

A GUIDE TO

Tourism Careers in the Northwest Territories



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English

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French

Kĩspin ki nitawihitĩ ē nĩhĩyawihk ōma ācimōwin, tipwāsinān.
Cree

Tłıchq yatı k'ě'ě. Dı wegodı newq dè, gots'ō gonede.
Tłıchq

ʔerihł'is Dēne Sųlıné yatı t'a huts'elkēr xa beyáyatı theʔą ʔat'e, nuwe ts'ēn yółtı.
Chipewyan

Edı gondı dehgháh got'ıe zhatié k'ě'ě edatł'éh enahddhę nıde naxets'ę edahłı.
South Slavey

K'áhshó got'ı ne xədə k'é hederı ʔedłhtl'é yerıniwę ní dé dúle.
North Slavey

Jii gwandak izhii ginjik vat'atr'ijáhch'uu zhit yinothtan jı', diits'át ginohkhii.
Gwich'in

Uvanittuaq ilitchurisukupku Inuvialuktun, ququagluta.
Inuvialuktun

Ćᑦᑲᑦ ᑎᑎᑦᑲᑦ ᐱᑦᑲᑦ ᐃᑦᑎᑦᑲᑦ ᐃᑦᑎᑦᑲᑦ, ᐃᑦᑎᑦᑲᑦ ᐃᑦᑎᑦᑲᑦ.
Inuktitut

Hapkua titiqqat pijumagupkit Inuinnaqtun, uvaptinnut hivajarlutit.
Inuinnaqtun

Aboriginal Languages Secretariat: 867-767-9346 ext. 71037
Francophone Affairs Secretariat: 867-767-9343



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Introduction

Tourism Careers in the NWT

Working in tourism means different things to different people. For some, it means flexible part-time and seasonal jobs. For others, tourism means a full-time position and rewarding career.

Tourism is the largest renewable resource-based industry in the NWT and many different tourism career opportunities are available throughout the territory. If you're motivated, hard-working and proud of your territory, this may be the industry for you.

The Northwest Territories Economic Opportunities Strategy states that the "direct and indirect benefits from tourism are far reaching but growth in this sector is dependent on attracting new markets, developing new products and engaging more NWT residents into the sector." An educated, informed and local tourism workforce will enhance the quality and delivery of a positive NWT tourism experience. Formalized training and certifications will raise the profile of the tourism industry as a sustainable means of employment with real opportunities for career progression (p. 57-58).

In this career guide, you will see that there truly is a job for everyone in the NWT tourism industry. The scope of careers, required training and skills, and day-to-day lifestyles differ tremendously from one job to the next.

8 Great Reasons to Work in Tourism in the NWT

- Enjoy exciting travel around the North
- Meet new people from around the world
- Work outdoors
- Find seasonal employment while you are in school or as a second career
- Earn a good income in a fast-paced work environment
- Start up your own business in Canada's fastest-growing industry
- Learn new skills
- Share your knowledge about your skills, traditions, community or region with visitors from around the globe

How this Career Guide Works

In this guide, you will find a chapter on each of the six areas of tourism-related careers available in the NWT. Each chapter presents profiles of the careers available in a specific tourism sector.

The sectors include:

- Food and Beverage
- Accommodations
- Tourism Services and Marketing
- Adventure Tourism and Recreation
- Events and Conferences
- Attractions

Every chapter begins with an overview of the tourism sector followed by career profiles in that sector. Each profile includes a description of the career and the training required, as well as a special feature about someone in the NWT working in that job.

The final chapter provides a list of training opportunities available in the NWT that relates to tourism careers either directly or indirectly. For example, a course in customer service can help you in a variety of jobs where you interact with the public, such as restaurants, hotels, stores, visitor centres or guided tours.

Acknowledgments

Tourism in the NWT provides a multitude of opportunities for local employment and economic development. *A Guide to Tourism Careers in the Northwest Territories*, a joint project between the Government of the Northwest Territories Department of Industry, Tourism and Investment (ITI) and Department of Education, Culture and Employment (ECE), was created to encourage participation and growth in the NWT tourism industry.

ITI and ECE would like to acknowledge the Canadian Tourism Human Resources Council (CTHRC) and the use of their career profiles as the basis for this career guide. ITI and ECE also thank all of the people working in the various tourism sectors in the NWT who agreed to share their stories. Their hard work and dedication to tourism is a great example to inspire new people to get involved.

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FOOD AND BEVERAGE

There are plenty of restaurants across the territory ranging from food trucks to franchises to fine dining. Each provides delicious meals to residents and visitors alike. Careers in the food and beverage sector are as varied as the work sites. Food and beverage servers, dishwashers, line cooks, bartenders and executive chefs can find employment at upscale dining establishments, pubs and bars, family restaurants, fast food restaurants, catering services and small food service businesses like food trucks.



Executive Chef

Executive chefs oversee food preparation and cooking activities in a facility or for several restaurants in an establishment or chain. They supervise chefs, sous chefs, line cooks and kitchen helpers. An executive chef researches and responds to trends in the food industry, plans and writes menus, manages finances and supervises kitchen operations.

Types of Programs Available

Aurora College: Business Administration

Aurora College: Supply Management Training Diploma

St. John Ambulance: First Aid/CPR

Various programs outside of the NWT for different levels of culinary training

Main Duties

- Plan and write menus, using descriptive text to encourage sales
- Ensure food meets quality standards
- Use financial management skills
- Use human resource management skills
- May prepare and cook meals and specialty foods

Education/Training

A high school diploma or equivalent is required. Red Seal, Canadian Chefs and Cooks Certification or Culinary Arts diploma is required. Courses in food safety, workplace hazardous materials and first aid are recommended.





Small Business Owner/Operator

(Food and Beverage)

This career opportunity is related to the tourism industry because every sector within tourism has small business owners and entrepreneurs who run their own operations. This example relates to the food and beverage sector.

A successful owner of a small restaurant serving the NWT tourism sector performs a wide range of responsibilities, from business planning and operations, to finance and accounting, to human resource management, to marketing and sales. As a restaurant owner, specific duties include recruiting and managing service staff, food inventory control, managing food suppliers, and following health and safety regulations.

Main Duties

- Meet and exceed guests' expectations
- Use business management skills for such things as planning, expansion, operations and management, and compliance with federal and territorial legislation related to food and beverage service
- Use sales and marketing skills to promote the food and beverage service to new and existing customers and visitors
- Manage company finances such as maintaining and monitoring cash flow and handling bank deposits

- Use human resource management skills such as hiring, training and scheduling staff
- Maintain facilities, equipment and supplies related to food and beverage service

Education/Training

A high school diploma or equivalent is required. A college diploma or degree in business, tourism, marketing and/or management is useful. Training in first aid is highly recommended and may be mandatory.

Types of Programs Available

emerit: Small Business Owner/Operator

emerit Tourism Training offers national occupational standards, training, certification, and business HR tools for the tourism and hospitality sector.

Aurora College: Business Administration

Aurora College: Supply Management Training Diploma

St. John Ambulance: First Aid/CPR

Various programs outside of the NWT in business management and special interests

ALESTINE'S Pam and Brian McDonald INUVIK

Although their Inuvik restaurant, Alestine's, has been in operation for less than two years, Brian and Pam McDonald wish they had made the plunge a long time ago.

"It's about being our own bosses and the freedom that offers," says Brian. "It's nice to have independence."

The restaurant they own together gives them flexibility in their working lives, and it also affords them the opportunity to meet new, interesting people, says Pam.

Within the family-run business, the couple shares the many responsibilities. Both had previous experience within the tourism industry, and advise anyone interested in starting their own restaurant to focus on education that develops business and culinary skills. To that end, Brian recently completed a Country Food Processing Course, designed to help extend the shelf life of traditional foods. It is proving to be of great benefit to the business, they say.

"We serve as much local food as possible," Brian says, who notes that they are regularly supplied with local fish and reindeer (among other local food). They also work with the local greenhouse in Inuvik to help supply fresh vegetables to the restaurant.

Food and Beverage Manager

Food and beverage managers supervise kitchen and bar staff, and food and beverage servers. They have excellent communication and human resource management skills. They excel at motivating others, while becoming efficient at a variety of critical operational tasks. Many managers are promoted to their positions based on experience and the ability to provide great service.

Types of Programs Available

emerit: Food and Beverage Manager

emerit: Supervisor

Aurora College: Business Administration

Aurora College: Supply Management Training Diploma

St. John Ambulance: First Aid/CPR

Various programs outside of the NWT in food and restaurant management

Main Duties

- Use human resources management skills to recruit, train and manage staff
- Ensure customer satisfaction
- Resolve complaints, conflicts and problems brought forward by customers or by staff
- Order and maintain inventory for food and beverage supplies to meet service needs
- Control costs and manage budgets to generate a profit

Education/Training

A high school diploma or equivalent is required. Completion of a food service administration, hotel or restaurant management course is desired. Courses in first aid, food handling, responsible beverage service, and workplace hazardous materials are assets, with some training being mandatory.





Catering Manager

Catering managers oversee all aspects of catering services in hotels. They can also work for private catering companies. The position of catering manager is very similar to the position of beverage services manager -- the focus is just different. The management skills in one position can be used in the other. However, knowledge of the food and beverage area is essential for catering managers.

Main Duties

- Use operations management skills for day-to-day activities (e.g. inspections, compliance with legislation)
- Assist in promotion and sales for the business or services offered
- Consult with clients, providing plans and cost estimates
- Maintain contact with clients before, during and after event to ensure satisfaction
- Resolve customer complaints
- Manage human resources, such as determining number of staff required for an event, and then assigning duties

Education/Training

A high school diploma or equivalent is required. A diploma or degree in hospitality or food and beverage management is usually required. Courses in management, marketing, accounting, responsible alcohol service, safe food handling, first aid and service training are assets, with some training being mandatory.

Types of Programs Available

emerit: Food and Beverage Manager

emerit: Supervisor

Aurora College: Business Administration

Aurora College: Supply Management Training Diploma

St. John Ambulance: First Aid/CPR

Various programs outside of the NWT in catering, or restaurant or food and beverage management



Food and Beverage Server

Food and beverage servers are employed in restaurants, dining rooms, fast food outlets and hotels. They know a great deal about the food and beverages that are served at the establishment where they work. They have knowledge about service techniques and are able to work efficiently and quietly around guests. This position is fast-paced, especially during meal hours. Servers usually receive gratuities (tips) and may receive meals or discounts on meals when they work.

Main Duties

- Take and relay food and beverage orders
- Serve food and beverages to guests
- Handle complaints and concerns of customers
- Provide food and beverage/menu knowledge
- Use proper serving techniques
- Practice responsible alcohol service
- Cash out and reconcile cash with total sales

Education/Training

A high school diploma or equivalent is required. A diploma or degree in hospitality or food and beverage management is usually required. Courses in management, marketing, accounting, responsible alcohol service, safe food handling, first aid and service training are assets, with some training being mandatory.

Types of Programs Available

emerit: Food and Beverage Server

St. John Ambulance: First Aid/CPR

THE WOODYARD

Jen Pike YELLOWKNIFE

For Jen Pike, working as a food and beverage server has developed into a career that she loves.

When she came to Yellowknife from a small town in Newfoundland more than 10 years ago, it was through her job that she met people in the community, from which she developed a large circle of friends. Talking with her customers, locals or tourists, and listening to their stories remains one of the favorite parts of her job.

Jen began her career working at a local restaurant (where she worked with her mom!) and she had plenty of experience by the time she arrived in Yellowknife. She also learned eagerly during training courses on food safety and during seminars on the rules about serving alcohol in the NWT.

She says servers must be well organized while being friendly and outgoing. She says servers must also be responsible and trustworthy. She encourages young people who have those attributes and who are interested in the field, to try their hand at it.

"It is an absolutely great industry in the North," she says. "The money and the people are great."





Bartender

Bartenders are beverage service attendants who mix and pour alcoholic and non-alcoholic beverages in bars, lounges, nightclubs and restaurants, and at specially-licensed events. Bartenders may serve the drinks they make or give them to a food and beverage server who serves them to the customers; it depends on the kind of establishment they are working in. The bartender may or may not collect payments from customers. Like most tourism occupations, bartending is a position where you work with people and are part of a service team. Bartenders usually receive gratuities (tips) and may receive meals or discounts on meals when they work. A bartender must be of legal drinking age. In the NWT, the legal drinking age is 19.

Main Duties

- Provide customer service
- Prepare beverages using proper bartending techniques
- Practice responsible alcohol service
- Clean and maintain bar area and glassware
- Maintain/control inventory of bar stock and supplies

Education/Training

A high school diploma or equivalent is preferred. Courses in bartending are often required. Additional training in responsible alcohol service, first aid and customer service are assets. Workplace Hazardous Materials Information System (WHMIS) training may be mandatory.

Types of Programs Available

emerit: Bartender

Aurora College: Supply Management Training Diploma

St. John Ambulance: First Aid/CPR

Various programs outside of the NWT for bartending



Line Cook

Line cooks organize, prepare and assemble hot and cold food, in preparation for it to be served to customers. They do some cleaning and caring for kitchen equipment, tools and machinery. They possess knowledge and skills to work efficiently and quickly with little supervision. The position offers the opportunity to learn more about cooking and is often a first step to working in the food service sector.

Main Duties

- Prepare and cook foods using basic cooking knowledge
- Receive and store food products
- Clean and maintain kitchen equipment, tools and machinery
- Apply quality standards to food products
- Follow safety and sanitation standards and procedures

Education/Training

A high school diploma or equivalent is preferred. Recommended courses are safe food handling, first aid and customer service.

