR  
(covers training manuals and participant workbooks relating to VIC and travel counselor training, Infocentre operations and management, the InfoRM Travel InfoNetwork bulletin, etc.)

FR =      The government archives will fully retain Visitor Information Centre (VIC) publications because these records provide evidence of the tools that Tourism BC developed to assist VIC operations' across the province and provide historical information about VIC issues.

NOTE: This secondary is no longer used for records relating to VIC and travel counselor training, or Infocentre operations and management. The last record relating to these subjects dates back to 1998. The InfoRM Travel InfoNetwork bulletin is the only publication classified under this secondary after 1998.

(continued on next page)

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A      SA      FD

87900      VISITOR INFO CENTRE OPERATIONS – GENERAL  
(continued)

-20      Visitor Info Centre (VIC) program case files      SO      5y      SR  
(arrange alphabetically by name of program)

SO =      when the program is discontinued or files are  
no longer required for reference purposes

SR =      The government archives will selectively retain  
significant Visitor Information Centre (VIC)  
program case files because they provide evidence  
of the changing role of Tourism BC's involvement  
with VICs over time.

Tourism BC staff will identify "significant" files at time of transfer to off-site storage. Significant files may include files for programs that are unique to British Columbia, award winning, or demonstrate innovative approaches that have served as models in other jurisdictions. Wherever possible files that provide overall program summaries or final reports will be selected, instead of planning and development files. Records that document routine involvement of TBC with VICs, for example student employment initiatives, funding approvals, and correspondence of an administrative nature, may be destroyed.

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A      SA      FD

### 87910      VISITOR INFO CENTRE OPERATIONS – LOCATIONS

Records relating to the history of Visitor Info Centre locations throughout the province. Tourism BC operates four Visitor Info Centres at key Alberta and US border crossings and partners with an additional 110 community-based centres. The centres provide a wide range of services, such as detailed trip counseling, accommodations reservations and Super, Natural British Columbia retail products.

Record types include community and provincial Visitor Info Centre inspection reports, evaluation reports and correspondence.

For agreements, see *ARCS* primaries 146 to 154.

For contracts, see *ARCS* primaries 1060 to 1080.

For customer service issues and/or complaints about tourist accommodations, see primaries 86700 to 86710.

For familiarization tours, see primary 84100.

For promotions and giveaways, see primary 84140.

For research reports, statistics and surveys, see primary 85000.

For tourist accommodations, see primaries 86500 to 86510.

For tourist reservation services, see primaries 87000 to 87110.

Unless otherwise specified below, the corporate OPR (Tourism Operations) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

(continued on next page)

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			<u>A</u>	<u>SA</u>	<u>FD</u>
87910	<u>VISITOR INFO CENTRE OPERATIONS – LOCATIONS</u> (continued)				
-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-20	Visitor Info Centre (VIC) operations case files		SO	5y	DE
	- community partners (includes inspection reports, evaluation reports and correspondence) (covers records describing the establishment and ongoing operation of community VICs) (arrange alphabetically by location)				

SO = when the community partnership is cancelled  
or discontinued by Tourism BC

DE = Visitor Info Centre operations case files –  
community partners records may be destroyed  
because they document routine involvement of  
TBC with VICs, for example, approval of annual  
funding plans. These records do not provide  
additional information about individual community's  
tourism issues. The role of TBC with respect to  
VICs is well documented in policy and procedures,  
business plans, training publications and annual  
reports which are fully retained by the government  
archives. A listing of all VICs will be retained  
every 5 years, as this information is published in the  
*Tourism Product Guide*, that is selectively retained  
by the government archives.

(continued on next page)

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A      SA      FD

87910      VISITOR INFO CENTRE OPERATIONS – LOCATIONS  
(continued)

Information about VICs is also available in the anecdotal summary information from the Visitor Info Centre (VIC) statistics – paper records which is fully retained.

- |     |  |    |    |    |
|-----|--|----|----|----|
| -25 | Visitor Info Centre (VIC) operations case files - regional<br>(covers information that documents VIC operations within a region of the province)<br>(arrange alphabetically by region)   | SO | 5y | DE |
| -30 | Visitor Info Centre (VIC) operations case files<br>- provincial<br>(covers records describing the establishment and ongoing operation of provincial VICs, inspection reports, evaluation reports and correspondence)<br>(arrange alphabetically by location) | SO | 5y | DE |

SO =    when the VIC is no longer operated by  
Tourism BC

DE =    Visitor Info Centre (VIC) operations case files – provincial may be destroyed because they document routine administration of provincial centres. The role of TBC with respect to provincial centres is documented in policy and procedures, business plans, training publications and annual reports which are fully retained by the government archives.

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### SECTION 4

#### TOURISM BRITISH COLUMBIA

##### PRIMARY NUMBERS

88000 – 89999

Section 4 covers records relating to the corporate governance of Tourism British Columbia (Tourism BC) as mandated by the *Tourism British Columbia Act* (SBC 1997, c. 13). During the period of 1996-97, Tourism BC operated as a Special Operating Agency. In 1997, Crown corporation status was established and Tourism BC became governed by an industry-led Board of Directors with full management, financial and legal authority. This section includes: activities and decisions relating to Tourism BC's Board of Directors; the measurement of corporate performance through tourism indicators, the annually administered Stakeholder Survey, and business unit performance; and the annual reporting of corporate goals and performance. It also includes information relating to the period of time (1996-97) when Tourism BC was a Special Operating Agency (SOA). Tourism BC's four corporate web sites are also covered in this section: *British Columbia Magazine* ([www.bcmag.ca](http://www.bcmag.ca)); *HelloBC* ([www.hellobc.com](http://www.hellobc.com)); *Tourism British Columbia* ([www.tourism.bc.ca](http://www.tourism.bc.ca)); and *2010 Tourism News* ([www.2010tourismnews.ca](http://www.2010tourismnews.ca)).

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### SECTION 4

#### 88000 – TOURISM INDUSTRY DEVELOPMENT – 89999

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88000	TOURISM BRITISH COLUMBIA - GENERAL
88200	- CORPORATE GOVERNANCE
88220	- CORPORATE PERFORMANCE

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A      SA      FD

### 88000      TOURISM BRITISH COLUMBIA – GENERAL

Records not shown elsewhere in the Tourism British Columbia section which relate generally to the corporation. This primary includes information relating to Tourism BC's four corporate web sites: *British Columbia Magazine* ([www.bcmag.ca](http://www.bcmag.ca)); *HelloBC* ([www.helloBC.com](http://www.helloBC.com)); the *Tourism British Columbia* corporate site ([www.tourism.bc.ca](http://www.tourism.bc.ca)); and the *2010 Tourism News* ([www.2010tourismnews.ca](http://www.2010tourismnews.ca)) site. The Super, Natural (SN) Fax news release, a publication that identifies tourism industry highlights, is also covered in this primary.

Record types include reports, articles, applications for subscription, news releases, correspondence, web sites and electronic records.

For agreements, see *ARCS* primaries 146 to 154.

For agreements relating to financial arrangements, see *ARCS* primary 950.

For annual reporting, see primary 88220.

For Board of Directors, see primary 88200.

For briefing notes, see *ARCS* primary 280.

For business-building and revenue strategies, see primary 85500.

For business plans, see *ARCS* primary 400.

For inquiries of a routine nature, see *ARCS* primary 320.

For plans and programs, see *ARCS* primaries 400 to 410.

For tourism marketing and sales strategies, see primaries 84000 to 84140.

For tourism research, see primaries 84900 to 85000.

NOTE: Only records which cannot be classified in a more specific primary or secondary may be classified under this primary.

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		<u>A</u>	<u>SA</u>	<u>FD</u>
88000	<u>TOURISM BRITISH COLUMBIA – GENERAL</u> (continued)			
	Unless otherwise specified below, the corporate OPR (Business Development) will retain these records for:	FY+2y	nil	DE
	Except where <u>non-OPR retention periods</u> are identified below, all other corporate offices will retain these records for:	<u>SO</u>	<u>nil</u>	<u>DE</u>
-00	Policy and procedures	SO	5y	FR
	- OPR	SO	5y	FR
	- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
FR =	Throughout this section, the government archives will retain all policy and procedure files created by offices having primary responsibility for policy and procedure development and approval. These records have evidential value.			
-01	General			
-02	Super, Natural (SN) Fax releases	SO	5y	FR

FR = The government archives will fully retain the Super, Natural (SN) Fax releases because they provide evidence of how Tourism BC communicated information about itself and the tourism industry to its stakeholders. The records also have historical value because they provide information on tourism industry issues and development activities in the province.

NOTE: This news release is created and distributed periodically to Tourism BC staff and industry throughout the year. Copies for viewing are available on the Tourism BC corporate website.

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A      SA      FD

88000      TOURISM BRITISH COLUMBIA – GENERAL (continued)

NOTE: It is recommended that transfer of these releases be done every five years at the same time as corporate publications.

-20      British Columbia Magazine web site      SO      nil      DE

NOTE: This web site provides internet access to comprehensive information relating to British Columbia Magazine content and subscription processes.

-30      HelloBC web site      SO      nil      DE

NOTE: This web site provides internet access to comprehensive information about travel and vacation getaways in British Columbia.

-40      Tourism BC corporate web site      SO      nil      DE

NOTE: This web site provides internet access to comprehensive information about Tourism BC's corporate mandate, programs and organization.

-50      2010 Tourism News web site      SO      nil      DE

NOTE: This web site provides internet access to comprehensive information about the 2010 Olympics and tourist attractions in British Columbia.

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A      SA      FD

88000      TOURISM BRITISH COLUMBIA – GENERAL (continued)

SO =    when the web site is altered, updated, redesigned or  
         closed

NOTE: All documents presented on the web sites in 88000-20,  
       -30, -40 and -50 are classified under appropriate  
       secondaries within this *ORCS* or *ARCS*.

DE:    As these web sites are updated, superseded or obsolete  
         versions of documents on the web sites may be destroyed  
         in accordance with approved retention schedules. When  
         a web site is closed, it can be destroyed after relevant  
         schedules have elapsed and/or the documents have been  
         classified elsewhere.

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A      SA      FD

88200      TOURISM BRITISH COLUMBIA – CORPORATE  
GOVERNANCE

Records relating to the day-to-day governance of Tourism BC by its Board of Directors. This primary covers information relating to: the establishment of the Board of Directors through formalized nomination and appointment processes; decisions and motions passed by the Board of Directors on a quarterly basis; and ongoing communications between the Board of Directors and Tourism BC's executive. Records relating to Tourism BC's transition from a Special Operating Agency (SOA) to Crown Corporation status in 1996-97 are also covered in this primary.

Record types include briefing notes, monthly reports, meeting minutes and agendas, Board motions/resolutions, SOA resolutions, biographies, copies of financial documentation, copies of agreements, tracking logs and correspondence.

For business plans, see *ARCS* primary 400.  
For committees, see *ARCS* primaries 200 to 206.  
For meeting arrangements, see *ARCS* primary 102.

Unless otherwise specified below, the corporate OPR (CEO Office) will retain these records for:

FY+2y    nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

-00	Policy and procedures	- OPR	SO	5y	FR
		- <u>non-OPR</u>	<u>SO</u>	<u>nil</u>	<u>DE</u>
-01	General				
-03	Special Operating Agency (SOA) files		CY+2y	7y	FR

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A      SA      FD

88200      TOURISM BRITISH COLUMBIA – CORPORATE  
GOVERNANCE (Continued)

FR =    The government archives will fully retain Special Operating Agency (SOA) files because they provide evidence of SOA executive decisions.

-04      Tourism BC Board of Directors correspondence/communications      FY+1y 8y      FR

FR =    The government archives will fully retain Tourism BC Board of Directors correspondence/communications because they provide evidence of the interaction between Tourism BC Board and corporation staff, the provincial government, and members of the tourism industry.

-30      Tourism BC Board of Directors nomination and appointment case files  
(includes biographies, OIC appointments, correspondence, and the Orientation binder)  
(arrange chronologically by date)      FY+1y 8y      DE

DE =    The Tourism BC Board of Directors nomination and appointment case files may be destroyed because information on Board appointments is fully retained in the board of directors meeting case files and in Order In Council records. Information about each commissioner is also available in annual reports that are fully retained.

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88200 TOURISM BRITISH COLUMBIA – CORPORATE  
GOVERNANCE (Continued)

-40	Tourism BC Board of Directors meeting case files (includes agenda, minutes, reports, briefing notes, decisions/motions, resolution logs and Board Committee correspondence records) (arrange chronologically by date)	FY+1y 8y	FR
-----	---	----------	----

FR = The government archives will fully retain Tourism BC Board of Directors meeting case files because they provide evidence of the corporation's decisions, policies, and planning direction. They also provide summary information on all aspects of the corporation's operations.

10y = The combined active and semi-active retention period of 10 years is required to meet the executive record schedule.

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**OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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A      SA      FD

88220      TOURISM BRITISH COLUMBIA – CORPORATE  
PERFORMANCE

Records relating to the planning, monitoring and formal communication of corporate performance for Tourism British Columbia on an annual basis. In order to effectively measure Tourism British Columbia's performance in response to industry needs, performance measures have been incorporated at three key levels: industry performance, corporate performance and individual business unit performance. Corporate performance objectives are formally communicated in three-year services plans, and performance actuals in the annual report.

Record types include annual reports, service plans, program guides, correspondence and electronic records.

For briefing notes, see *ARCS* primary 280.

For briefing notes specifically relating to the Board of Directors, see primary 82200.

For business planning, see *ARCS* primary 400.

For committees, see *ARCS* primaries 200 to 206.

For legislation, see *ARCS* primaries 120 to 145.

For publication development, see *ARCS* primary 308.

For tourism research, see primaries 84900 to 85000.

Unless otherwise specified below, the corporate OPR (Corporate Services) will retain these records for:

FY+2y   nil      DE

Except where non-OPR retention periods are identified below, all other ministry offices will retain these records for:

SO      nil      DE

-00      Policy and procedures

- OPR

SO      5y      FR

- non-OPR

SO      nil      DE

(continued on next page)

A = Active

SA = Semi-active

FD = Final Disposition

PIB = Personal Information Bank

PUR = Public Use Records

OPR = Office of Primary Responsibility

CY = Calendar Year

FY = Fiscal Year

NA = Not Applicable

w = week   m = month

y = year

SO = Superseded or Obsolete

DE = Destruction

SR = Selective Retention

FR = Full Retention

FOI = Freedom of Information/Privacy

VR = Vital Records

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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A      SA      FD

88220      TOURISM BRITISH COLUMBIA – CORPORATE  
PERFORMANCE

-01      General

-20      Tourism BC annual reports, program guides and service plans  
            (arrange chronologically by fiscal year)      SO      nil      FR

FR =      The government archives will fully retain Tourism BC annual reports, program guides and service plans because they provide a high level summary picture of the corporation's: activities, service offerings, operations, structure, priorities and plans, budgets and expenditures.

NOTE: Electronic copies of Tourism BC annual reports, the program guide and three-year service plan are available for viewing on the Tourism BC corporate web site ([www.tourism.bc.ca](http://www.tourism.bc.ca)).

A = Active  
SA = Semi-active  
FD = Final Disposition  
PIB = Personal Information Bank  
PUR = Public Use Records  
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### INFORMATION SYSTEM OVERVIEW SECTION

#### TABLE OF CONTENTS

##### ISO TITLE

DIGITAL ASSET MANAGEMENT SYSTEM	DAM
INFORMATION AND RESERVATIONS MANAGEMENT SYSTEM	infoRM
MEDIA COVERAGE EVALUATION PROGRAM	MCEP
TOURISM PRODUCT DATABASE	TPD
TRAINING SERVICES DATABASE	TSD
2010 TOURISM NEWS WEB SITE	2010TN
BC MAGAZINE WEB SITE	BCMAG
HELLOBC WEB SITE	HELLOBC
TOURISM BC CORPORATE WEB SITE	TBC

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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## **INFORMATION SYSTEM OVERVIEW**

### **Name of Creating Agency**

Tourism British Columbia  
Business Development

### **System Title**

Digital Asset Management System (DAM)

### **Purpose**

The purpose of the Digital Asset Management System (DAM) is to provide a searchable catalogue, which can be accessed remotely by staff and industry partners, of Tourism BC's images. The system provides a means to manage the distribution, storage, loan, receipt and use of both the electronic and non-electronic versions of images and other electronic assets, such as logos, maps and videos that support Tourism BC's tourism marketing, sales and promotional initiatives. DAM also provides a means to track the copyright and creation of works commissioned by Tourism BC.