Types of Programs Available

emerit: Line Cook

emerit: Kitchen Helper

Aurora College: Camp Cook

St. John Ambulance: First Aid/CPR

THE BLACK KNIGHT

Max Fuentes YELLOWKNIFE

When orders are piling up and pressure is mounting to get food out to hungry customers, the ability to remain calm is an important attribute for a line cook, says Max Fuentes.

Working in restaurants and pubs for the past 15 years, Max is a culinary school graduate who went on to achieve Journeyman status. He passed his Red Seal certification exam before venturing out into the business.

He describes his career as a fast-paced one that involves working many holidays and weekends. Despite that, he enjoys being a part of a team of people that aims to put good food on a customer's table within a short timeframe. His main responsibilities involve preparing and cooking food, but he also often works with a chef and others to help design menus and determine specials.

Max notes that good line cooks are often in demand in many communities in Canada, including within the North.

"You can find a job anywhere, so there's a lot of flexibility that way," he notes.

While formal education is valuable, he advises people interested in becoming line cooks to work in a pub or restaurant in another capacity first, before investing years in culinary school.

"I'd get a job first," he said. "It's the only way to know for sure."



ACCOMMODATIONS

More than 80 hotels, motels and bed and breakfast-type accommodations are located throughout the NWT. The work site choices available to those interested in the accommodation sector are enormously varied and diverse. They range from large hotels in Yellowknife and Inuvik to small bed and breakfasts in communities like Fort Simpson and Colville Lake, from remote fly-in lodges in the Sahtu and Nahanni to campgrounds in Fort Smith and Hay River.

The accommodations sector is growing in the NWT and as it grows, so do the number of available positions. The career opportunities are as diverse as the sector itself, including front desk agents, housekeeping/room attendants, general managers, or owners of small businesses such as bed and breakfasts or campgrounds.



Bed and Breakfast Owner/Operator

An owner/operator of a bed and breakfast directs and manages all the daily and long-term operations. This position offers the opportunity to work flexible hours and meet new people. Ensuring the enjoyment and comfort of guests is the owner/operator's number one priority, and owner/operators have the ability to do this creatively in their homes.

Main Duties

- Meet guests' needs related to overnight stays and meals
- Respond to enquiries and solve problems
- Offer tourism information and promote the local area
- Use business management skills for such things as planning, expansion, operations and management, and compliance with federal and territorial legislation related to accommodations
- Use sales and marketing skills to promote the bed and breakfast to new and existing visitors
- Manage company finances such as maintaining and monitoring cash flow and handling bank deposits

- Maintain facility, equipment and supplies related to the operation of the bed and breakfast (e.g. household repairs, linens, furnishings)

Education/Training

A college diploma or degree in business, tourism, marketing or hotel management is useful. Training in first aid, food safety and small business management are all assets.

Types of Programs Available

Aurora College: Business Administration

St. John Ambulance: First Aid/CPR

Various programs outside of the NWT in hospitality and management

EMBLETON HOUSE

Faith Embleton YELLOWKNIFE

For Faith Embleton, meeting new people is the next best thing to travelling.

Since 1999, she and her husband Ken have operated a bed and breakfast in Yellowknife and in that time she has spoken to hundreds of visitors, each with stories to tell. Her ingrained sense of curiosity and general interest in people has served her well and for Faith, some of her long-term and repeat guests feel more like family than customers.

"You need a big heart," she says. "It comes down to how good your people skills are." Faith has many responsibilities, all of which are critical to the success of her business. Her laundry list includes everything from buying groceries and booking rooms to paying bills and yes ...lots of laundry.

Although she left high school as a youth to work, Faith went back to complete her GED. She followed that up by entering the University of Calgary where she excelled at her courses in Psychology. She has also learned much through educating herself. That has, at times, meant hours of researching, and some trial and error along the way. For

anyone interested in becoming a bed and breakfast owner, Faith has some solid advice.

"Try it out first," she says, noting that she is among those willing to mentor newcomers to the field.

She says it is important for all people who deal with tourists to develop knowledge about their own communities so they can share that knowledge with other peoples and cultures.

While there are challenges, she also believes there is much opportunity for the tourism industry in the Northwest Territories. She says every tourist who has a positive experience here is an advertisement for others to come.





Lodge Owner/Manager

A lodge manager is responsible for maintaining the smooth operation of a remote lodge complex. In the NWT, this usually means a fly-in only, all-inclusive accommodation where self-sufficiency is the norm. Lodge managers provide leadership to staff, maintain lodge facilities, ensure safety standards, and provide an exceptional level of hospitality to meet and exceed visitor expectations. Essential aspects of the job include guest relations, financial management, sales and marketing, operations management and administration. Lodge management is often a seasonal position, usually in the summer months.

Main Duties

- Understand and enforce all policies, procedures, standards, specifications, guidelines and training programs required for lodge operation
- Meet financial objectives by developing annual budgets and forecasts, analyzing variances, initiating corrective actions and establishing and monitoring financial controls and strategies
- Ensure that all guests feel welcome and are given responsive, friendly and courteous service at all times

- Schedule labor as required by anticipated business activity while ensuring that all positions are staffed when and as needed and labor cost objectives are met
- Fill in where needed to ensure guest service standards and efficient operations

Education/Training

Many applicants can qualify as a lodging manager by having a high school diploma and several years of experience working in a hotel. However, most large, full-service hotels require applicants to have a bachelor's degree. Hotels that provide fewer services generally accept applicants who have an associate's degree or certificate in hotel management or operations.

Types of Programs Available

Aurora College: Business Administration

St. John Ambulance: First Aid/CPR/Wilderness First Aid

Various programs outside of the NWT in hospitality and hotel management



Hotel General Manager

Hotel general managers need to excel at motivating employees, while constantly monitoring, evaluating and adjusting all aspects of daily hotel operations. Effective hotel general managers ensure that business runs smoothly and generates profit. In the NWT, hotels come in all shapes, sizes and locations so a hotel general manager needs to be flexible and willing to step into multiple roles when required.

Main Duties

- Develop, implement and evaluate policies and procedures for the operation of the department or establishment
- Prepare budgets and monitor revenues and expenses
- Participate in the development of pricing and promotional strategies
- Negotiate with suppliers for the provision of materials and supplies
- Negotiate with clients for the use of facilities for conventions, banquets, receptions and other functions

- Recruit and supervise staff, oversee training and set work schedules
- Resolve customer complaints

Education/Training

A high school diploma or equivalent is required. A university degree or college diploma in hotel management or other related discipline is usually required for managers employed by hotel chains or large accommodation establishments.

Several years of experience within the hotel industry are usually required and may substitute for formal educational requirements.

Types of Programs Available

emerit: Hotel General Manager

Aurora College: Business Administration

Various programs outside of the NWT in hotel management and hospitality

LIARD VALLEY GENERAL STORE AND MOTEL

Hillary Deneron FORT LIARD

Hillary has a deep sense of community and from that has developed a keen interest in tourism over the past 10 years that she has been involved in the industry.

One of the highlights of her work is acting as a champion for her community during face-to-face dealings with newcomers. She especially enjoys getting to know the tourists she greets and listening to their stories with interest.

She is a graduate of the Applied Business Technology certificate program from Northern Lights College in Fort Nelson, B.C. However, the most valuable preparation she received was through learning from others during on-the-job training.

Her main responsibilities involve ensuring that the hotel and store operate smoothly and efficiently. For Hillary, that means she is in charge of everything from payroll and staffing to manning the front counter. When staffing issues arise, she fulfills other roles as well.

While Fort Liard's natural wonders draw tourists every year, Hillary believes there is much potential to further develop the industry in the future.

"We have so much to offer ...our mountains, our culture and everything from hiking to buffalo" she says. "A lot of tourists come to our community and think there is not much for them to do. I'd like to change that."

She says the tourism industry offers many opportunities for young people who she believes can bring new ideas and open minds to their work. She advises them to get involved with a goal in mind, to better themselves and their communities.





Housekeeping Supervisor

Housekeeping supervisors attend to guests' every need. Coordinating teams of attendants to thoroughly clean rooms often and without disturbing guests, they deliver high quality guest experiences. They adopt strategies to reduce energy and water consumption and optimize the operation of the properties, while simultaneously helping to meet their guests' expectations.

Calm, courteous, inherently organized, and hard-working by nature, housekeeping supervisors are also excellent communicators. They must recruit, hire, train and retain qualified, committed employees.

Main Duties

- Establish and implement operational procedures for the housekeeping department
- Plan and coordinate the activities of housekeeping supervisors and their crews
- Coordinate the inspection of assigned areas to ensure that health regulations, safety standards and departmental policies are being met
- Select and purchase equipment and supplies, and maintain inventory
- Arrange for maintenance and repair of equipment and machinery

- Hire, train and supervise housekeeping staff
- Maintain financial records and prepare budgets, payroll and employee schedules

Education/Training

A high school diploma or equivalent is usually required, as is a university degree or college diploma in hospitality management, hotel management or business administration.

Extensive experience as a cleaning supervisor may substitute for formal education requirements. Most housekeeping supervisors obtain their job skills through hands-on experience as housekeeping room attendants.

Types of Programs Available

emerit: Executive Housekeeper

Aurora College: Business Administration



Housekeeping Room Attendant

Housekeeping room attendants are key players in any accommodation's success. They provide for the comfort of guests in hotels, motels, resorts and lodges by ensuring that guest rooms and public areas are clean and properly presented. A housekeeping room attendant promotes a positive image of the property to guests and knows how to quickly make up a room. If guests are happy, that in turn means good reviews, repeat visitors, and positive word-of-mouth marketing. And for a housekeeping room attendant, that means long-term employability and greater future opportunities.

Main Duties

- Stock and sort supplies in linen closet and on housekeepers' cart
- Vacuum, clean, dust and polish guest rooms
- Make beds, change sheets, and remove and replace used towels and toiletries
- Deliver and retrieve items on loan to guests
- Ensure security of guest rooms and privacy of guests
- Perform other cleaning duties as required

Education/Training

A high school diploma or equivalence is preferred. Workplace Hazardous Materials Information System training may be mandatory.

Types of Programs Available

emerit: Housekeeping Room Attendant



Front Desk Agent

Front desk agents provide many guest services. Often a guest's first impression is the result of the front desk agent's skills and abilities. Front desk agents work in the lobby or reception areas of hotels, motels, and other accommodation facilities. The position is challenging and varied, and offers the opportunity to work flexible hours and meet many new people. Front desk agents hold a wealth of knowledge about the accommodations and amenities, and the tourism attractions in the surrounding area. The way they interact, engage with, and support visitors can turn good visits into great ones.

Main Duties

- Provide guests with verbal or written information about the facilities, services, room choices and rates, and area attractions
- Make room reservations following established procedures
- Handle guest arrivals and departures
- Prepare bills and process payments

Education/Training

A high school diploma or equivalent is required. Post-secondary training in tourism or hotel management is sometimes necessary.

Types of Programs Available

emerit: Front Desk Agent



Guest Services Manager

A guest services manager supervises guest services attendants. A guest services manager serves the needs of guests in hotels, resorts and other accommodation facilities by providing information and special services to enhance guests' visits. The position is varied: a guest services manager may be asked to book hard-to-find theatre tickets, give directions to a local festival or recommend a doctor. In a market the size of the NWT, the responsibilities of this would be shared among other front-facing staff roles in a hotel such as the front desk agent.

Types of Programs Available

emerit: Front Desk Agent

Main Duties

- Supervise and direct guest services attendants and concierges
- Communicate directly with guests, in person or by telephone
- Provide information on facilities and services, events and attractions, tours, travel routes, and transportation schedules
- Provide area maps, brochures and other literature
- Arrange tickets, bookings, appointments and reservations for guests

Education/Training

A high school diploma or equivalent is required. Post-secondary training in tourism or hospitality management is an asset.





Campground Operator

In the NWT, campground operators manage private campgrounds in a safe and professional manner. The duties of campground operators are diverse, requiring both people skills and mechanical know-how. Much of the work is outdoors and the seasonal nature of campgrounds generally allows for different opportunities during the off season. Some operators take the winter off, some have a different winter career, and still others continue to operate their campgrounds in winter. Campgrounds are managed by camp contractors.

Main Duties

- Offer tourism information and promote the local area
- Maintain and repair facilities, equipment and supplies
- Respond to enquiries and solve problems
- Oversee operation of retail outlets
- Manage human resources functions such as hiring, training and staff management
- Use business management skills
- Use sales and marketing skills
- Complete financial management tasks such as payroll and cash flow
- Use administrative skills

Education/Training

A high school diploma or equivalent is required. Post-secondary programs in tourism or business are usually required. First aid, wilderness first aid, cardiopulmonary resuscitation (CPR) and other safety-related training are highly recommended and sometimes mandatory.

Types of Programs Available

emerit: Campground Operator

Aurora College: Business Administration

St. John Ambulance: First Aid/CPR/Wilderness First Aid

Various programs outside of the NWT in parks and recreation management



TOURISM SERVICES AND MARKETING

In addition to businesses that provide direct services to visitors, there are organizations that specialize in serving the needs of the tourism industry in the NWT. These include government agencies, marketing organizations and tourism educators. Positions in this sector range from visitor information counsellors, to travel writers, to tourism researchers.

The sector also includes retail services and transportation services, which benefit from the spending of locals and visitors alike. Art galleries and taxi drivers are important participants in the NWT tourism industry and as a community service.





Small Business Owner/Operator (Tourism Services)

This career opportunity is related to the tourism industry because every sector within tourism has small business owners and entrepreneurs who run their own small operations. This example relates to the tourism services sector.

A successful owner of an art gallery or retail store in the NWT tourism sector performs a wide range of responsibilities, from business planning and operations, to finance and accounting, to human resource management, to marketing and sales. As a gallery or store owner, specific duties include recruiting and managing service staff, inventory control, working with local artists or other suppliers, and being knowledgeable about the products for sale so you can answer questions from visitors. Often, the additional information or stories about an artwork from a well-informed person will help to make the sale.