### **Information Content**

The Digital Asset Management System (DAM) consists of three separate databases or subsystems:

1. The Client Database stores basic information about customers (email addresses) to simplify the email distribution process. The Client Database is not required for this program but it does simplify the process of storing and retrieving email addresses.
2. The Assets Database stores the names and numbers of all the non-electronic images that have electronic versions, provides an image "thumbnail", technical and general attributes, status, file locations, usage, and category information. It also provides the same information for other electronic assets, such as logos, maps and videos.
3. The Copyright Database records information relating to each creative work commissioned by Tourism BC and the related copyright attached to it.

### **Inputs, Processes, and Outputs**

Inputs for the Digital Asset Management System (DAM) consist of assets obtained from internal and external resources. Assets exist in various formats: negatives, photographic prints, slides and electronic images (e.g. TIFF, JPEG or EPS).

Certain clients (e.g. Program staff, contractors, media) have remote access to the DAM system, and are able to search, distribute and download low-resolution images by themselves. Clients without access privileges must request images through the Image Bank.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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The DAM system can be used to conduct a search for a required image(s). Search results are displayed and the user selects the appropriate image(s). The selected image(s) can be then be routed to a client's email address, printer or copied to CD for mail out.

Image transactions between Tourism BC and a client are documented in the Client Database. If a high-resolution version of an image is needed, clients are required to make a request to the Tourism BC Image Bank, citing the image name and number. The higher resolution image is then requested and acquired from an external service provider ("Total Graphics") that stores images on a server on behalf of Tourism BC.

Images can be added to, edited or deleted from the DAM system. New images are added to the database and identified according to the predetermined categories. The program automatically moves the thumbnail and production image files to the appropriate working folders and places a copy of the production image files in a backup folder (for copying to CD-ROMs as a permanent backup).

Searches can be structured to locate images with specific elements and appropriate images can be selected from the search results for distribution to customers, either as thumbnails or production images.

Outputs consist of both pre-defined and user-defined images. Copies of images can be produced in electronic format, for distribution by email or on CD-ROM, or in the form of hardcopy prints or negatives. A variety of reports can be generated through Tourism BC's external service provider ("Total Graphics") for inventorying or monitoring purposes.

### Technical Maintenance

Electronic records are maintained on the system until their retention schedule is completed. (This usually parallels the schedule for related paper records.) Electronic records deemed unnecessary for operational purposes are then purged from the system by program staff. Any exceptions to this purge routine are noted under specific secondaries.

For retention and disposition schedules, see relevant primaries, which are listed in the classification section below.

### Classification

#### Electronic System

Secondary No.	Secondary Title
82000-50	Digital Asset Management System (DAM)

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### Electronic Records

Secondary No.	Secondary Title
82000-30	Tourism image master case files – electronic records

### Inputs

Secondary No.	Secondary Title
82000-04	Image use/copyright agreements, contracts and purchase orders
82000-05	Tourism image requests
82000-30	Tourism image master case files – electronic records
82000-40	Tourism image master case files – photographic images

### Outputs

Secondary No.	Secondary Title
82000-02	Tourism image inventories (paper and electronic)
82000-30	Tourism image master case files – photographic images

### Other Related Records

- For transitory electronic data processing (EDP) records, see special schedule 102902 in the *ARCS* manual.
- For computer system backup records, see special schedule 112910 in the *ARCS* manual.
- For administrative records relating to the system, see *ARCS* section 6 and other relevant primaries.

### System Scheduling and Disposition

The system will be destroyed when the function it supports is no longer performed by the provincial government, and when the approved retention schedules covering the information on it have elapsed, or the information has been preserved elsewhere.

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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## **INFORMATION SYSTEM OVERVIEW**

### **Name of Creating Agency**

Tourism British Columbia  
Tourism Operations

### **System Title**

Information and Reservations Management System (infoRM)

### **Purpose**

The purpose of the Information and Reservations Management System (infoRM) is to manage information relating to tourist reservation operations throughout the province.

### **Information Content**

The Information and Reservations Management System (infoRM) contains data collected from campground operators, properties (e.g. hotels, bed & breakfasts, resorts, campsites, etc.) and tourism-related businesses (e.g. companies providing charter, rental car and whale watching services), that have a membership with Tourism British Columbia's reservation service. Data includes, but is not limited to: descriptions about campgrounds/properties/products/services, contact information, room availability, rates, terms of agreement, customer service issues and membership details.

### **Inputs, Processes, and Outputs**

Data relating to specific reservation service members is obtained from a variety of completed standardized forms relating to: property or product/service descriptions, rate updates, customer service issues, room availability updates, general member information and set-up, operator agreements and owner's property reports.

The infoRM system is used as a data manipulation tool for monitoring commission revenues generated through the reservation service, reservation booking and cancellation volumes, billings and memberships.

The database is capable of generating a variety of statistical and financial reports based on the above information.

### **Technical Maintenance**

Electronic records are maintained on the system until their retention schedule is completed. (This usually parallels the schedule for related paper records.) The electronic records are then purged from the system. Any exceptions to this purge routine are noted under specific secondaries.

For retention and disposition schedules, see relevant primaries, which are listed in the classification section below.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### Classification

#### Electronic System

Secondary No.	Secondary Title
87000-20	Information and Reservation System (infoRM)

#### Electronic Records

Secondary No.	Secondary Title
87100-05	Reservation bookings (paper and electronic)
87100-10	Reservation cancellations (paper and electronic)
87100-40	Reservation service member case files – electronic records
87110-20	Reservation service rates, fees and commissions case files (paper and electronic)

#### Inputs

Secondary No.	Secondary Title
87100-05	Reservation bookings
87100-20	Campground reservation service member case files
87100-30	Reservation service member case files

#### Outputs

Secondary No.	Secondary Title
1180-20	Reports held in hardcopy (paper) only
87100-05	Reservation bookings (paper and electronic)
87100-10	Reservation cancellations (paper and electronic)
87100-20	Campground reservation service member case files
87100-30	Reservation service member case files
87110-20	Reservation service rates, fees and commissions case files (paper and electronic)



## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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### **Other Related Records**

- For transitory electronic data processing (EDP) records, see special schedule 102902 in the *ARCS* manual.
- For computer system backup records, see special schedule 112910 in the *ARCS* manual.
- For administrative records relating to the system, see *ARCS* section 6 and other relevant primaries.

### **System Scheduling and Disposition**

The system will be destroyed when the function it supports is no longer performed by the provincial government, and when the approved retention schedules covering the information on it have elapsed, or the information has been preserved elsewhere.

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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## **INFORMATION SYSTEM OVERVIEW**

### **Name of Creating Agency**

Tourism British Columbia  
Business Development

### **System Title**

Media Coverage Evaluation Program (MCEP)

### **Purpose**

The purpose of the Media Coverage Evaluation Program (MCEP) is to assess media coverage against a pre-defined set of criteria. The system is designed to measure and evaluate those stories where Tourism British Columbia played a role in generating or facilitating the coverage, particularly in the area of travel media relations.

### **Information Content**

The Media Coverage Evaluation Program (MCEP) includes media clippings from hardcopy format articles or broadcasts. The system rates each clip according to a series of attributes:

1. Type – travel or corporate
2. Headline of article
3. Name of writer/broadcaster
4. Date
5. Media source/type
6. Outlet/publication
7. Market
8. Journalistic yield
9. Visuals
10. Key words
11. Proactivity
12. Convergence coefficient
13. Tone and focus of story
14. Tourism region in the story

A score is assigned for each attribute. Total scores for all articles and broadcasts within a specific time period can be averaged (or accumulated) to generate a mean score for a particular reporting period. Advertising dollar equivalency and publication circulation figures are not part of this assessment, but are included as part of the overall measurement and evaluation program.