Main Duties

- Meet and exceed guests' expectations
- Use business management skills for such things as planning, expansion, operations and management, and compliance with federal and territorial legislation related to food and beverage service
- Manage company finances such as maintaining and monitoring cash flow and handling bank deposits

- Use human resource management skills such as hiring, training and scheduling staff
- Maintain facilities, equipment and supplies related to food and beverage service

Education/Training

A high school diploma or equivalent is required. A college diploma or degree in business, tourism, marketing and/or management is useful. Training in first aid is highly recommended and may be mandatory.

Types of Programs Available

emerit: Small Business Owner/Operator

Aurora College: Business Administration

Aurora College: Supply Management Training Diploma

St. John Ambulance: First Aid/CPR

Various programs outside of the NWT in business management and special interests



TLICHO GOVERNMENT

Giselle Marion BEHCHOKO

Asked by the Tlicho Government to create an online store where community members and artists would be able to sell their products nationally and internationally, Giselle Marion entered the world of tourism with the popular Tlicho Online Store.

Giselle enjoys the social aspects of her job—meeting new people, promoting Aboriginal products and educating guests about the products themselves. When the government decided they were going to give her full responsibility of the online

store, it became something much larger for her.

She believes the growth of Aboriginal tourism as a designation bodes well for the future of the industry in the NWT.

She advises students to learn all they can about what the NWT has to offer in terms of Aboriginal tourism.

“For those students that have a solid foundation of cultural knowledge, I would recommend they use the knowledge that has been passed down to them to educate guests visiting the territory,” she says.

Rental Agent

Rental agents rent out cars, SUVs, recreational vehicles, boats and other forms of transportation for private use by clients. They are employed by car, boat or recreational companies at airports, resorts and docks. Wherever they work, their general duties revolve around customer service skills, cash handling, coordinating rentals and returns, displaying brochures and pamphlets, and generally ensuring that the office is tidy and organized. Depending on the size of the community and available skills, a rental agent in the NWT may need to be a mechanic as well.

Types of Programs Available

emerit: Reservation Sales Agent

Main Duties

- Greet customers
- Provide information on products, availability and rates
- Discuss rental agreements with clients
- Process rental agreements, sell insurance and check driver's licenses
- Respond to customer complaints
- Ensure clients are escorted to vehicles and quality checks are done
- Process payments

Education/Training

A high school diploma or equivalent is preferred. Training and certification as a reservations sales agent is an asset.

NATIONAL RENTAL CAR

Jason Lam YELLOWKNIFE

For the past five years Jason Lam has been helping others get around the Northwest Territories by renting vehicles to them.

Good rental agents must be approachable, energetic and helpful, says Jason. Computer skills, general knowledge about vehicles, and solid organizational skills are also valuable aptitudes to have.

Jason, who has an interest in cars and educational background in computer technology, also notes that rental agents must be comfortable dealing with people. He says the career is a good one for people interested in working in a growing field and for those who want to develop new skills.

"It is largely about service," he notes.

He believes tourism will become increasingly important to the NWT in the future and he encourages all to act as ambassadors for the community

"I grew up in Yellowknife and I like to talk to tourists about the things to do here: the sights, the Aurora, the new restaurants. And I encourage the staff to know what is going on in the community," he said.





Visitor Information Centre Supervisor

Visitor information centre supervisors oversee the day-to-day operations of a visitor information centre, assisting visitors by providing information, as well as supervising staff and carrying out administrative functions. They often perform the same tasks as a visitor information counsellor, but must divide their time between those duties and the supervisory duties of planning, operations management and staff supervision. Extensive knowledge of local attractions, events and tourism services is necessary, as are excellent communication, administrative and time management skills. Supervisory or management experience is an asset. Most visitor information centres in NWT communities are seasonal operations only open during the summer months. These can be found in Hay River, Fort Simpson, Fort Liard, Fort McPherson, Inuvik, and at the NWT/Alberta border. Year-round visitor information centres are located in Yellowknife and Norman Wells.

Main Duties

- Manage human resources, such as scheduling staff and conducting training
- Oversee information services
- Resolve problems and respond to feedback
- Perform administrative tasks
- Gather information and develop new resources
- Use business management skills

Education/Training

A high school diploma or equivalent is required. Post-secondary training, such as a college diploma or degree in tourism or business, is usually required. Experience attained as a tourism/visitor information counsellor can lead to placement in this position.

Types of Programs Available

emerit: Supervisor

Aurora College: Business Administration



VISITOR INFORMATION CENTRE Evelyn Loreen INUVIK

Evelyn Loreen loves helping people from other countries experience the beautiful and unique NWT. In her role as a visitor information centre supervisor, helping to enhance visitors' experiences is the most satisfying part of her job. She also enjoys talking with people from other parts of the world about their home countries.

Evelyn has been involved in the tourism industry since 1997, beginning as a travel counselor in Dawson City, Yukon. She moved on to become a visitor information centre supervisor in 2004. She has travelled to many other countries and says the insight she has gained from those trips helps her connect with visitors to the NWT.

Her responsibilities range from greeting visitors to hiring employees and setting schedules. Almost every part of her job involves dealing with people.

"You have to be a people person," she stresses.

She has taken courses on verbal communication but most of the training for her role was on-the-job. She says her previous travel to other countries has also been invaluable experience for her work.

"You have to learn about other people and where they live," she said. "In places in Europe, there are no forests.... Here, people can see nothing but landscape for miles. There is so much for them to see."

Visitor Information Counsellor

Visitor information counsellors combine customer service with merchandising and retail skills. They enhance travel experiences by helping visitors make informed decisions about their purchases whether it's a map or a guided tour. Visitor information counsellors are an important link between the visitor and the tourism service providers in the area. They work at visitor information centres, government offices or tourism association offices, and provide answers to questions about the area, history, attractions and weather. Much of their time is spent talking to visitors and answering questions. Most visitor information centres in NWT communities are seasonal operations only open during the summer months.

These can be found in Hay River, Fort Simpson, Fort Liard, Fort McPherson, Inuvik, and at the NWT/Alberta border. Year-round visitor information centres are located in Yellowknife and Norman Wells.

Main Duties

- Answer questions and provide information specific to a region or site
- Distribute promotional materials
- Promote tourism products
- Encourage new and return visits
- Gather information and develop new resources
- Perform administrative tasks
- Stock and sell merchandise, and handle cash transactions

Education/Training

A high school diploma or equivalent is required. A college diploma in tourism is preferred. Knowledge of attractions, events and the local area is also required.

Types of Programs Available

emerit: Visitor Information Counsellor





Executive Director

Executive directors for associations and non-profit organizations in the tourism sector are the top level of management. They organize, direct, control and evaluate the association and its activities by managing different levels of staff, working with a board of directors, and liaising with their membership and other stakeholders that have interests in the NWT tourism industry. They formulate policies that establish the direction to be taken by these organizations, either alone or in conjunction with a board of directors. The NWT Tourism Association is the destination marketing organization for the NWT.

Main Duties

- Establish objectives for the organization or institution and formulate or approve policies and programs
- Authorize and organize the establishment of major departments and associated senior staff positions
- Allocate material, and human and financial resources to implement organizational policies and programs; establish financial and administrative controls; formulate and approve promotional campaigns; and approve overall personnel planning
- Select middle managers, directors or other executive staff
- Coordinate the work of regions, divisions or departments

- Represent the organization, or delegate representatives to act on behalf of the organization, in negotiations or other official functions.

Education/Training

A university degree or college diploma in business administration and/or tourism management is required. Several years of experience as a middle manager in a related institution or organization are usually required. Specialization in a particular tourism service or sector (such as marketing) is possible through specific university or college training in that area or through previous experience.

Types of Programs Available

Various programs outside of the NWT in tourism management, tourism marketing and travel trade, and business management

When Cathie Bolstad was 11 years old she worked as a baggage carrier for tips. She could not have known she was beginning a path that would turn into a journey.

In later years, she completed a degree in marketing and saw the true potential of the tourism industry. For her, there was a huge bonus in becoming involved—it would allow her to interact with a lot of different businesses and give her a chance to apply her marketing skills while providing opportunities for further learning.

Today, she is responsible for everything from preparing budgets, to reporting to a board of directors. It is also her responsibility to ensure the organization stays on target financially, which includes identifying revenue generating ideas and carrying them out. She fulfils many other duties as

she acts as an advocate on behalf of NWT Tourism members and tourism operators.

For young people interested in careers within tourism, Cathie has some solid advice.

First, she insists they finish school.

She also recommends that young people not be afraid to start in entry level positions and advises them to try their hand at all levels of employment in the hospitality and tourism industries.

“Be sure to learn your manners when it comes to providing customer service and hospitality,” she says. “Learn from your co-workers and network with other people in your industry.”

NWT TOURISM ASSOCIATION
Cathie Bolstad YELLOWKNIFE

Marketing Director

Sales and marketing directors are responsible for establishing and directing the marketing and sales activities of an organization. They may work for an organization in the attractions sector, such as a museum or heritage site, or in other sectors of tourism, such as for hotels, tour companies or destination marketing organizations. Sales and marketing directors guide the activities of staff involved in sales, travel trade, marketing, advertising and public relations, and in doing so, they impact the direction and goals of an organization.

Main Duties

- Assign sales territory, target groups and sales quotas
- Coordinate sales activities with other work units or departments
- Prepare and submit plans, budgets, progress reports and annual sales reports
- Manage human resource functions, such as hiring, training and reviewing performance
- Research competitors' products and services
- Develop goals, objectives, projects and priorities, and assign them to sales managers

- Develop and conduct sales campaigns, and marketing and promotional plans
- May perform duties of the sales manager as well

Education/Training

A university degree or college diploma in business administration, marketing, communications, public relations, advertising or a related field is required. This position benefits from strategic planning and business skills, advanced sales and marketing experience, and a network of contacts. Also, knowledge of the products, the company, the competition and the industry is beneficial.

Types of Programs Available

Aurora College: Business Administration

Various programs outside of the NWT in travel trade, tourism marketing, hospitality and tourism, and business management

NWT TOURISM ASSOCIATION

Ainsley Miller YELLOWKNIFE

Originally from Australia, Ainsley has travelled the world, beginning her tourism career in the hotel industry in England.

She made Canada her home more than 17 years ago, eventually settling in Grande Prairie, Alberta where she was the general manager of the local Farmer's Market. Many of the marketing and organizational skills she learned there served her well in her next role as the Executive Director of the Grande Prairie Regional Tourism Association.

Marketing the Northwest Territories to people around the world, Ainsley combines two of her passions, tourism and the North. As a Marketing Director, she helps create marketing campaigns and leads a team of tourism professionals who work to promote the NWT as a destination to people across Canada and around the world.

If you like dealing with people as much as she does, a tourism career may be the right path for you, she says.

At the beginning of her tourism career in hotels, Ainsley gained her Hospitality Management Diploma, going to school while still working with the support of her employer.

She furthered her knowledge by participating in courses offered through an industry group— Destination Marketing Association International, eventually receiving her qualification as a Certified Destination Management Executive.

"I consider myself very lucky. I love my job —I help people do new and exciting things every day,"





Public Relations Manager

Public relations managers maintain positive relationships with media and clients, write copy for media reports, encourage good community relations and respond to issues on behalf of their clients. A public relations manager is creative and able to produce good work, sometimes under pressure and always by a deadline.

Main Duties

- Assist in developing public relations plans and programs
- Research, edit and write news releases, copy for brochures and other publications
- Arrange and conduct interviews
- Act as a spokesperson for the attraction
- Coordinate production and distribution of print and electronic materials

Education/Training

A high school diploma or equivalent is required. Post-secondary training in public relations, communications, journalism or another related discipline is required.

Types of Programs Available

Various programs outside of the NWT in tourism marketing and communications, and tourism management



NWT TOURISM ASSOCIATION

Julie Warnock YELLOWKNIFE

Julie Warnock has traveled and lived in communities across Canada, but it was the NWT and its landscape that connected with her. She has since developed a strong interest in sharing what she loves most about the NWT with others.

Julie says there are an unlimited number of opportunities within the tourism industry and she offers sound advice for students who may want to work in her field. She says getting the right education is the key. She notes that it is also important to understand the way digital technology works.

"Times have changed and the way we market to consumers has changed as well. No longer are we using the same tools as five years ago to market to the same people. Everything is done digitally and available online. Understanding the tools will come second to loving the place you intend to market!"

She also tells students to travel to different parts of the world, to help them to build their knowledge about other markets.

Travel Trade Sales Manager

Travel trade sales managers are responsible for promoting a destination to travel agencies and tour companies. Government agencies, private consulting and research firms, and professional associations all employ these managers. They may travel frequently, exploring new destinations and discovering travel attractions. In a small jurisdiction like the NWT, it is common for several roles to be done by one person.

Main Duties

- Attend travel shows and organize familiarization tours
- Use administrative skills
- Use sales and marketing skills
- Use financial management skills

Education/Training

A high school diploma or equivalent is required, as is a university degree or college diploma in tourism, business, marketing, communications or public administration.

Types of Programs Available

Aurora College: Business Administration

Various programs outside of the NWT in travel trade and tourism marketing

See profile of Ainsley Lamontagne, Marketing Director, NWT Tourism Association on p. 30



Travel Consultant/Reservation Agent

Travel consultants advise clients on travel options and tour packages, make bookings and reservations, prepare tickets and receive payment. They are employed in travel agencies, transportation and tourism firms and hotel chains.

Main Duties

- Provide travel information to clients regarding destinations, transportation and accommodation options and travel costs, and recommend suitable products
- Plan and organize vacation travel for individuals or groups
- Make transportation and accommodation reservations using computerized reservation and ticketing systems
- Promote particular destinations, tour packages and other travel services
- Investigate new travel destinations, hotels and other facilities and attractions
- Provide travel tips on tourist attractions, foreign currency, customs, languages and travel safety

Education/Training

A high school diploma or equivalent is required. A college diploma or vocational training in travel or tourism is usually required. Certification with the Canadian Institute of Travel Counsellors (CITC) may be required. This certification is granted after completion of a 60-credit requirement obtained through any combination of work experience, training and education, and successful completion of the advanced exam.

Types of Programs Available

emerit: Travel Counsellor

emerit: Travel Agency Manager

Aurora College: Business Administration



Travel Writer and Photographer

Travel writers and photographers are specialists who often travel to far-away destinations to develop stories and photos for tourism-related journalism. They may be employed by newspapers, magazines, trade publications or the government, or as freelance writers and photographers. In some cases, one person is responsible for writing and photography.

Main Duties

- Research subjects
- Travel to and explore destinations
- Conduct interviews
- Write and edit articles prior to editorial review
- Take photographs, identify/gain consent of subject
- Develop and enhance photographs
- Deliver work, often by electronic means

Education/Training

A journalism diploma/degree is preferred for writers, and a visual arts or photography diploma/degree is preferred for photographers. Experience in research, interviewing and writing travel stories is a desirable background for a writer to have. Experience in any type of photography is valuable to a travel photographer.

Types of Programs Available

Various programs outside of the NWT in journalism, and tourism marketing.

TRAVEL WRITER/PHOTOGRAPHER

Helena Katz FORT SMITH

Travel writing has led freelancer Helena Katz across the NWT and the rest of Canada, and as she has done so she has met people from all walks of life. She has written about everything from snake mating at Wood Buffalo National Park to dog sledding in the North. It's little surprise that the favourite part of her job is learning about the world around her.

She says that for travel writers and photographers, no two days are the same.

Helena divvies up her time between research and writing in her home office, proposing story ideas to editors, and venturing to different locations for interviews and photo ops. One day she will be interviewing a bee keeper and taking a tour of beehives in Fort Simpson, the next she'll be learning about tanning moose hides from a group of women at the Open Sky Festival.

Helena has worked for many different publications and she has travelled to every province and territory in Canada.

Within the NWT, her work has taken her to

Aklavik, Fort Good Hope, Fort Providence, Fort Simpson, Hay River, Inuvik, Norman Wells, Tulita and Yellowknife. She has had many travel opportunities, attending events and having experiences she wouldn't enjoy otherwise.

For people interested in becoming travel writers, she also notes that some government departments, museums and visitor centres also hire people with degrees in journalism, media and communications, sciences and environmental studies to write for them. In addition to an education, Helena says life experience is one of the most important tools to becoming a successful writer and photographer.

She reminds young people interested in becoming involved as freelancers that although you set your own hours you must be disciplined. She explains that staff writers may have higher pay and more career stability, but notes that freelancers can choose the articles they want to write.





Tourism Researcher

Tourism researchers provide market research, analysis, plans and marketing strategies and services for tourism-related businesses. They collect, analyze and report findings back to clients and may need to conduct comparative research studies and/or develop social economic profiles. Researchers are employed by governments, private consulting/research firms or professional associations.

Main Duties

- Provide market research, analysis, plans and marketing services
- Identify and recommend marketing opportunities
- Prepare marketing and development strategies
- Respond to enquiries regarding reports
- Design, develop and implement projects, events, campaigns, etc.

Education/Training

A high school diploma or equivalent is required. A bachelor's degree in economics, commerce, business or public administration is required.

Types of Programs Available

emerit: Tourism Researcher

Aurora College: Environment and Natural Resources Technology Program

Various programs outside of the NWT in tourism and recreation studies, and tourism marketing



Tourism Trainer

Tourism trainers use their expertise to increase the professionalism and skills of those working in the NWT tourism industry. They work in training classrooms, worksites and in schools and have a good understanding of the tourism industry as well as knowledge of adult learning principles and of training techniques. They may work as contract trainers, or may be employed by a company to manage ongoing training needs.

Main Duties

- Plan training objectives and session plans
- Deliver training sessions
- Respond to questions and comments
- Develop and administer evaluations
- May develop program, curriculum or learning activities

Education/Training

A high school diploma or equivalent is required, as is a college or university diploma. A certificate in adult education is an asset. Extensive experience within the tourism industry is a must.

Types of Programs Available

emerit: Tourism Trainer

ABORIGINAL TOURISM LIAISON CONSULTANT

Brenda Dragon FORT SMITH

Working as a volunteer at the Vancouver 2010 Olympics was a defining experience for Brenda Dragon, one that led her towards a career in tourism.

At the time, she had just enrolled in a Native Studies program, but after helping to share the history and culture of the North with Olympic visitors from around the world, she decided to change her educational focus and signed on for key courses at the Tourism Management program at Capilano University in Vancouver. She hasn't looked back since.

The path to her present occupation has been an evolution from an Aboriginal tourism consultant's role with the GNWT, and it has been a natural fit for Brenda. Drawing upon her experiences and training, including education courses through Athabasca University and Aurora College, she designed and developed

the revamp of the NorthernMost Host Program, a two-day customer service workshop designed to guide frontline staff in best practices. She believes the success of the tourism industry hinges on friendly service.

A strong believer in lifelong learning, Brenda says people who enjoy new experiences, as well as talking to and dealing with interesting people from all walks of life, could consider a career in the Tourism industry.

"It can be such a happy way to work—and very rewarding," she says.

In addition to formal training, Brenda suggests that anyone wanting to become involved in tourism should find ways to travel to other places and experience other cultures and communities to learn more about the industry.



Retail Sales Clerk

Retail sales clerks sell or rent a variety of goods and services in stores and other retail businesses. They may work in independent stores, or in retail outlets that exist because of their affiliation with a business in another sector of tourism. For example, a gift shop in a visitors' information centre is a retail outlet affiliated with a tourist destination in a community. Main tasks in this position revolve around customer service skills and cash handling, but other duties relate to displaying merchandise, handling returns and generally ensuring that the store is tidy and organized.

Main Duties

- Greet customers and discuss type, quality and quantity of merchandise or services sought for purchase, rental or lease
- Advise customers on use and care of merchandise, and provide advice concerning specialized products or services
- Estimate or quote prices, credit terms, warranties and delivery dates
- Prepare merchandise for purchase, rental or lease
- Prepare sales, rental or leasing contracts and accept payment
- Assist in display of merchandise

- Maintain sales records for inventory control
- Operate computerized inventory record keeping and re-ordering systems
- May conduct sales transactions through Internet-based electronic commerce

Education/Training

A high school diploma or equivalent is preferred. A university degree or college diploma may be required by some employers. Specific subject matter courses or training may be required. Demonstrated sales ability and product knowledge are usually required for retail salespersons who sell tourist-related, cultural or valuable merchandise, such as souvenirs, local products, traditional arts and crafts, and fine original art.

Types of Programs Available

emerit: Retail Sales Associate



Ferry Boat Captain

Ferry boat captains transport passengers and cargo on a set path between two or more docks in coastal and inland waters. They maintain a schedule, oversee loading and unloading procedures on the ship and supervise and coordinate the activities of deck crews. Employment could be through a private marine transport company or the GNWT Department of Transportation. Most ferry boat jobs in the NWT are across rivers such as the Peel River and the Mackenzie River.

Types of Programs Available

Specialized programs outside of the NWT for mariner training

Main Duties

- Command and operate ferry boats
- Determine geographic positioning
- Execute safe navigational passage
- Maintain navigational instruments and equipment
- Direct activity of deck crew
- Direct and supervise loading and unloading of vehicles and foot passengers
- Be prepared to handle emergency situations
- Keep ship's log
- Monitor other vessels along route

Education/Training

A high school diploma or equivalent is required, as is a Transport Canada Deck Officer Certificate, or one to three years' experience on a deck crew. Proven navigational skills are necessary, as are time management skills and emergency/disaster management skills.

PEEL RIVER FERRY

Darcy Firth TSIIGHTCHIC

In 2007, Darcy Firth began working as a deckhand on the MV Louis Cardinal, the ferry that crosses the Mackenzie River at the community of Tsiighehtchic.

It was a job he learned to love and as his seamanship skills developed, ferry captains gave him the opportunity to pilot the boat during practice runs. He was a natural at handling the ferry and as a result he was encouraged to vie for the captain's seat.

For a year and a half, Darcy trained at the Western Marine Institution in Richmond B.C., completing the many courses required to become a marine captain. He received his captain's papers in November 2015. His first opportunity to take over the captain's chair will come when the service begins again for the summer season in 2016.

He cautions that anyone interested in becoming a ferry captain will have to work and study hard. And, while there

are many courses, exams and hours serving as a deckhand required before

a mariner can apply, there is a sense of pride inherent in the hard-earned title, says Darcy.

As captain, he will be responsible for the safety of everyone aboard the ferry, and will supervise deckhands, engineers and others. He will work almost every day during the five-month ferry season.

"It's a lot of work, but we are getting people where they need to go—and that's important," he says.





Taxi Driver

Taxi drivers transport passengers by car, van and limousine. They are employed by taxi companies or work as independent drivers. Often the first local contact for visitors, a taxi or limousine driver can have a significant positive influence on a tourist. They have extensive and detailed knowledge of the area in which they drive. Taxi and limousine drivers are in a position to provide a wealth of tourism information and generate exceptional travel experiences. They must have and maintain an excellent driving record and transport customers safely from place to place via the most direct and/or practical route possible.

Types of Programs Available

emerit: Taxicab and Limousine Driver
St. John Ambulance: First Aid/CPR

Main Duties

- Greet customers
- Assist passengers as they enter and exit the vehicle
- Stow luggage and other goods
- Drive passengers and/or goods to requested destinations
- Practice defensive driving
- Provide information on locales, attractions, fares, etc.
- Handle customer complaints or difficult passengers
- Process payments and record transactions
- Communicate with dispatchers

Education/Training

A high school diploma or equivalent is preferred. Training in first aid, defensive driving, basic auto mechanics and customer service are assets. A valid driver's license is required.



UNITED TAXI

Abdalla Mohamed INUVIK

For almost a quarter of a century, Abdalla Mohamed has been helping people get from one place to another in Inuvik and he has safely transported thousands of community members and visitors in that time.

But it's about more than just driving. One of his favourite parts about his work is meeting new people and listening to their stories. He has also developed close relationships with many people in the community.

"I love my job," he says.

He first became interested in taxi driving while looking for a career that offered some job security. He then took and passed an exam on the bylaws that governed the industry locally before turning on his taxi light.

His main responsibility is to ensure his passengers get to and from their destinations efficiently and safely. He also says it is important for anyone in his business to know their community well and be informed about the events and other goings-on in the area. When he transports tourists, he tries to enhance their interest in the community.

"It's like doing public relations. You have to have a little knowledgeable about everything," he notes.

Small Business Owner/Operator (Transportation)

This career opportunity is related to the tourism industry because every sector within tourism has small business owners and entrepreneurs who run their own small operations. This example relates to the transportation sector.

A successful small business owner with transportation services catering to the NWT tourism industry could include opportunities like community taxi services on land or on water and vehicle rental services for land, water or snow activities. Whatever the transportation service, the owner performs a wide range of responsibilities, including business planning, operations, finance accounting, human resource management, marketing and sales. A small business owner must continuously review and update business plans, check budget figures, monitor accounting

and cash control procedures and ensure the overall operation of the establishment is in line with predictions.

Main Duties

- Meet and exceed guests' expectations
- Offer tourism information and promote the local area
- Use business management skills for such things as planning, expansion, operations and management, and compliance with federal and territorial legislation related to transportation services
- Use sales and marketing skills to promote the transportation to new and existing customers and visitors
- Manage company finances such as maintaining and monitoring cash flow and handling bank deposits
- Respond to enquiries and solve problems
- Maintain facilities, equipment and supplies related to the transportation service (e.g. vehicle repair and maintenance, garage or dock maintenance, etc.)

Education/Training

A high school diploma or equivalent is an asset. A college diploma or degree in business, tourism, marketing and/or management is useful. Training in first aid is highly recommended and may be mandatory.

Types of Programs Available

emerit: Small Business Owner/Operator

Aurora College: Business Administration

St. John Ambulance: First Aid/CPR

Various programs outside of the NWT for business management and special interests

WATER TAXI (INUVIK/AKLAVIK)

Eddie Greenland INUVIK

Navigating the Mackenzie River Delta between Aklavik and Inuvik, Eddie Greenland had been ferrying locals between the two communities for more than four years when he was asked if he could provide a similar service for tourists. Eddie, who provides locals with a cheaper transportation alternative to flying, enjoys being on the water and was quick to say yes.

For tourists, he developed a service that was more than just a simple water taxi. He extended the trip to include views of old trading posts and arranges a stop at a local camp where visitors can have a tea, a taste of bannock and see fish being smoked and dried in the traditional way. Visitors might even see a moose or a bear along the way.

Developing an enhanced experience is the key to attracting tourists, he says.

Along the Mackenzie Delta, Eddie understands there are many potential hazards, including shifting sandbars. He notes that people providing a transportation service in a similar situation would have to have an intimate knowledge of the area to navigate it safely on a regular basis.



ADVENTURE TOURISM AND RECREATION

Careers in adventure tourism and recreation often centre around sports such as hiking, canoeing, kayaking, fishing and hunting. Hundreds of lakes and rivers in the NWT offer some of the world's most spectacular sport fishing. Hunting outfitters offer big game packages for Dall's sheep, mountain goats, moose, bears and wolves. Outdoor adventurers are visitors who travel for the main purpose of participating in outdoor activities, such as hiking, canoeing, kayaking, rafting and dogsledding. Tour operators across the NWT offer guided trips in all of these activities.