The overall program captures the following data during each reporting period in order to reflect trends and to measure effort and investment against results:

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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1. Number of inbound media trips
2. Location of media trips/geographic region of interest
3. Number of media contacts (both primary and secondary)
4. Number of media pitches
5. Number of news conferences (both Tourism British Columbia and industry/partner originated)
6. Program budgets

### Inputs, Processes, and Outputs

Data is obtained from media trips, familiarization tours and contacts. Inputs consist of information obtained from business cards, meeting notes, trip reports, telephone interviews, correspondence and memoranda received from the contact individuals or organizations.

Research principles are applied to manipulate the data. The resultant information is utilized in the development of strategic and business plans.

The system is capable of producing a variety of research and reference reports.

### Technical Maintenance

Electronic records are maintained on the system until their retention schedule is completed. (This usually parallels the schedule for related paper records.) The electronic records are then purged from the system. Any exceptions to this purge routine are noted under specific secondaries.

For retention and disposition schedules, see relevant primaries, which are listed in the classification section below.

### Classification

#### Electronic System

Secondary No.	Secondary Title
84700-50	Media Coverage Evaluation Program (MCEP)

#### Inputs

Secondary No.	Secondary Title
84000-04	Tourism marketing and sales contact lists
84700-20	Media relations project case files
85000-20	Market research reports, statistics and surveys case files

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### Outputs

Secondary No.	Secondary Title
400-07	Strategic plans
400-08	Business plans

### Other Related Records

- For transitory electronic data processing (EDP) records, see special schedule 102902 in the *ARCS* manual.
- For computer system backup records, see special schedule 112910 in the *ARCS* manual.
- For administrative records relating to the system, see *ARCS* section 6 and other relevant primaries.

### System Scheduling and Disposition

The system will be destroyed when the function it supports is no longer performed by the provincial government, and when the approved retention schedules covering the information on it have elapsed, or the information has been preserved elsewhere.

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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### **INFORMATION SYSTEM OVERVIEW**

#### **Name of Creating Agency**

Tourism British Columbia  
Tourism Operations

#### **System Title**

Tourism Product Database (TPD)

#### **Purpose**

The purpose of the Tourism Product Database (TPD) is to automate the property inspection process for approved accommodation listings and provide a history of each individual operator, maintain a comprehensive list of tourism products and manage the administration of tourism highway signage. This information is also used to produce the Tourism British Columbia BC *Approved Accommodation Guide* and *Tourism Products Guide*.

#### **Information Content**

The Tourism Product Database (TPD) contains information relating to businesses offering tourism accommodations, products and attractions. Accommodation information consists of data, relating to individual properties, that is collected over time through standardized application, registration and inspection processes. The successful completion of these processes is required for a property's inclusion in the annual publication of the BC *Approved Accommodation Guide*. Tourism product information includes data collected about businesses and services that wish to be included in the annual publication of the *Tourism Products Guide*.

#### **Inputs, Processes, and Outputs**

Data is obtained from telephone interviews and completed questionnaires, inspection reports and application forms.

Information is processed for three distinct functions: listing in the BC *Approved Accommodation Guide* or *Tourism Products Guide*, and administration of tourism highway signage.

1. Data about an accommodation is gathered by property inspectors by means of a standardized property inspection report. The information, once verified and approved by an accommodation business owner and program staff, is further utilized to produce proofs for the development and publication of the BC *Approved Accommodation Guide*.
2. Data about tourism products is collected from businesses by means of a standardized questionnaire. The objective is to confirm and update product data as required. Upon confirmation by businesses, the information collected through the questionnaire process is utilized to produce proofs for the development and publication of the *Tourism Product Guide*.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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3. Tourism highway signage data is gathered by program staff and used as a basis for producing form letters that are forwarded to the Ministry of Transportation (MoT) to instruct the installation, replacement or removal of highway signs.

The Tourism Product Database is capable of producing proof copies of both types of guides, tracking advertising and highway signage, and generating numerous types of summary reports and documents, such as form letters, inspection reports, and questionnaires.

### Technical Maintenance

Electronic records are maintained on the system until their retention schedule is completed. (This usually parallels the schedule for related paper records.) The electronic records are then purged from the system. Any exceptions to this purge routine are noted under specific secondaries.

For retention and disposition schedules, see relevant primaries, which are listed in the classification section below.

### Classification

#### Electronic System

Secondary No.	Secondary Title
85600-50	Tourism Product Database (TPD)

#### Electronic Records

Secondary No.	Secondary Title
312-20	Ministry/Crown publication development files
86510-03	Tourist accommodations property inventories (paper and electronic)
86510-20	Tourist accommodations property case files – approved (paper and electronic)
86510-30	Tourist accommodations property case files – not approved/cancelled (paper and electronic)

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### Inputs

Secondary No.	Secondary Title
312-20	Ministry/Crown publication development files
86000-20	Tourism highway signage application case files
86510-20	Tourist accommodations property case files – approved (paper and electronic)
86510-30	Tourist accommodations property case files – not approved/cancelled (paper and electronic)
87910-20	Visitor Info Centre (VIC) operations case files – community partners
87910-30	Visitor Info Centre (VIC) operations case files – provincial

### Outputs

Secondary No.	Secondary Title
312-20	Ministry/Crown publication development files
85600-30	Tourism BC services and standards publications
86510-03	Tourist accommodations property inventories (paper and electronic)
86510-20	Tourist accommodations property case files - approved (paper and electronic)
86510-30	Tourist accommodations property case files - not approved/cancelled (paper and electronic)

### Other Related Records

- For transitory electronic data processing (EDP) records, see special schedule 102902 in the *ARCS* manual.
- For computer system backup records, see special schedule 112910 in the *ARCS* manual.
- For administrative records relating to the system, see *ARCS* section 6 and other relevant primaries.

### System Scheduling and Disposition

The system will be destroyed when the function it supports is no longer performed by the provincial government, and when the approved retention schedules covering the information on it have elapsed, or the information has been preserved elsewhere.

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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## **INFORMATION SYSTEM OVERVIEW**

### **Name of Creating Agency**

Tourism British Columbia  
Tourism Operations

### **System Title**

Training Service Database (TSD)

### **Purpose**

The purpose of the Training Services Database (TSD) is to provide an administrative framework for the management of contact information, sales revenue, workshop registration, trainer certification and workshop statistical data in relation to the delivery of the SuperHost suite of service industry training programs throughout the province.

### **Information Content**

The Training Services Database (TSD) contains the following information relating to the following:

1. Contact Information for Delivery Organizations - TSD is capable of maintaining contact information, such as contact names, addresses and phone numbers, for organizations responsible for the delivery of SuperHost workshops. Examples of delivery organizations are corporate clients, secondary schools and post-secondary institutions.
2. Sales Revenue - TSD is capable of tracking of sales revenue for: (a) SuperHost materials (e.g. workbooks, trainer's guides and promotional material) for workshop delivery; (b) Training fees for the delivery of SuperHost workshops by Tourism British Columbia trainers; and (c) Registration fees for Frontline Management Solutions and SuperHost Train-the-Trainer workshops.
3. Registration - TSD is capable of tracking participant registration for Frontline Management Solutions and SuperHost Train the Trainer workshops.
4. Recognized SuperHost Businesses - TSD is capable of tracking businesses that qualify to be a "Recognized SuperHost Business". Qualification is achieved if 60% or more of a business' employees attend a SuperHost customer service workshop. Qualified businesses are authorized to display the Tourism British Columbia "SuperHost" logo.
5. Trainer Certification - TSD is capable of tracking information about trainers who have taken the SuperHost Train the Trainer workshops for certification in SuperHost workshop delivery.
6. Workshop Statistics - TSD is capable of monitoring workshop statistics obtained from workshop summary sheets that are regularly completed by delivery organizations.



## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### Inputs, Processes, and Outputs

Data for the Training Services Database (TSD) is obtained from completed workshop registration forms, summary sheets and evaluations, trainer certification applications, distributor licensing agreements and questionnaires.