Other career opportunities include parks services, recreation coordination and small business owners that run their own companies, often specializing in a specific activity like paddleboard rentals or guided tours of the community. The possibilities are endless.



Freshwater Fishing Guide

Freshwater angling guides organize and conduct fishing expeditions. They can either operate their own small businesses or work for adventure tourism companies, resorts, parks, lodges or campgrounds. They may take visitors for a day trip or for an excursion that lasts several days.

Main Duties

- Guide clients to designated areas
- Assess potential dangers
- Create positive visitor relations
- Assemble necessary equipment and supplies
- Set up and break camp
- Prepare and/or serve meals
- Instruct and demonstrate fishing skills and techniques
- Respect and maintain the environment

Education/Training

A high school diploma or equivalent is preferred. Fishing experience as well as knowledge and familiarity of the terrain, environment, and local area is required. Knowledge of local history is an asset. Standard first aid and CPR training are mandatory. Wilderness first aid is recommended. Transport Canada requires that boat operators have Small Non-Pleasure Vessel Basic Safety (MED A3) and Small Vessel Operator Proficiency Training (SVOP) courses and certifications.

Types of Programs Available

emerit: Freshwater Fishing Guide

Aurora College: Business Administration

Aurora College: Bear Monitor

St. John Ambulance: First Aid/CPR/Wilderness First Aid

GREAT SLAVE LAKE TOURS

Shawn Buckley HAY RIVER/YELLOWKNIFE

With more than two decades of experience as a sport and commercial fisherman behind him, Shawn Buckley imparts hard-won knowledge to help visitors and locals alike experience the joys of catching the big fish that inhabit Great Slave Lake.

For Shawn, the biggest advantage of his job is enjoying the outdoors and doing something he loves: fishing. And that's a big part of his job, making sure the people he takes on excursions actually catch a fish. This is where his intricate knowledge of the lake and its fish proves most valuable.

Fish or no fish, whenever he takes a group out, Shawn says safety is the number one priority.

While some aspects of the job are best learned by fishing with other experienced anglers, he strongly advises anyone interested in becoming an angling guide to take water safety courses and to learn how to read nautical charts. He also recommends training on weather awareness.

"Even for locals you can get into some pretty serious stuff," he warns.

While Shawn sees growth for the future of the industry, he believes it will remain important for all operators to pay close attention to safety.





Hunting Guide

Hunting guides organize and conduct expeditions for hunters. They work for adventure tourism companies or they open their own private operations. Trips may last a day or upwards of a week.

Main Duties

- Guide individuals or groups
- Assess potential dangers
- Create positive customer relations
- Assemble necessary equipment and supplies
- Set up and break camp
- Prepare and/or serve meals
- Instruct and demonstrate hunting skills and techniques
- Respect and maintain natural surroundings

Education/Training

A high school diploma or equivalent is preferred. Hunting experience as well as knowledge and familiarity of the terrain, environment, and local area is required. Knowledge of local history is an asset. Standard first aid, CPR, and wilderness first aid training are mandatory.

Types of Programs Available

emerit: Hunting Guide

Aurora College: Business Administration

Aurora College: Bear Monitor

St. John Ambulance: First Aid/CPR/Wilderness First Aid



James Pokiak has been a subsistence hunter for all of his adult life. For

more than 30 years, he has used his knowledge of the land, the sea and their animals to help guide other hunters in the NWT.

In his role as a guide, he has many responsibilities, but the overriding one is protecting the safety of everyone under his care.

"It's not something anyone can do," he says. "In a polar bear hunt you have to watch everything and ice conditions can be pretty risky."

POKIAK GUIDING James Pokiak TUKTOYAKTUK

Although there were few regulations in his early years as a guide, James says there have been changes since. He has taken part in guide training courses in his hometown of Tuktoyaktuk that have reaffirmed much of his hard-earned knowledge about hunting and guiding in the North.

"It was valuable—but a lot of stuff I already knew," he said.

James says people interested in becoming hunting guides should have a combination of training and experience. He says guides also have to be good with people.

"It can be tough. You have to know how to deal with many types of clients. You have to have lots of patience," he stresses. "You have to be honest and straightforward and have to really know what you are doing."

Outdoor Adventure Guide

Outdoor adventure guides organize and conduct expeditions for sports enthusiasts, adventurers, tourists or resort guests. They work for adventure tourism companies, resorts, parks, lodges or campgrounds, or operate their own small businesses. They might take clients canoeing, kayaking, fishing or hiking, depending on their skills. Often the work is seasonal, and depending on the type of guiding, the hours can be irregular.

Types of Programs Available

emerit: Outdoor Adventure Guide

Aurora College: Business Administration

Aurora College: Bear Monitor

St. John Ambulance: First Aid/CPR/Wilderness First Aid

Various programs outside of the NWT for outdoor adventure training and guiding, parks and recreation, recreation management

Main Duties

- Guide individuals or groups
- Assess potential dangers
- Create positive customer relations
- Assemble necessary equipment and supplies
- Set up and break camp
- Prepare and/or serve meals
- Instruct and demonstrate hunting skills and techniques
- Respect and maintain natural surroundings

Education/Training

A high school diploma or equivalent is preferred. Knowledge and familiarity of the terrain, environment, and local area is required. Some outdoor adventure activities, such as canoeing or kayaking, require special training or certification. Certification information will be available from the associations that govern the sport, such as Paddle Canada. Standard first aid and CPR training are mandatory. Wilderness first aid is recommended. Knowledge of local history is an asset.

NIVEK LTD.

Kevin Antoniak FORT SMITH

Kevin Antoniak thought something was terribly wrong as his passenger—a woman from England—stepped from the dog sled, tears streaming from her eyes. Thankfully, they were tears of joy.

“At first I thought ‘Oh my God! What happened?’, but she had waited her whole life for that northern experience,” he said.

Experiences like that are one of the reasons Kevin enjoys his part-time job as an outdoor adventure guide. A wilderness lover, he mushed teams of dogs over the snow for almost 30 years before deciding to operate his hobby/lifestyle as a business. Although he has a family business background, Kevin, now retired from his day job, doesn’t expect to become rich. But he enjoys talking with people and sharing the wilderness as well as the experience of dog sledding.

“You don’t do this for the money,” he said.

Kevin suggests that anyone interested in outdoor guiding be well-trained in first aid and have a solid wilderness background or training. For a larger operation, some bookkeeping or business courses would be helpful as well, he says.

He also believes that anyone involved in any tourism business has to like interacting with people.





Recreation Coordinator

Recreation coordinators manage, promote, and develop recreation, sport and leisure programs within their communities. They may supervise recreation staff or instructors. They are responsible for the recreation budget and may develop recreation policies and practices. A priority for this position is to develop and encourage volunteerism in the community. The recreation coordinator delivers programs that provide opportunities for youth, recreation and sport activities and promote a healthy lifestyle for community residents of all ages. Different communities have different recreation facilities, but possible locations for recreation activities include community halls, arenas, school gyms, youth centres, fitness and exercise centres, gathering places, and outdoor spaces such as fields, waterfronts or camps.

Types of Programs Available

emerit: Supervisor

GNWT Department of Municipal and Community Affairs (MACA): Community Recreation Leader Certification

St. John Ambulance: First Aid/CPR

Main Duties

- Organize events and functions
- Facilitate and organize indoor or outdoor community recreation programs
- Maintain financial records
- Make budget recommendations for facilities, programs or services
- Liaise with various governments and organized community sports teams
- Fundraise for travel and large community events

Education/Training

A high school diploma or equivalent is required. Courses in recreation administration or recreation management are desirable. Training in first aid may be mandatory. Customer service training is highly recommended.

HAMLET OF AKLAVIK
Dean McLeod

Dean McLeod began what would become a life-long career in recreation simply enough – by helping out at local bingos in Aklavik.

His community interest eventually resulted in an offer of a sponsored seat within a two-year recreational leaders program at Aurora College. The sponsorship required that he spend two years working in Aklavik after graduation, but today, more than 20 years later, Dean remains firmly involved in the community.

There is much about his job he enjoys, which includes everything from organizing community events to coordinating sports activities. Dean particularly likes working with young people and with volunteers.

“I love my community and I want to make it a better place and a healthier place to live in,” he says.

Dean says people considering recreation careers should like working with people and have an interest in sports and other recreational activities. He also notes that they should be prepared to work weekends and on holidays.

He has helped develop recreation courses through the GNWT Department of Municipal and Community Affairs, School of Community Government, and highly recommends recreational leadership training, particularly programs that have a practicum component.

Tour Operator

Tour operators are involved in planning, development, promotion, administration and implementation of tourism products. They oversee a multitude of day-to-day tasks and also supervise, motivate and train staff. They are employed by tour or transportation companies, resorts or attractions. They may also be small business owners. They may travel to proposed tour sites and experience the services first hand before assessing their tourism potential.

Types of Programs Available

emerit: Tour Operator

Aurora College: Business Administration

St. John Ambulance: First Aid/CPR

Main Duties

- Meet and exceed visitor expectations
- Use operations management skills to oversee the day-to-day tasks of the business
- Use sales and marketing skills to promote the tours and activities offered to visitors
- Manage human resources such as hiring, supervising and training staff
- Develop products that showcase the community, the landscape or an activity to attract visitors
- Use financial management skills to maintain cash flow, manage accounts, and regulate revenues and expenses to generate profit

Education/Training

A high school diploma or equivalent is required. A university degree or college diploma in tourism or history is an asset. Knowledge and familiarity of the terrain, environment, and local area is required. Knowledge of local history is an asset. Standard first aid and CPR are mandatory.

YELLOWKNIFE OUTDOOR ADVENTURES

Carlos Gonzales YELLOWKNIFE

When he was a child, Carlos Gonzales loved being outdoors and he jokes that much of his youth was spent in hip waders. It is this enjoyment of nature that remains a main benefit of his job today.

Carlos has been a tour operator for more than two decades. His business offers a variety of tours that include everything from fishing and hunting to city tours and aurora watching excursions. He says part of being a successful tour operator is identifying needs within the industry and providing tours and travel packages that fulfill those needs.

While Carlos began his occupation without the benefit of formal training, he has since taken part in many courses, including First Aid, CPR, guiding and wilderness training.

“For me, it was good to at least get affirmation of my knowledge,” he said.

For anyone interested in becoming a tour operator, Carlos believes an ideal combination of education and experience is needed.

“There are all kinds of useful programs out there—guide training, wilderness training, ...interpreter courses,” he notes. “The more certifications you have, the more it will enhance your knowledge—but you have to have experience as well.”





Tour Guide

Tour guides accompany visitors as individuals or groups on short trips, sightseeing tours or visits to attractions. They provide information, deliver commentary, answer questions and ensure the itinerary is met. They may develop tours or may be hired to deliver ready-made tours.

Main Duties

- Provide general knowledge of attractions, events or destinations
- Develop and maintain information files on local history, attractions, etc.
- Prepare and deliver commentary
- Answer and/or research questions
- Complete tour reports, as required

Education/Training

A high school diploma or equivalent is preferred. A university degree or college diploma in tourism or history is an asset. Customer service training is recommended. In-depth knowledge of local geography, history, culture and attractions is required.

Types of Programs Available

emerit: Tour Guide

St. John Ambulance: First Aid/CPR



Small Business Owner/Operator (Outfitter)

This career opportunity is related to the tourism industry because every sector within tourism has small business owners and entrepreneurs who run their own small operations. This example relates to the adventure tourism and recreation sector.

A successful owner of a tourism-related small business in the NWT performs a wide range of responsibilities, including business planning, daily operations, finance, accounting, human resource management, marketing and sales. A small business owner must continuously review and update business plans, check budget figures, monitor accounting and cash control procedures and ensure the overall operation of the establishment is in line with predictions. Small businesses in the outfitting sector are often seasonal and offer an experience-based product such

as kayaking, boat tours with shore lunches, fishing trips, hiking tours, guided visits in a community, dogsled tours, etc. Depending on the size of the business, business owners may lead the activities themselves, or hire staff to help.

Main Duties

- Develop products that showcase the community, the landscape or an activity to attract visitors (e.g. kayaking, boat tours with shore lunches, fishing trips, hiking tours, guided visits in a community, dogsled tours, etc.)
- Use sales and marketing skills to promote outfitting activities as well as the local area
- Use financial management skills to regulate revenues and expenses to generate profit
- Maintain facilities, equipment and supplies related to outfitting and/or touring activities
- May manage human resources such as hiring, supervising and training staff, depending on the size of the operation

Education/Training

A high school diploma or equivalent is an asset. A college diploma or degree in business, tourism, marketing and/or management is useful. Training in first aid is highly recommended and may be mandatory.

Types of Programs Available

emerit: Small Business Owner/Operator

Aurora College: Business Administration

Aurora College: Traditional Arts

St. John Ambulance: First Aid/CPR/Wilderness First Aid

Various programs outside of the NWT for special interest activities and certifications in sports and outdoor activities

TUNDRA NORTH TOURS

Kylik Kisoun Taylor INUVIK

Kylik once asked himself what he would do if he were a rich man. His answer was to spend his days boating, snowmobiling, hiking and exploring.

This is exactly what he does working as an outfitter for his company, Tundra North Tours, in Inuvik.

For Kylik, part of the thrill is sharing his backyard with people who haven't seen anything like the beauty it holds. The adventure is also about sharing his experiences and culture.

When there were no tours being offered from Inuvik to Tuktoyaktuk, Kylik created one: a five-hour boat tour to Tuktoyaktuk that includes a two-hour tour of the town before hopping on a plane back to Inuvik. It is now one of his most popular tours.

Summer tours begin as early as 6:30 in the morning and end at 10:00 at night. Entire days can be spent exploring the wild or taking in the view from the water. Kylik's tours are focused around Tuktoyaktuk, Aklavik, Herschel Island and the Dempster Highway.

He tells people interested in becoming outfitters that they have to be a jack of all trades.

"You must have knowledge of the land, understand business management and know about the equipment you use," he says.

He also advises taking courses in accounting, small business management, customer service, equipment maintenance and first aid. Courses in biology and environmental studies are also useful, he says.



Parks Manager

Parks managers in the NWT are federal or territorial government employees. They are responsible for managing parks, and delivering tourism programs and services in accordance with government legislation and procedures. In support of the tourism industry, park managers also develop programs and initiatives focused on developing new products and promoting tourism as a sustainable economic opportunity. There are 33 territorial parks in the NWT, most of them in the North Slave, South Slave and Beaufort-Delta regions. The NWT is also home to five national parks and national park reserves.

Main Duties

- Supervise and participate in the development, implementation, management and monitoring of capital plans to achieve regional goals for parks, regional assets and tourism in the region
- Deliver parks and tourism programs and services in accordance with federal and territorial government legislation and policies
- Manage projects, programs and resources to ensure cost-effective delivery of programs and services

- Work collaboratively with several organizations with an interest in tourism and parks (e.g. tour operators, communities and Aboriginal organizations)

Education/Training

A high school diploma or equivalent is required. A post-secondary degree in Business Administration, Parks and Tourism Management, or a Project Management Professional (PMP) certification with five to seven years of experience in project management, including program delivery and staff supervision, is required.

Types of Programs Available

Aurora College: Environment and Natural Resources Technology Program

emerit: Supervisor

emerit: Business Administration

St. John Ambulance: First Aid/CPR/Wilderness First Aid

Various programs outside of the NWT for parks and recreation management, tourism marketing, outdoor adventure, tourism management and business management



Marc Schmitz feels a sense of

accomplishment every time he reads a positive comment card about one of the seven territorial parks he is in charge of. He also takes any complaints to heart. That's because, as a park manager, the buck often stops with him.

In his managerial role, Marc supervises one park coordinator and several seasonal park staff, develops budgets and helps make plans to enhance parks for locals and visitors alike.

He began working in territorial parks as a park coordinator in 2007. In that role, he was able to use his significant experience as a welding supervisor and his enhanced safety training to his advantage and was promoted last year to the manager position. Business administration tools, especially

budgeting skills, are also useful to have, Marc notes. His people skills have also been put to good use in both roles, whether talking with tourists or as a supervisor with his employees.

"I'm straightforward, and I give credit where it is due," he notes. "You have to be able to listen to other people."

He says there are a lot of positive things happening in the tourism industry in the North and believes there are huge opportunities for people to work.

"It's a good career. There are excellent opportunities to grow and develop," he says. "I love what I do. Every day I'm learning something new."

**DEPARTMENT OF INDUSTRY,
TOURISM AND INVESTMENT**

Marc Schmitz HAY RIVER

Parks Officer

Parks officer positions in the NWT tend to be seasonal positions when the parks are open to the public during the summer season. Like parks managers, they are also territorial or federal government employees and report to a parks manager. Parks officers are responsible for the enforcement of and compliance with federal and territorial legislation and policies within the territorial and national parks in the NWT. They ensure park spaces, facilities and campgrounds are safe and enjoyable, as well as protected and well-kept. Shift work includes daytime, evening and nighttime duties for park supervision. Parks officers provide a positive image for park users and the general public; they promote use of the parks and encourage tourism. There are 33 territorial parks in the NWT, most of them in the North Slave, South Slave and Beaufort-Delta regions. The NWT is also home to five national parks and national park reserves.

Types of Programs Available

Aurora College: Environment and Natural Resources Technology Program

St. John Ambulance: First Aid/CPR/Wilderness First Aid

Various programs outside of the NWT for parks and recreation management, tourism marketing, outdoor adventure, tourism management and business management

Main Duties

- Work with other seasonal parks officer on a rotating schedule
- Enforce federal and territorial parks legislations and regulations to protect park and campground environments and facilities, and promote a positive and safe experience for all tourists and park users
- Inspect park facilities and ensure they are safe, protected and functional for public use
- Provide advice and answer questions about parks and recreational opportunities in parks, campgrounds and surrounding areas to promote a positive experience for users
- Participate in public events, such as interpretive programs, to promote tourism and responsible campground use

Education/Training

A high school diploma or equivalent is required. A certificate in enforcement training is preferred. First aid and CPR are required. Wilderness First Aid is an asset.

DEPARTMENT OF INDUSTRY, TOURISM AND INVESTMENT

Glen Gordon INUVIK

For most of his working life, Glen Gordon served as an RCMP officer and as a bylaw enforcement officer in the North. In 2013, he became a NWT Parks Officer in the Beaufort Delta Region, a role his law enforcement experience and his knowledge of the area prepared him well for.

He also took part in Parks Officer training administered by the GNWT Department of Industry, Tourism and Investment, where, among other things, he learned about the roles, powers and responsibilities of a parks officer. The learning process continued after he started his job.

"I've fit in well in this role," he says. "I love to talk with all our visitors. I'm meeting new people every day from all over the world."

His responsibilities include making regular patrols of territorial parks to help ensure everyone's safety, which is a priority for all staff, he says. Whether monitoring a park for bear activity, protecting park facilities or helping visitors find their way through a park, every day brings new challenges.

Gordon says people interested in becoming parks officers should enjoy working outdoors, have a good knowledge of the North and of the law, and take specific training courses designed for parks officers





EVENTS AND CONFERENCES

This sector focuses on meetings, conventions, festivals, fairs, tradeshow, and cultural and sporting events, as well as all the planning and details surrounding the implementation and execution of these events. Events can offer interesting short-term positions or long-term careers. Typical careers in this sector include event coordinators, volunteer coordinators, and marketing and public relations staff. Events also provide excellent opportunities to volunteer in different roles so you can try out a position before you decide if it is the right one for you.

The NWT hosts many annual festivals across the territory and in every season, such as the Snow King Festival and Folk on the Rocks in Yellowknife, Paddlefest in Fort Smith, and the Sunrise Festival and the Great Northern Arts Festival in Inuvik. Events like these draw large numbers of visitors who need places to stay and to eat, and stores for shopping and supplies. There are many tourism spinoffs around events.



Trade Show Guide

Trade show guides serve as hosts to individuals or groups at trade shows, exhibitions and conferences. They may describe points of interest and supply information, or escort a party through a show or centre. The position offers an excellent opportunity to network and learn about trade shows and the sector in general, as well as about what an event is promoting.

Types of Programs Available

emerit: Event Coordinator

Various programs outside of the NWT for event management or coordination

Main Duties

- Meet and greet visitors
- Respond to questions or concerns
- Hand out trade show maps and guides
- Guide visitors to displays or offer directions
- Fill out any required tracking data, statistics, etc.

Education/Training

A high school diploma or equivalent is preferred. Customer service skills, presentation experience, and knowledge of trade show products and the event industry are required. Customer service training is recommended.





Volunteer Coordinator

Volunteer coordinators organize, direct and coordinate volunteers at events, attractions or conferences. They motivate volunteers and accommodate their individual needs. Coordinators train volunteers properly so that the volunteers know what is expected of them, and ensure that they know their value to the event.

Main Duties

- Develop volunteer programs and services
- Recruit, train, schedule and supervise volunteers
- Support and encourage volunteers
- Conduct volunteer evaluations
- Organize volunteer appreciation programs

Education/Training

A high school diploma or equivalent is required. Training in volunteer management and staff supervision is an asset. Required experience and skills include supervisory or management experience, experience as a volunteer, leadership and team-building skills. Volunteer coordinators must enjoy working with people.

Types of Programs Available

emerit: Supervisor

emerit: Event Coordinator

Various programs outside of the NWT for event management



MUSKRAT JAMBOREE

Greta Sittichinli INUVIK

Watching people having safe, family fun is all the payment Greta Sittichinli needs for the hours she puts in helping to organize events in Inuvik.

She has been volunteering for a variety of groups and causes over the past 15 years in many roles, including chairing the Muskrat Jamboree. For Greta, it is all about giving back to her community.

She learned how to organize local events through pairing with local mentors, who guided her and shared their knowledge and skills. She also has a Masters of Indigenous Education from the University of Saskatchewan that she draws from when building connections between people. Greta says volunteer coordinators must be friendly and patient while being organized.

“You have to have a knack for it,” she says.

She says events like the Muskrat Jamboree are not only an important boost for community spirit, but are vital for the local economy and she believes that the tourism industry has a huge potential for more growth in the NWT.

“I think we have a lot of possibilities to tap into our cultures and our land—both are special,” she says.

Museum Coordinator

Curators are specialists in a particular academic discipline relevant to a historic site, museum or gallery collection, art and/or artifacts. Museum curators research and recommend acquisitions for the museum or gallery and are responsible for the care of objects, materials and specimens. They have highly specialized skills and knowledge in their areas of study.

Types of Programs Available

Various university programs outside of the NWT for history, art history, museum studies, museum management, special interests – archeology, anthropology, and collections management

Main Duties

- Interpret materials or artifacts for the public and/or for other museum staff
- Recommend acquisitions, loans or sales
- Research or authenticate the history of artifacts
- Coordinate the storage of collections using proper conservation methods
- Set up displays and exhibitions
- Supervise assistants

Education/Training

An advanced university degree with a concentration in a discipline related to a relevant area of a historic site or time period, or a museum or gallery collection is required. Knowledge of the current market, the ethics of collecting, and of customs regulations is preferred.

PRINCE OF WALES NORTHERN HERITAGE CENTRE

Joanne Bird YELLOWKNIFE

Joanne Bird's interest in the world of museums began as a child. Whenever her family went on vacation, they would explore the local institutions of the communities they visited.

After high school, she went on to study anthropology in university and worked as a summer student doing archaeology. This allowed her to gain hands-on experience in the field. Eventually, she went on to have a career in archeology.

In her role at the Prince of Wales Northern Heritage Center, Joanne is involved in museum collection and object management, cataloguing and going through databases as well as packing items for storage. She gets to speak with donors and wholesalers to select and acquire new objects, with the help of exhibition teams, for future displays. Materials on display come directly from NWT residents, a fact that she and the heritage center staff take pride in.





Event Manager

Event managers are responsible for the planning, design, production, promotion, overall coordination and profitability of an event. They delegate many of the tasks and then oversee and support those they delegated to. This is a creative position that sometimes allows for opportunities to test new ideas and themes. Like an event coordinator, those who make a career of event management often move from one contract to another.

Main Duties

- Determine parameters, policies and procedures of events
- Plan, design, program and produce events
- Develop and implement a marketing plan
- Develop and produce promotional materials and presentations
- Develop a risk management plan
- Solicit event donors, sponsors and participation by merchants
- Oversee the financial management of events

Education/Training

A high school diploma or equivalent is required. A diploma or degree in marketing, communication, public relations or business is usually necessary. Experience in coordinating and managing events, problem solving and time management is necessary. Fundraising experience is an asset.

Types of Programs Available

emerit: Event Manager

emerit: Supervisor

Aurora College: Business Administration

Various programs outside of the NWT for event management, marketing and communications, and business management



For more than 15 years, Johanna Tiemessen has used her affinity

for organization to help arrange events in the North.

She is by nature detail-oriented, a trait that provides comfort to her clients. She also has a creative mind and that helps her find interesting and new ways to bring together a variety of events. She enjoys working with people and finding ways to overcome the challenges that the weather and distance in the North can provide. It gives her a sense of accomplishment to help bring people together for shared experiences.

When organizing events, she is involved in everything from planning concepts to booking venues and arranging catering. She looks after the many finer details so the people involved don't have to worry about them.

BIRCH SPARK CREATIVE
Johanna Tiemessen **YELLOWKNIFE**

Johanna learned how to plan events largely through experience but has updated her university education throughout her career with a focus on communications and marketing, courses she says continue to be helpful. She notes that many events focus on communicating a message of some kind.

She says people interested in becoming event planners should be creative and friendly. She warns it is not a career for everyone, stressing that one must also be organized and efficient.

"Anyone can organize an event, but an event manager knows how to make it seamless and memorable. More important than anything that can be learned is a warm personality and the desire to want to bring people together to learn—and you have to be super organized!" she says.

Event Coordinator

Event coordinators assist in the preparation, implementation, execution and evaluation of special events. They help with human resource coordination by recruiting, training and motivating staff and volunteers. It is a job that requires creativity and the use of many talents. Event coordinator positions may be short-term contracts, and many event coordinators move from contract to contract and event to event.

Types of Programs Available

emerit: Event Coordinator

Various programs outside of the NWT for event management, business management

Main Duties

- Administer financial controls and procedures
- Implement event plans including programs, site development, equipment, staging, seating and parking
- Coordinate office administration
- Fulfill marketing plans, including advertising, trade shows, contests and volunteer/sponsor appreciation programs
- Recruit, train, supervise and evaluate staff and volunteers
- Prepare/deliver written and verbal communications

Education/Training

A high school diploma or equivalent is required. A diploma or degree in communications, marketing, business administration or tourism management is usually required. Desired experience and skills include negotiation, arbitration, accounting, public relations, marketing and human resource/volunteer management, as well as knowledge of the local area and industry.





Culture and Heritage Interpreter

Culture and heritage interpreters help others understand and appreciate cultural or natural heritage sites or attractions. They work in many different settings, from parks and museums to archeological sites, visitor centres and city tours. Interpreters do not simply lecture; they have a complete understanding of their subject matter and share their interest and knowledge with others. The different audiences make this position interesting and stimulating.