The training services unit of Tourism British Columbia manages the delivery of the SuperHost suite of customer service workshops throughout the province by a licensed distribution network (delivery organizations, corporate clients, public schools and post-secondary institutions). The unit also coordinates the sale of related course and promotional materials to licensed organizations for the continued facilitation of training.

The Training Services Database is used to track and monitor revenues generated from the sale of materials, course registrations, business involvement in the SuperHost program and trainer certification.

The database is capable of generating a variety of statistical reports based on the above information.

### Technical Maintenance

Electronic records are maintained on the system until their retention schedule is completed. (This usually parallels the schedule for related paper records.) The electronic records are then purged from the system. Any exceptions to this purge routine are noted under specific secondaries.

For retention and disposition schedules, see relevant primaries, which are listed in the classification section below.

### Classification

#### Electronic System

Secondary No.	Secondary Title
85700-30	Training Services Database (TSD)

#### Electronic Records

Secondary No.	Secondary Title
85730-02	Service industry training materials asset inventories
85750-25	Service industry training delivery network case files – electronic records

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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85750-30	Service industry training certification application case files – electronic records
85750-45	Service industry training workshop delivery case files – electronic records

### Inputs

Secondary No.	Secondary Title
85700-03	Training certification applications – non-delivery organization trainers
85720-20	Service industry training distributor licensing case files
85750-05	Service industry training workshop summaries

### Outputs

Secondary No.	Secondary Title
85700-04	Training services sales activity reports
85730-02	Service industry training materials asset inventories
85750-20	Service industry training delivery network case files - paper
85750-40	Service industry training workshop delivery case files - paper

### Other Related Records

- For transitory electronic data processing (EDP) records, see special schedule 102902 in the *ARCS* manual.
- For computer system backup records, see special schedule 112910 in the *ARCS* manual.
- For administrative records relating to the system, see *ARCS* section 6 and other relevant primaries.

### System Scheduling and Disposition

The system will be destroyed when the function it supports is no longer performed by the provincial government, and when the approved retention schedules covering the information on it have elapsed, or the information has been preserved elsewhere.

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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### **INFORMATION SYSTEM OVERVIEW FOR A WEB SITE**

#### **Name of Creating Agency**

Tourism British Columbia

#### **Web Site Title and URL**

2010 Tourism News web site: [www.2010tourismnews.ca](http://www.2010tourismnews.ca)

#### **Purpose**

The purpose of the site is to assist the media in finding comprehensive information about travel and tourism for the destinations included in the Vancouver 2010 Olympic bid: Vancouver, the candidate city for Canada's 2010 bid; Victoria; and the surrounding regions of British Columbia.

#### **Information Content**

The 2010 Tourism News web site contains information about the history, culture and lifestyle of British Columbia, as well as an image bank of high-resolution photos, for a variety of locations, activities and attractions existing throughout the province. The web site resource is a product of an industry partnership existing between Tourism British Columbia, Tourism Vancouver, Tourism Victoria, Tourism Whistler, the Canadian Tourism Commission (CTC), and Air Canada.

The web site was established in 2003 in response to the Vancouver 2010 Olympic bid, and contains:

- Articles relating to the 2010 Olympic Bid and tourism destinations and attractions within the province.
- Story ideas relating to travel and attractions in British Columbia, with emphasis on those relating to the candidate city, Vancouver; story ideas are categorized by "Activity" (e.g. Food & Wine; Outdoors; Sports; etc.), and "Destination" or region (e.g. Northern BC; Kootenay Rockies; etc.).
- Pre-written or "publication-ready" stories that can be downloaded by media free of charge along with complimentary images; the available items or stories are routinely updated.
- Travel itineraries relating to outdoor activities, dining experiences, and key BC attractions.
- News releases relating to 2010 Olympic and tourism-related highlights.
- Photographic images available for downloading free of charge in high resolution; downloading images is subject to a range of conditions for image use (e.g. including photo credits whenever possible; no re-selling images or using them for retail or commercial purposes; etc.).

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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- Contact information for additional travel media information about BC with the various web site partners.
- Standard legal information relating to Tourism British Columbia and the web site (e.g. corporate mandate, copyright, trademarks, terms and conditions, etc.).

### Web Site Features

Key information relating to the 2010 Olympic Bid and other tourism news is updated as required by Tourism British Columbia's web development technician.

Features include:

- On-line "Media Visit Request Form" which collects the following information:
  - Publication/network
  - Visit dates
  - Media names and title crew names
  - Number in party
  - Name and address of key contact person
  - Feature title
  - Feature content/interest
  - Feature length
  - Feature airdate/publication date
  - Market area/demographics
  - Circulation/audience size
  - Advertising value (CAD\$)
  - Coverage for Tourism BC (e.g. will 1-800 HelloBC or [www.hellobc.com](http://www.hellobc.com) be included in coverage?)
  - Specific requirements or specific services requested
- Menu/category list for story idea topics

Confidential personal about media requesting visits is obtained through the online visit request process and protected from disclosure as per Tourism British Columbia's privacy policy.

### Classification and Scheduling

Records are maintained on the web site as long as appropriate. For retention and disposition schedules covering these records, see relevant secondaries, which are listed below.

### Web Site

Primary/Secondary No.	Secondary Title
88000-50	2010 Tourism News web site

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### Records on the web site

Primary/Secondary No.	Title
295-04	Newspaper clippings
330-02	External media releases
82000-30	Tourism image case files – electronic records
84700-02	Tourism BC articles and stories
84700-20	Media relations project case files

### Other Related Records

For computer system backup records, see special schedule 112910 in the *ARCS* manual.

- For transitory data processing records, see special schedule 102902 in the *ARCS* manual.
- For computer system backup records, see special schedule 112910 in the *ARCS* manual.
- For administrative records relating to the web site, see *ARCS* section 6 and other relevant primaries.

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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### **INFORMATION SYSTEM OVERVIEW FOR A WEB SITE**

#### **Name of Creating Agency**

Tourism British Columbia

#### **Web Site Title and URL**

BC Magazine web site: [www.bcmag.ca](http://www.bcmag.ca)

#### **Purpose**

The purpose of the site is to provide internet access to comprehensive information about British Columbia Magazine (formerly "*Beautiful British Columbia Magazine*"). The site provides a range of information relating to the history, and content and purchase of the magazine.

#### **Information Content**

The web site was established in 2002, and contains:

- A brief overview of magazine organization ('Departments')
- A brief magazine history
- Brief overviews of feature articles
- Online shopping products and processes
- Online subscription details and processes
- Submission guidelines for writers and photographers for creative works
- Subject index for magazine back issues
- Contact information for the various magazine offices: subscription; editorial; administrative and accounting; advertising; and production.

#### **Web Site Features**

Although much of the information featured on the web site remains static and unchanging, information relating to new issues and consumer products is updated as required by Tourism BC's web development technician.

Features include:

- Online subscription orders and account management functionality: gift subscriptions; check account status; subscription renewal; making a payment; and changing a mailing or email address.
- Online catalogues for ordering consumer products designed exclusively for Tourism BC: pictorial books; travel guidebooks; videos; adult clothing; child clothing; youth clothing; accessories; and mementos.
- Online links to the HelloBC and Tourism BC corporate web sites

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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- Online key word search tool for subjects covered in back issues of *British Columbia Magazine*; a search for a specific subject generates the title of the relevant story, issue, page number, and format information (text or photograph).

### Classification and Scheduling

Records are maintained on the web site as long as appropriate. For retention and disposition schedules covering these records, see relevant secondaries, which are listed below.

#### Web Site

Primary/Secondary No.	Secondary Title
88000-20	BC Magazine web site

#### Records on the web site

Primary/Secondary No.	Title
308-20	Chargeable publication requests
83000-02	<i>British Columbia Magazine</i> guidelines for photographers
83000-03	<i>British Columbia Magazine</i> guidelines for story ideas
83000-04	<i>British Columbia Magazine</i> guidelines for writers
83000-05	<i>British Columbia Magazine</i> index
83000-07	<i>British Columbia Magazine</i> historical listing
83000-50	Editorial Index System (EIS)

### Other Related Records

For computer system backup records, see special schedule 112910 in the *ARCS* manual.

- For transitory data processing records, see special schedule 102902 in the *ARCS* manual.
- For computer system backup records, see special schedule 112910 in the *ARCS* manual.
- For administrative records relating to the web site, see *ARCS* section 6 and other relevant primaries.

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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### **INFORMATION SYSTEM OVERVIEW FOR A WEB SITE**

#### **Name of Creating Agency**

Tourism British Columbia

#### **Web Site Title and URL**

HelloBC web site: [www.hellobc.com](http://www.hellobc.com)

#### **Purpose**

The purpose of the site is to provide internet access to comprehensive information about travel and vacation opportunities in British Columbia. The site provides information considered useful to tourists for planning a vacation in the province: special accommodation offers and destination highlights; modes of travel; festivals and events; skiing; and US currency exchange. It enables users to complete on-line booking of accommodations, order free guides, and subscribe to Tourism British Columbia's seasonal e-newsletter. Although the intended audience for the web site is the general public, both within Canada and worldwide, some information is specifically directed towards an American audience (e.g. "Fly and Stay from the USA").

#### **Information Content**

The HelloBC web site interfaces with the Information and Reservations Management (infoRM) system to access data relating to campground operators, properties (e.g. hotels) tourism products and tourism-related services for the purpose of information-gathering or completing on-line reservations.

The web site was established in 1998, and contains:

- Accommodation information for the cities of: Vancouver; Victoria; and Whistler.
- Accommodation information for the regions of: Vancouver Island; Vancouver, Coast and Mountains; Thompson Okanagan; BC Rockies; Cariboo Chilcotin; and Northern BC.
- Descriptions of seasonal getaways from US regions of departure (e.g. western or eastern USA)
- Descriptions of festivals and events occurring in the cities and regions
- Seasonal articles on travel in BC ("Travel Articles Archive")
- Skiing and winter activities in BC: Apex; Big White; Fernie; Panorama; Kimberley; Silver Star; Sun Peaks; and Whistler/Blackcomb.
- Descriptions of undiscovered destinations (travel options that are less publicized than others)
- Information on travel modes and related issues: customs/border requirements; airlines; ferry services; car rentals; rail; bus; and driving.
- City and regional maps



## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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- US currency exchange information
- Hotel search tool (links to a hotel's summary page describing its amenities, surroundings, availability and rates)
- Tourism British Columbia's reservation call centre phone number (1-800 HELLOBC)
- Instructions on how to use the on-line booking function and hotel search tool
- Privacy policy statement relating to Tourism British Columbia's use of personal information and consent to contact
- Standard legal information relating to Tourism British Columbia and the web site (e.g. corporate mandate, copyright, trademarks, terms and conditions, etc.)

### Web Site Features

Although much of the information content featured on the web site remains static and unchanging (e.g. maps), key information relating to vacation getaways and packages, festivals and events is updated as required by Tourism British Columbia's web development technician.

#### Features include:

- Online accommodation booking/reservation form
- Online guide/publication request ordering form (includes 'permission for future contact'; 'how did you find our web site?'; 'main reason for coming to this site today'; and 'other things you wished to do or find at the site')
- Online registration form for e-newsletter subscription
- Search tool for BC accommodations by hotel code (links users to BC accommodation web sites)
- Online links to the Tourism BC Corporate and BC Magazine web sites

Confidential personal and financial information about customers is obtained through the online accommodation reservation process, and protected from disclosure as per Tourism British Columbia's privacy policy.

### Classification and Scheduling

Records are maintained on the web site as long as appropriate. For retention and disposition schedules covering these records, see relevant secondaries, which are listed below.

#### Web Site

Primary/Secondary No.	Secondary Title
88000-30	HelloBC web site

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

This records schedule is approved in accordance with the *Document Disposal Act* (RSBC 1996, c. 99). It constitutes authority for retention and disposition of the records described herein provided *ORCS* has been implemented according to standards approved by Corporate Records Management Branch. For assistance in implementing *ORCS*, contact your Records Officer.

### Records on the web site

Primary/Secondary No.	Title
84140-20	Tourism promotions case files
84700-02	Tourism BC articles and stories
87100-05	Reservation bookings
87100-20	Campground reservation service member case files
87100-30	Reservation service member case files

### Other Related Records

For computer system backup records, see special schedule 112910 in the *ARCS* manual.

- For transitory data processing records, see special schedule 102902 in the *ARCS* manual.
- For computer system backup records, see special schedule 112910 in the *ARCS* manual.
- For administrative records relating to the web site, see *ARCS* section 6 and other relevant primaries.

## **OPERATIONAL RECORDS CLASSIFICATION SYSTEM**

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### **INFORMATION SYSTEM OVERVIEW FOR A WEB SITE**

#### **Name of Creating Agency**

Tourism British Columbia

#### **Web Site Title and URL**

Tourism BC Corporate web site: [www.tourism.bc.ca](http://www.tourism.bc.ca)

#### **Purpose**

The purpose of the site is to provide internet access to comprehensive information about how Tourism British Columbia operates as an organization. The site provides a range of information relating to corporate governance, employment opportunities, industry programs, as well as insight as to global trends and events impacting tourism. The web site enables users to view and print a variety of documents, such as: annual reports; three-year service plans; program guides; research publications; job postings; and media releases.

#### **Information Content**

The web site was established in 1998, and contains:

- Tourism BC's corporate profile
- A description of the current members of Tourism BC's Board of Directors and Corporate Executive
- Copies of publications relating to corporate governance and performance: annual report(s); three-year service plan; and Program Guide
- Current news and media releases relating to the tourism industry
- Copies of publications relating to tourism industry research: statistics; revenue and volumes; markets; regional reports; impact studies; etc.
- A listing and description of the SuperHost suite of workshops and programs offered by Tourism BC to the public through the Training Services business unit
- Employment opportunities and Tourism BC's employee hiring process
- A description of the Industry Program areas: Marketing and Sales; Visitor Services; Business Development; SuperHost; and Regional Contacts
- Contact information relating to the program areas

#### **Web Site Features**

Although much of the information content featured on the web site remains static and unchanging, information relating to internal publications, performance reporting, employment opportunities and industry trends and events is updated as required by Tourism BC's web development technician.

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### Features include:

- Online access to corporate publications, media releases, research publications and related studies
- Online access to job postings
- Online links to the HelloBC and BC Magazine web sites
- Online links to related industry web sites
- Online search tool
- Online image request form

### Classification and Scheduling

Records are maintained on the web site as long as appropriate. For retention and disposition schedules covering these records, see relevant secondaries, which are listed below.

### Web Site

Primary/Secondary No.	Secondary Title
88000-40	Tourism BC Corporate web site

### Records on the web site

Primary/Secondary No.	Title
105-01	Organization - general
295-04	Newspaper clippings
330-02	External media releases
1680-05	Posting and advertising
85000-20	Tourism market research reports, studies and surveys case files
85700-20	Service industry training program case files
88220-20	Tourism BC annual reports, program guides and service plans – paper

### Other Related Records

For computer system backup records, see special schedule 112910 in the *ARCS* manual.

- For transitory data processing records, see special schedule 102902 in the *ARCS* manual.
- For computer system backup records, see special schedule 112910 in the *ARCS* manual.
- For administrative records relating to the web site, see *ARCS* section 6 and other relevant primaries.

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### TOURISM BRITISH COLUMBIA

#### *OPERATIONAL RECORDS CLASSIFICATION SYSTEM (ORCS)*

#### INDEX

This index provides an alphabetical guide to *ORCS* subject headings and relevant primary number(s). It should enable the user to locate the primary number(s) in which documents relating to a specific subject or function may be classified. It should also aid the user in retrieving, by subject, documents which have been classified and filed.

Employees responsible for records classification should use this index as a means of access to the contents of *ORCS*. Once they have located what appear to be relevant index entries for a given subject, they should refer to the classification and also to determine the correct secondary. Often, the primary scope notes clarify whether or not a document should be classified in a given primary. Primary scope notes should be read carefully as they delineate a primary's subject and content.

This index contains an alphabetical listing of:

- a) all keywords which appear in primary titles;
- b) all keywords which appear in secondary titles
- c) keywords which appear in primary scope notes;
- d) common synonyms for indexed keywords; and
- e) common abbreviations.