Main Duties

- Develop and deliver educational or cultural programs
- Adapt to different learning styles and participant needs
- Operate presentation equipment, such as audio equipment or projectors
- Protect resources

Education/Training

A high school diploma or equivalent is required. A related degree in tourism is an asset. Experience in research is necessary. First aid training and customer service training are useful.

Types of Programs Available

emerit: Heritage Interpreter

Various programs outside of the NWT for heritage interpreter, and tourism marketing



STRONG INTERPRETATION

Rosanna Strong YELLOWKNIFE

Whether she is ushering visitors along the Ingraham Trail, to Cameron Falls, through Old Town or around Niven Lake; whether leading winter ecological tours or spotting northern birds in the summer, every day is a new adventure for Rosanna Strong.

As an independent tour guide, Rosanna has explored the nooks and crannies of the North Slave region, learning about the territory and its inhabitants, and sharing this knowledge with northern newcomers.

There's no rhyme or reason to her hours. Her day-to-day schedule depends on the clients who book site-seeing tours with her. Flexibility is necessary for the job. In the winter months she can be found learning about Japanese culture while taking tourists snowshoeing near Pontoon Lake.

Most tour guide positions only require first aid training but degrees in science and environmental studies are extremely beneficial when job hunting. Independent tour guides are also in charge of their own administration and book keeping, so business courses can be applied.

Rosanna has a Bachelor of Science in zoology and botany; she is also certified as a Heritage Interpreter. She regularly attends conferences and workshops to stay on her toes with new information.

Education and Training

This chapter presents the different education and training opportunities available within the NWT or that can be accessed from the NWT. Some programs offer tourism-specific training, while others have courses or workshops that help foster transferable skills for several sectors. For the most up-to-date information about course schedules and costs, visit the websites of the organization offering the programs.





Aurora College

Aurora College delivers programs and courses through a network of three regional campuses as well as Community Learning Centres in most of the NWT communities. The college offers a broad range of programming, from developmental studies to certificate, diploma and degree programs. Programs and services give students the vocational and professional skills, communication skills and life skills needed for success in their chosen careers, including the tourism sector.

Thebacha Campus admissions information (Registrar's Office)

Phone: (867) 872-7500
Toll free: 1-866-266-4966
Fax: (867) 872-4511

Aurora Campus admissions information

Phone: (867) 777-7802
Toll free: 1-866-287-2655
Fax: (867) 777-2850

Yellowknife/North Slave admissions information

Phone: (867) 920-3031
Toll free: 1-866-291-4866
Fax: (867) 873-0333

www.auroracollege.nt.ca

Business Administration

Designed to provide the knowledge and skills necessary for entry-level careers in business, government and non-profit organizations, these courses stress skills applicable to small businesses in the NWT. The Business Administration program provides students with an opportunity to acquire either a certificate (one-year) or a diploma (two-year).

Business Administration Certificate

The Business Administration certificate program consists of 10 courses, representing 30 credit hours. This program provides the skills necessary to function in an entry-level position in business, government or industry. Roles in these areas may include payroll, finance, marketing and operations.

Business Administration Diploma

The two-year diploma program is available in three streams:

- General Stream
- Co-op Stream
- Community Economic Development (CED) Stream

The General diploma stream consists of 20 courses: 15 core courses and five electives. The Co-op stream has the same content, but also includes two work placement opportunities. The Community Economic Development (CED) stream consists of 21 courses: 15 core courses and six required courses.

Explore all courses on the Program Listing section of Aurora College website: www.auroracollege.nt.ca

Delivery Locations:

- Aurora Campus—Inuvik
- Thebacha Campus—Fort Smith
- Yellowknife North Slave Campus—Yellowknife

Camp Cook

This 12-18 week competency-based, entry-level Camp Cook program is intended to prepare students for employment as a camp cook in camp kitchens. The emphasis of the program is on food preparation, supplemented with relevant theoretical components. Upon successful completion of the Camp Cook program and with additional relevant experience/academic upgrading, the student may pursue the Pre-Employment Cooking program.

Explore all courses on the Program Listing section of Aurora College website: www.auroracollege.nt.ca

Delivery location: Thebacha Campus—Fort Smith

Country Food Processing Methods

The 10-day Country Food Processing Methods program pilot is operated by the Inuvialuit Community Economic Development Organization through Aurora College's Department of Continuing Education. The program aims to provide participants with the knowledge and skills required to maximize the commercial viability of country foods through in-class and hands-on instruction. It covers the essentials of primary and value-added processing techniques, regulatory requirements, production and retail economics.

The pilot program held in 2016 focused primarily on the value-added processing of caribou, muskox, muktuk and reindeer. Other country foods will be incorporated into subsequent programming.

Delivery location: Aurora Campus—Inuvik

Environment and Natural Resources Technology Program

This two-year diploma program links opportunities to learn from experience in the field with academic coursework in the classroom and skill training in the laboratory. Graduates of the program will possess the ability needed to succeed as technicians and officers in natural resource and environmental management careers including wildlife, forestry, marine and freshwater fisheries, planning, water resources, environmental protection, parks, land claim resource management, oil and gas, and mining. The program places emphasis on learning through experience

Explore all courses on the Program Listing section of Aurora College website: www.auroracollege.nt.ca

Delivery Location:

- Aurora Campus—Inuvik
- Thebacha Campus—Fort Smith

Office Administration

The Office Administration certificate program will provide students with the knowledge and skills needed for administrative-level office positions. This program concentrates on the development of organizational and management skills, with additional focus on the soft and technical skills required for employment as an executive or administrative assistant in the areas of human resources, payroll, finance or other specialized office environments. Emphasis is placed on developing knowledge and skills that will enhance the unique work environment found in northern communities.

Explore all courses on the Program Listing section of Aurora College website: www.auroracollege.nt.ca

Delivery Location: Aurora Campus—Inuvik

Supply Management Training

This diploma program is intended for entry-level and intermediate-level practitioners who require a technical competence in supply management. The Supply Management Training program is comprised of four technical courses, three soft skills seminars and three business management seminars. The four technical courses are:

- Introduction to Procurement
- Introduction to Operations Management
- Introduction to Logistics
- Introduction to Transportation

The three business management seminars are:

- Introduction to Accounting and Financing
- Introduction to Marketing
- Introduction to Business Planning

The three soft skills seminars are:

- Introduction to Business Communications
- Introduction to Negotiations
- Introduction to Contract Law and Administration

The Diploma in Supply Management is delivered by Aurora College, in partnership with the NWT Institute of Supply Chain Management Association (SCMA). The program and the curriculum are the property of SCMA.

Explore all courses on the Program Listing section of Aurora College website: www.auroracollege.nt.ca

Delivery location: Yellowknife/North Slave Campus—Yellowknife



Traditional Arts

Open to all learners interested in developing artistic skills in traditional and contemporary Aboriginal arts and crafts, this program consists of three modules. After completion, students will be able to design and produce unique, innovative products. They will have the skills to create and market Aboriginal arts and crafts for local, national and international markets. Students will have the expertise necessary for self-employment, as independent artists and/or as managers of arts and crafts outlets. Students will receive certification upon completion of all three modules. Throughout the program, students will learn through “hands-on” instruction in traditional and contemporary Aboriginal art forms, including: moose hide tanning, carving, beadwork, traditional footwear, northern embellishments (embroidery, quill work and tufting), sewing (hand and machine), tool making, tanning fur, and bush and tundra crafts.

Courses in the history of Aboriginal art will give students an appreciation of local culture and traditional arts and crafts. The artistic courses will also be supplemented with computer and marketing courses including practical experience in display and sales. A product development small crafts course will encourage students to perfect their skills, and apply them to the production of high-quality traditional and contemporary arts and crafts.

Explore all courses on the Program Listing section of Aurora College website: www.auroracollege.nt.ca

Delivery Location

- Thebacha Campus—Fort Smith
- Community Learning Centre—Fort Simpson

Continuing Education: Aurora College

Restricted Firearm Safety

Restricted firearms include many handguns and other firearms that do not meet the specifications of non-restricted firearms. A transport permit is required to transport a restricted firearm from the location where the firearm is registered. Anyone with the appropriate firearms license and a valid purpose can acquire this type of firearm. Hunting with restricted firearms is not allowed in Canada. Once participants successfully pass the test they will need to complete an application. The typical wait time is six weeks.

Explore all courses on the Program Listing section of Aurora College website: www.auroracollege.nt.ca

Delivery Location:

- Aurora Campus—Inuvik
- Thebacha Campus—Fort Smith
- North Slave Campus—Yellowknife
- Community Learning Centres – various communities in the NWT

Bear Monitor

The Bear Monitor course is intended for those who work in bear country. A Bear Monitor is responsible for keeping employees safe from bears by taking competent action to detect and monitor bears in the area and provides timely warnings to staff of bears in the area. Depending on the level of potential bear hazards in the vicinity, the role of bear monitor may be assigned to a member of the field team or to a designated bear monitor who solely takes on these responsibilities.

Explore all courses on the Program Listing section of Aurora College website: www.auroracollege.nt.ca

Delivery Location: Aurora Campus—Inuvik

Standard First Aid with CPR-C and AED

This St. John Ambulance course includes Standard First Aid with CPR Level C (adult/infant/child) and Automated External Defibrillation (AED). It is for those who want more knowledge to respond to emergencies in the home or workplace. A variety of topics are covered, including basic cardiovascular and breathing emergencies, CPR Level C and prevention of disease transmission, as well as more severe sudden medical conditions and injuries to the head and spine.

Delivery Location: Thebacha Campus—Fort Smith

Managing Cultural Diversity in Projects

Designed to improve the way a project team accomplishes tasks, this course is aimed at enhancing interpersonal and problem-solving skills, and identifying operating stereotypes and other obstacles to communication. Students will learn different cultures' approaches to work, relationships, time and exchange of information, and how this affects attitudes and performance on the job. Topics include:

- Creating and maintaining an environment that enables all participants to naturally reach their full potential in pursuit of organizational objectives.
- Clarifying roles and communication procedures for tolerance and flexibility.
- Building on shared values, goals, and similarities.
- Developing shared visions and agreeing on processes to accomplish it in an atmosphere of respect and trust.

Delivery Location:

- Thebacha Campus—Fort Smith
- Yellowknife/North Slave Campus—Yellowknife

The School of Community Government

The School of Community Government, a division of the GNWT Department of Municipal and Community Affairs (MACA) provides an integrated approach to community government capacity building. The School coordinates a system of training and development, tools and resources for community governments, their staff and organizations that support community governments.

www.maca.gov.nt.ca/featured-programs/school-of-community-government-courses/

The goals of the School of Community Government include: enhancing the capacity of community governments through governance training; enhancing the competencies of community government staff by providing training and development opportunities that meet occupational standards; training Northerners for community government positions; and assisting local staff with the training required to advance to more senior level community government positions.

Training that has crossovers with tourism-related work is available in:

- Recreation Facility Operations: This program is designed to maximize the lifespan of recreation facilities in the NWT by ensuring effective operation, maintenance and management of existing and future facilities through the training of competent recreation facility personnel. The program is based on the occupational standard for recreation facility operators.

www.maca.gov.nt.ca/home/for-community-governments/school-of-community-government/programs-courses/recreation-facility-operator-program/

- Community Recreation Leader: This program is designed to provide recreation leaders in northern and aboriginal communities with practical and relevant skills and knowledge to effectively deliver recreation services. The curriculum is based on the approved occupational standard.

www.maca.gov.nt.ca/?page_id=1056



NWT-specific Tourism Training Resources

This list includes NWT-specific tourism training tools as well as national and international training materials. All of the resources described in this section are available on the ITI website.

For more information on training programs, workshops and materials, contact your Tourism Development Officer through ITI's regional offices:

(www.iti.gov.nt.ca/regional-offices).

- Dehcho Region: (867) 695-7500
- Beaufort Delta Region: (867) 777-7196
- North Slave Region: (867) 920-8967
- South Slave Region: (867) 872-6430
- Sahtu Region: (867) 587-7171

Support for Career Development and Training

Delivered mainly through regional Education, Culture and Employment (ECE) Service Centres, you will find career counseling services available as well as support for workplace skills development and training, and support to help employers with labour force planning. A talk with your ECE Career Development Officer will determine the best fit for your goals. There are about 25 programs available, applied according to specific eligibility and funding sources. Many of these programs are funded through agreements between the Government of the Northwest Territories and Canada.

Beaufort Delta ECE Service Centre

GNWT Multi-Use Building
106 Veterans Way
Bag Service #1
Inuvik, NT X0E 0T0
Tel: (867) 777-7365
Toll Free: 1-855-283-9311
Fax: (867) 777-7218

North Slave ECE Service Centre

Nova Plaza, Main Floor
5019 – 52 Street
Box 1320
Yellowknife, NT X1A 2L9
Tel: (867) 767-9356
Toll Free: 1-866-768-8145
Fax: (867) 873-0423

Dehcho ECE Service Centre

Dehcho Regional
Education Centre
9802 – 98 Avenue
Box 740
Fort Simpson, NT X0E 0N0
Tel: (867) 695-7338
Fax: (867) 695-7351

Sahtu ECE Service Centre

Edward G. Hodgson Building
1A Raven Road
Box 147
Norman Wells, NT X0E 0V0
Tel: (867) 587-7157
Toll Free: 1-866-814-9840
Fax: (867) 587-2612

South Slave ECE Service Centres

Fort Smith ECE Service Centre

Sweetgrass Building
177 McDougal Road
Box 1406
Fort Smith, NT X0E 0P0
Tel: (867) 872-7425
Fax: (867) 872-4507

Hay River ECE Service Centre

Court House Building
8 Capital Drive
Hay River, NT X0E 1G2
Tel: (867) 874-5050
Fax: (867) 874-5062

Welcome NWT

The Welcome NWT Program emphasizes important aspects of quality customer service training:

- Tourism Awareness
- Quality Service
- Northwest Territories Community Awareness.