#### Cross-references:

"See" references indicate that the subject heading sought is indexed under an alternate entry (a more appropriate keyword, a full or official name, etc.)

"See also" references are used when additional information can be found in another entry.

(continued on next page)

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
- A -	
ACCESS CANADA RATING PROGRAM	86500
ACCOMMODATION(S)	
- general	86500
- inventories and listings	86500
- issues (relating generally to tourist accommodations)	86500
- issues (relating specifically to "approved" properties)	86510
- properties - approved	86510
- properties - not approved/cancelled	86510
- rating programs	86500
- ratings	86510
- signage	86000
ACCOMMODATIONS GUIDE	
- properties	86510
ACCOUNT(S)	
- key markets	84500
ACTIVITY REPORT(S)	
- training services sales	85700
AGREEMENT(S)	
- training distributor licenses	85720
AIRLINE RESTRUCTURING	85420
ANALYSIS	
- market	85000
ANNUAL REPORTS	88200
APPLICATION(S)	
- for Access Canada rating program	86510
- for Approved Accommodations rating program	86510
- for Canada Select rating program	86510
- for certification - service industry training	85700
- for certification - VIC counselors	87900
- for highway signage	86000

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
APPROVED ACCOMMODATIONS RATING PROGRAM	86500
ARTWORK	
- <i>British Columbia Magazine</i> (BCM)	83000
ASIA/PACIFIC	
- marketing projects	84510
ASSET INVENTORIES	
- images	82000
- B -	
BANK, IMAGE	82000
BC APPROVED ACCOMMODATIONS GUIDE	
- approved properties	86510
- publication	85600
BC ESCAPES PROGRAM	84000
- promotional packages	84140
BED & BREAKFAST	
- approved accommodations	86510
BOARD OF DIRECTORS	
- appointments	88200
- meetings	88200
- nominations	88200
BOOKING(S)	
- group	87100
- HelloBC web site	87000
BRITISH COLUMBIA MAGAZINE (BCM)	
- BCM index (paper and electronic)	83000
- freelance listing (paper and electronic)	83000
- guidelines – photographers	83000
- guidelines – story ideas	83000
- guidelines – writers	83000

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
- historical index (back issues)	83000
- historical images	83000
- historical issues	83000
- issues development	83000
- research	83000
- reports and studies	83000
- story idea submissions	83000
- web site	88000
 BUSINESS-BUILDING	 85400
 BUSINESS DEVELOPMENT	 85400
- workshops	85500
 - C -	
 CALL CENTRE OPERATIONS GUIDELINES	 87000
 CALL(S)	
- sales	84100
 CAMPGROUND RESERVATION SERVICE MEMBERS	 87100
 CANADA SELECT RATING PROGRAM	 86500
 CANCELLATION(S)	
- reservations	87100
 CERTIFICATION	
- applications, service industry trainers	85700
- applications, VIC counselors	87900
 CLIENT(S)	
- corporate	85750
 COMMISSION(S)	
- reservation services	87110
 COMMUNITY PARTNER(S)	
- Visitor Info Centres	87910



## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
COMPLAINT(S)	
- customers	86710
- properties	86510
CONSUMER AWARENESS AND PROMOTION	80000
CONSUMER MARKETING PROJECT(S)	
- Asia/pacific market	84510
- Europe market	84520
- North America market	84530
CONSUMER PROMOTIONS	84140
CONTACT(S)	
- marketing and sales	84100
CONTEST(S)	
- media	84700
CORE REVIEW	85420
CORPORATE SPONSORS	85750
COUNSELING	
- business	85500
- Visitor Info Centres	87900
COURSES, SERVICE INDUSTRY TRAINING	
- materials	85730
- workshop delivery	85750
- workshop summaries	85750
CURRENT RESERVATION SERVICE MEMBERS	87100
CUSTOMER(S)	
- general	86700
- issues and complaints	86710
CUSTOMER SERVICE SUMMARY REPORTS	86710

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### SUBJECT HEADINGS

### PRIMARY NUMBERS

- D -

#### DELIVERY, SERVICE INDUSTRY TRAINING

- organizations 85750
- service industry training 85750
- workshops 85750

DIGITAL ASSET MANAGEMEMENT SYSTEM (DAM) 82000

DISCOVER CAMPING PROGRAM 87000, 87100, 87110

#### DISTRIBUTOR LICENSING

- service industry training 85720

#### DISTRIBUTORS, SERVICE INDUSTRY TRAINING

- corporate sponsors 85750
- delivery organizations 85750
- licensing 85720
- network 85750
- public secondary schools 85750

#### DOMESTIC LICENSES

- service industry training 85720

- E -

#### EMERGING MARKETS

- research 85000

#### EMPLOYMENT

- Visitor Info Centres 87900

#### EUROPE

- marketing 84520

#### EVENT(S)

- industry development workshops 85500
- media 84700
- reservations 87000
- road shows 85500

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
EXTRA(S)	
- reservation service members	87100
- F -	
FACT(S) AND STATISTICS	
- market research	85000
FAMILIARIZATION (FAM) TOURS	84100
FEE SCHEDULES	
- commissions, tourist reservation services	87110
- reservation service members	87100
FREELANCE LIST	83000
FRONTLINE MANAGEMENT SOLUTIONS	
- materials	85730
- workshop delivery	85750
FUNDING, REQUESTS FOR	
- industry development projects	85400, 85420
- marketing projects	84500
- G -	
GIFT(S)	
- media	84700
GROUP BOOKINGS	87100
GUIDE(S)	
- call centre operations	87000
GUIDELINES	
- photographers, <i>British Columbia Magazine (BCM)</i>	83000
- story ideas, <i>British Columbia Magazine (BCM)</i>	83000
- writers, <i>British Columbia Magazine (BCM)</i>	83000

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
- H -	
HELLOBC WEB SITE	87000
HIGHWAY SIGNAGE	86000
HISTORY	
- <i>British Columbia Magazine (BCM)</i>	83000
- Discover Camping program	87000
- Visitor Info Centres	87910
HOLIDAY PACKAGE INFORMATION	80000
HOTEL ROOM TAX	
- revenue strategies	85500
HOTELS	
- approved accommodations	86510
- I -	
IDEAS	
- stories, <i>British Columbia Magazine (BCM)</i>	83000
IMAGE(S)	
- <i>British Columbia Magazine (BCM)</i>	83000
- masters (paper and electronic)	82000
- requests for	82000
INDEX	
- <i>British Columbia Magazine (BCM)</i>	83000
INDUSTRY DEVELOPMENT	
- general	85400
- special projects	85400
INFORMATION AND RESERVATIONS MANAGEMENT SYSTEM (infoRM)	87000
INSPECTIONS	
- accommodations	86510

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
- Visitor Info Centres	87910
INTELLIGENCE	
- market	85000
INTERNATIONAL LICENSES	
- service industry trainers	85720
INVENTORY(IES)	
- accommodations	86510
- freelancers	83000
- images	82000
- industry development projects	85420
- marketing and sales contacts	84000
- promotions and giveaways	84140
- properties	86510
- service industry training materials	85730
- service industry training workshops	85750
ISSUE(S)	
- accommodations	86500
- <i>British Columbia Magazine (BCM)</i>	83000
- customers	86710
ITINERARY(IES)	
- travel for trade familiarization tours	84100
- travel for media relations events	84700
- J -	
JOINT-VENTURE PROJECTS	
- industry development	85400
- regional and sector marketing, North America	84530

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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### SUBJECT HEADINGS

### PRIMARY NUMBERS

- K -

#### KEY ACCOUNTS

- market 84500

#### KIT(S)

- training materials 85730

- L -

#### LAND USE

- industry development 85400

#### LICENSE AGREEMENT(S)

85730

#### LICENSING

- service industry training distributors 85730

#### LIST(S)

- accommodations 86510  
- freelance 83000  
- historical, *British Columbia Magazine (BCM)* 83000  
- images 82000  
- industry development projects 85420  
- marketing and sales contacts 84000  
- promotions and giveaways 84140  
- properties 86510  
- service industry training materials 85730  
- service industry training workshops 85750

#### LOCATION(S)

- Visitor Info Centres 87910

- M -

#### MARKET(S)(ING)

- Asia/pacific 84510  
- contact lists 84000  
- emerging 84500

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
- Europe	84520
- familiarization tours	84100
- general	84500
- intelligence	85000
- joint-venture	84530
- key accounts	84500
- North America	84530
- opportunities	84500
- Partners In Tourism (PIT)	84530
- programs	84000
- projects	84510, 84520, 84530
- promotions	84140
- regional, North America	84530
- research	85000
- sectoral, North America	84530
 MARKETPLACE(S)	
- media	84700
 MASTER(S)	
- images	82000
 MATERIAL(S)	
- service industry training	85730
 MEDIA COVERAGE EVALUATION PROGRAM (MCEP)	84700
 MEDIA RELATIONS	
- events	84700
- familiarization ("fam") tours	84700
- marketplaces	84700
- projects	84700
- promotions	84700
 MEMBER(S)	
- approved accommodations	86510
- Information and Reservation Management System (infoRM)	87100
- reservation services, cancelled	87100
- reservation services, current/active	87100
- Visitor Info Centres	87900

## OPERATIONAL RECORDS CLASSIFICATION SYSTEM

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
MEMBERSHIP(S)	
- reservation services	87100
- Visitor Info Centres	87900
- workshop distributors	85750
MERCHANDISING, RETAIL	
- electronic	85500
- projects	85500
- reports and studies	85500
- revenue strategies	85500
METHODOLOGY	
- research	85000
MOTELS	
- approved accommodations	86510
MOTIONS	
- Tourism BC Board of Directors	88200
- N -	
NETWORK(S)(ING)	
- media	84700
- Visitor Info Centres	87900, 87910
- workshop delivery	85750
NORTH AMERICA	
- market(s)(ing)	84530
- O -	
OLYMPICS, 2010	
- 2010 Tourism News web site	88000
- special projects	85420
OPERATION(S)	
- call centre guidelines	87000
- Visitor Info Centres	87900, 87910



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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
ORGANIZATION(S) - workshop delivery	85750
- P -	
PACIFIC - marketing projects	84510
PACKAGE(S) - holidays - travel	80000 80000
PARTNERS IN TOURISM	84530
PRIZE(S) - media	84700
PRODUCTION PROJECT(S) - image bank	82000
PRODUCT(S) - retail merchandising	85500
PROGRAM(S) - accommodations rating - Community tourism essentials - highway signage - marketing and sales - research - reservation services - road show - service industry training - Tourism business essentials - tourism highway signage - Visitor Info Centres	86500 85400 86000 84000 85000 87000 85400 85700 85400 86000 87900
PROJECT(S) - Asia/pacific marketing - Europe marketing - image management	84510 84520 82000

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
- industry development	85400, 85420
- joint-venture	84530
- media relations	84700
- North America marketing	84530
- Partners In Tourism	84530
- regional marketing	84530
- research	85310
- sector marketing	84530
- special, industry development	85420
 PROMOTION(S)	
- consumer, Asia/pacific marketing	84510
- consumer, Europe marketing	84520
- consumer, North America marketing	84530
- contests (media)	84700
- industry, Asia/pacific	84510
- industry, Europe marketing	84520
- industry, North America marketing	84530
- lists and summaries	84140
- reservations	87000
- trades, Asia/pacific marketing	84510
- trades, Europe marketing	84520
- trades, North America market	84530
 PROPERTY(IES)	
- accommodations	86510
- reservation service members	87100
 PROPOSAL(S)	
- marketing projects	84500
 PROVINCIAL	
- Visitor Info Centres	87910
 PUBLICATIONS (FINAL VERSIONS)	
- Approved Accommodations Guide	85600
- BC Escapes	84000
- industry development	85500
- marketing and sales	84000
- research	85000
- Tourism Business Essentials	85500

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
- Tourism Indicators	85000
- Tourism Product Guide	85600
- tourism services and standards	85600
- travel guides	84000
- vacation planners	84000
 PUBLIC SECONDARY SCHOOLS	
- workshop delivery	85750
 - Q -	
 - R -	
 RATE(S)	
- members (tourist reservation services)	87110
 RATING(S)	
- accommodations	86510
- programs	86500
 REGIONAL	
- marketing	84530
 REGISTRATION	
- training workshops	85750
 REPORT(S)	
- annual	88220
- customer service	86710
- general	85000
- industry development	85400, 85420
- market research	85000
- sales activity, training services	85700
- service plans	88220
- tourism industry development	85400
- trip	84100, 84510, 84520, 84530

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
REQUEST(S)	
- funding for industry development projects	85420
- funding for marketing projects	84500
- service industry training	85700
RESEARCH	
- <i>British Columbia Magazine (BCM)</i>	83000
- methodology	85000
- programs	85000
- projects	85000
- publications	85000, 88000
- reports, statistics and surveys	85000
RESERVATION SERVICE(S)	
- general	87000
- members	87100
RESERVATION(S)	
- cancellations	87100
- for promotions	87000
- statements, commission calculation	87110
RETAIL MERCHANDISING	85500
ROAD SHOWS	85500
- S -	
SALE(S)	
- calls, marketing	84100
SCHEDULE(S)	
- commission rates and fees	87110
SCHOOL(S)	
- workshop delivery	85750
SECTOR(S)	
- markets (general)	84500
- North America market	84530

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
SERVICE AND ATTRACTION SIGNAGE PROGRAM	86000
SERVICE(S), INDUSTRY TRAINING	
- distributor licensing	85720
- general	85700
- materials	85730
- workshop delivery	85750
SERVICE PLANS	88220
SIGNAGE	
- area	86000
- artisan	86000
- community	86000
- cultural attractions	86000
- entry-to-province	86000
- heritage	86000
- region	86000
- tourist	86000
SPECIAL OPERATING AGENCY (SOA)	88200
SPONSOR(S)	
- corporate	85750
STATISTIC(S)	
- research	85000
- Visitor Info Centres	87900
SUMMARY(IES)	
- customer service reports	86710
- promotions	85710
SUMMER EMPLOYMENT	87920
- Visitor Info Centres	87920
SUPERHOST	
- materials	85730
- workshop delivery	85750

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
SURVEY(S)	
- market research	85000
- Visitor Info Centres	87900
- T -	
TOUR(S)	
- familiarization	84100
- travel media relations	84700
TOURISM BC	
- annual reports	88220
- Board of Directors	88200
- corporate governance	88200
- corporate performance	88220
- corporate web sites	88000
- program guides	88220
- service plans	88220
- Special Operating Agency (SOA)	88200
TOURISM BUSINESS ESSENTIALS	
- publication (final version)	85500
TOURISM NEWS (2010 OLYMPICS) WEB SITE	88000
TOURISM PRODUCT DATABASE (TPD)	85500
TRADE(S)	
- Asia/pacific market	84510
- Europe market	84520
- North America market	84530
- shows	84510, 84520, 84530
TRAIN(ING)	
- application(s) for certification	85700
- distributor licensing	85720
- materials	85730
- programs	85700
- requests	85700
- services database	85700

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
- workshop delivery	85750
TRAINING DISTRIBUTORS	
- corporate sponsors	85750
- delivery organizations	85750
- license(s)(ing)	85720
- public secondary schools	85750
TRAINING SERVICES DATABASE (TSD)	85720
TRAVEL COUNSELORS	
- Visitor Info Centres	87900
TRAVEL PACKAGE INFORMATION	80000
TRIP REPORTS	84100, 84510, 84520, 84530
- U -	
- V -	
VANCOUVER CONVENTION CENTRE EXPANSION	85420
VISITOR INFORMATION CENTRES	
- communities	87910
- general	87900
- locations	87910
- members	87900
- programs	87900
- provincial	87910
- public surveys	87900
- statistics	87900
- W -	
WEB SITES	
- 2010 Tourism News	88000
- BC Escapes	88000
- BC Magazine	88000

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<u>SUBJECT HEADINGS</u>	<u>PRIMARY NUMBERS</u>
- HelloBC	88000
- Tourism BC Corporate	88000
WHISTLER 2010 OLYMPICS	85420
- 2010 Tourism News web site	88000
WORKSHOPS	
- business development	85500
- service industry training	85750

- X, Y, Z -