The Program is an informative, three-hour training seminar that emphasizes the importance of treating each customer as a very important individual—the key to business success. As well, interesting NWT facts are presented during the seminar, which help service staff answer questions that visitors may have.

www.iti.gov.nt.ca/sites/default/files/welcome_nwt_part_1.pdf

www.iti.gov.nt.ca/sites/default/files/welcome_nwt_part_2.pdf

FirstHost NWT

FirstHost NWT is a one-day tourism workshop particularly useful for businesses and communities that offer Aboriginal tourism. Participants learn about the hospitality business and the special importance of the host, guest and place relationship.

The FirstHost workshop is:

- A training opportunity to learn frontline skills and techniques that promote service excellence
- Designed to celebrate the culture and community of Aboriginal people
- Delivered by experienced and qualified Aboriginal trainers
- Intended to help you do a better job in any hosting role

NorthernMost Host

NorthernMost Host is a one-day customer service workshop designed to help frontline staff to understand customer expectations, communicate more effectively, deal with challenging customers, increase sales, and act as ambassadors for their business, community and territory.

Marine Safety Training

This program provides funding for boat safety, drowning prevention training and first aid training. ITI organizes courses for the tourism industry on an on-demand basis. To be eligible for the program, you must be a valid Tourism Operator License holder.

Starting a Tourism Business

This program is an introductory half-day workshop aimed at inspiring and informing interested entrepreneurs about what it takes to start a tourism business in the NWT. Participants will learn about the current tourism market and possible tourism businesses or tourism activities that can be developed.

You will learn about the Tourism Act, and how to get a tourism license—a legal requirement in the NWT. Additional information about further tourism business training, funding opportunities, and marketing considerations will also be provided.

Tourism Product Development

This is a hands-on one-day workshop designed for people interested in starting a new tourism business. It may also be useful for existing tourism operators to add new products to their existing operations.

At this workshop, you will gain tools to be able to:

- Clearly describe your tourism product
- Understand the market for your tourism product
- Determine the practicalities of your tourism product (how the product would be delivered on the ground)
- Develop a product development plan (including feasibility)
- Develop a general financial plan

Self-Guided Workbook



Tourism Business Development

This is a hands-on one-day workshop designed for people interested in starting a new tourism business. It may also be useful for existing tourism operators to add new products to their existing operations. At this workshop, you will gain tools to be able to:

- Clearly describe your tourism product
- Understand the market for your tourism product
- Determine the practicalities of your tourism product (how the product would be delivered on the ground)
- Develop a product development plan (including feasibility)
- Develop a general financial plan

Tourism Business Planning

This is a one-to-two-day hands-on workshop designed for NWT tourism businesses.

You will work through the Tourism Business Planning workbook, (building off work completed at the Tourism Product Development Workshop), to:

- Clearly describe your business goals and objectives,
- Develop product/tour/package descriptions,
- Develop a marketing plan (which can be further developed through the tourism marketing workshop)
- Develop a financial plan

At the end of the workshop, you should feel comfortable completing a basic business plan for your tourism business.

The Tourism Product Development workbook will be used along with the Tourism Development Handbook for the NWT.

Self-Guided Workbook

Tourism Development Handbook for the NWT

Tourism Marketing

This is a one-to-two-day hands-on workshop designed for owners/operators of functional tourism businesses.

You will be introduced to key concepts of tourism marketing, and will work through a variety of exercises that will help you identify unique selling features of your tourism product and how to match these features with target markets. Key tools can be taken from this workshop and applied to real-world marketing tasks, such as developing ads, brochures, websites, social media and travel media. At the end of the workshop, you should feel comfortable completing a basic marketing plan for your tourism business.

Self-Guided Workbook

Product Packaging

This self-guided workbook provides a detailed look at preparing tourism packages and services. The booklet describes what a package is, how to develop one, the advantages and disadvantages of packaging, how to partner with other businesses, how to distribute the package information and how to establish pricing.

This workbook explains how to develop special-interest tours such as fishing, canoeing, rafting, hunting and trail riding, specific to regions in the NWT. Sample tourism packages are outlined and forms are included to create your own. It is presented in an informal, practical format with exercise sheets throughout.

Self-Guided Workbook

Tourism HR Canada

Tourism HR Canada is a national organization working for the tourism sector in Canada. The organization works to identify and address labour market issues in the Canadian tourism sector. Its main goals include improving the quality and mobility of the tourism workforce and supplying tourism businesses with the labour market intelligence they need to plan for and overcome their current and future human resource challenges.

Tourism HR Canada is recognized as a global leader in setting occupational standards, building competency frameworks, developing occupational training and certification programs under the emerit brand, conducting research into the tourism labour market, and analyzing the resulting data to plan and implement HR strategies for the industry.

There are five priorities that drive Tourism HR Canada:

- **Optimize People Performance**
Tourism HR Canada is proud to offer emerit Training and Certification programs as part of its goal to develop a professional workforce that will support a competitive and sustainable tourism sector in Canada.
- **Connect People and Prosperity**
Tourism HR Canada helps connect people to prosperity by providing information on tourism occupations and career paths, and by analyzing and distributing Labour Market Information used for HR and career planning.
- **Simplify Labour Market Information**
Get to the bottom line and take the guesswork out of planning with straightforward, specific labour market information.
- **Deliver World-Class Tourism Training**
Tourism HR Canada collaborates with tourism professionals and educators from across the country and around the globe to create market-driven, easy to use training.
- **Strengthen the Tourism Industry**
Tourism HR Canada, has spent over two decades ensuring the 1.7 million people employed in Canada's tourism and hospitality sector are equipped to succeed.

For more information about Tourism HR Canada, visit www.tourismhr.ca

Tourism HR Canada has a second website dedicated specifically to careers in tourism and to opportunities across Canada. Discover Tourism provides information about the Canadian tourism industry, career paths, training resources, and a quiz to help someone better understand their strengths and how best to be part of the tourism world.

www.cthrc.ca

emerit.ca

emerit offers online training in tourism and hospitality and delivers training resources developed by Tourism HR Canada in collaboration with tourism industry professionals from across Canada. In the NWT, emerit courses can be accessed through the Yukon Tourism Education Council (YTEC).

yukontec.com

emerit contacts

Toll Free: 1-800-486-9158
Fax: (613) 231-6853
info@emerit.ca

emerit.ca/home

Bartender

Students learn selling techniques, enhance their beverage knowledge, and learn engagement and communication skills, including dealing with difficult customers. Bartender training includes the following modules:

- Tourism Awareness
- Professionalism
- Interpersonal Skills
- Food and Beverage Product Knowledge
- Tools and Equipment
- Service Support Duties
- Providing Service
- Beverage Preparation and Service
- Processing Payments
- Sanitation and Safety
- Responsible Alcohol Service

Students who complete the certification process will be awarded the Tourism Certified Professional (TCP) designation.

emerit.ca/category/bartender



Event Coordinator

This self-study training program teaches leadership, marketing execution, and interpersonal skills and covers a range of multidisciplinary skills from human resources to budget management. The program includes the following modules:

- Administration
- Event Coordination
- Interpersonal Skills
- Marketing Plan
- Implementation
- Human Resources Coordination
- Professionalism

Students who complete the certification process will be awarded the Tourism Certified Professional (TCP) designation.

emerit.ca/category/event-coordinator

Event Manager

This program offers the tools to organize everything from an executive conference to a wedding, and includes training on negotiating with vendors and designing marketing plans. The following modules are included:

- Events Management
- Event Risk Management
- Program Planning
- Marketing
- Human Resources Management

Within these modules students will learn how to create plans, map out human resource requirements, assess and manage risk, create and manage sponsorships, and more.

emerit.ca/category/event-manager

Executive Housekeeper/Director of Housekeeping

Directors of housekeeping attend to guests' every need. Coordinating teams of attendants to frequently and thoroughly clean rooms without disturbing guests, they deliver high-quality guest experiences.

While many directors of housekeeping hold applied degrees and professional certificates in hospitality and hotel management, most obtain their job skills through hands-on experience as housekeeping room attendants.

National Occupation Standards represent the collective expertise of directors of housekeeping industry leaders across the country. When you complete the certification process, you will be awarded the Tourism Certified Manager (TCM) designation.

emerit.ca/category/director-of-housekeeping

Food and Beverage Manager

Food and beverage managers have to be efficient at a variety of critical operational tasks. Many managers are promoted to their positions based on experience and the ability to provide great service. The food and beverage manager program is designed to help students learn needed skills they may be weak at or may be missing entirely. Modules include:

- Leadership
- Administration
- Marketing
- Operations
- Human Resources Management
- Legislation

Students who complete the certification process will receive the Tourism Certified Manager (TCM) designation.

emerit.ca/category/food-and-beverage-manager

Food and Beverage Server

This program focuses on the knowledge and skills students need to become a server in the industry. Training is based on industry experience from practical work environments that range from sports bars to five-star dining experiences. Training covers the art of table service, effective sales techniques, and how to deal with difficult customers. Modules include:

- Tourism Awareness
- Professionalism
- Interpersonal Skills
- Food and Beverage Product Knowledge
- Tools and Equipment
- Service Support Duties
- Providing Service
- Beverage Preparation & Service
- Processing Payments
- Sanitation and Safety
- Legislation
- Responsible Alcohol Service

Students who complete the certification process will be awarded the Tourism Certified Professional (TCP) designation.

emerit.ca/category/food-and-beverage-server

Freshwater Fishing Guide

Freshwater fishing guide training equips students with the knowledge to minimize environmental impact, plan trips and educate others on the basics of fishing. The program includes the following modules:

- Training
- Professionalism
- Safety and Survival Skills
- Trip Preparation
- Conduct Trip
- Conclude Trip
- Legal and Employment Contract Issues

The National Occupation Standards also help identify additional training that can be useful, such as fly casting, angling techniques, safe food handling and swift water rescue and safety. Students who complete the certification process will be awarded the Tourism Certified Professional (TCP) designation.

emerit.ca/category/freshwater-fishing-guide

Front Desk Agent

Front desk agents hold a wealth of knowledge and interact, engage with, and support patrons. The Front Desk Agent emerit training program includes the following modules:

- Interpersonal Skills
- Guest Services
- Reservations and Sales
- Arrivals and Departures
- Departmental Operations
- Safety and Security

The emerit Front Desk Agent training program is a partnership between the Canadian government and tourism industry.

emerit.ca/category/front-desk-agent

Heritage Interpreter

Students should begin with a passion for culture and history. Heritage interpreter training adds delivery and professionalism. The program also aims to enhance communication skills and processes with a focus on professionalism, and to provide the skills to develop new programs. The program includes the following modules:

- Fundamentals of Interpretation
- Program Development
- Program Delivery
- Professionalism

Students who complete the certification process will be awarded the Tourism Certified Manager (TCM) designation.

emerit.ca/category/heritage-interpreter



Hotel General Manager

Hotel general managers need to excel at motivating and inspiring employees, while constantly monitoring, evaluating and adjusting all aspects of daily hotel operations. From developing room revenue strategies to monitoring public relations, to managing capital projects and creating a guest service culture, effective managers ensure that everything runs smoothly—and generates profit. The National Occupational Standards for hotel general managers include skills, knowledge and best practices in the following areas:

- Operations
- Human Resource Management
- Guest Service
- Business Management
- Marketing
- Leadership

Successful completion of this program leads to the Certified Hotel General Manager (CHGM) designation.

emerit.ca/category/hotel-general-manager

Housekeeping Room Attendant

Housekeeping room attendants are key players in the success of an accommodation business. Good housekeepers know how to quickly make up a room, but it's the little details that people notice and make an effort to point out. The course includes all the fundamentals of good housekeeping—as well as resources and tips to allow students to gain the skills to create memorable experiences for guests. The training includes the following modules:

- Professionalism
- Guest Relations
- Industry Terms
- Safety
- Protection
- Cleaning Responsibilities

Students who complete the certification process will be awarded the Tourism Certified Professional (TCP) designation.

emerit.ca/category/housekeeping-room-attendant

Hunting Guide

Hunting guides are trained to respect and maintain their natural surroundings and teach others the essential elements of hunting. Students will learn to create meaningful, safe and enjoyable wilderness experiences and build positive word of mouth. The training includes the following modules:

- Training
- Professionalism
- Safety and Survival Skills
- Trip Preparation
- Conduct Trip
- Conclude Trip
- Legal and Employment Contract Issues

Students who complete the certification process will be awarded the Tourism Certified Professional (TCP) designation.

emerit.ca/category/hunting-guide

Kitchen Helper

Training in this program focuses on food preparation, storage, and maintaining a safe working environment. Kitchen helpers master the tools of the kitchen trade from basic cutlery to oven operations. Working behind the scenes, kitchen helpers assist in creating memorable dining experiences for guests.

The emerit Kitchen Helper National Occupational Standards:

- Represent the collective expertise of kitchen helpers and industry leaders across Canada
- Include instructional diagrams to help familiarize you with common tools and equipment, and the proper ways to use them
- Provide recommended courses, resources and skills training, including CPR, National Line Cook Standards, Service Excellence and others
- Present the different career paths you can follow to advance your tourism career
- List the essential skills you need to perform your duties like a professional

emerit.ca/category/kitchen-helper

Line Cook

Great line cooks start with a passion for food. Skills training focuses on how to organize, prepare, and present hot and cold foods. The Line cook training program includes:

- Professionalism
- Safety and Sanitation
- Kitchen Operation
- Preparation and Cooking

Students who complete the certification process will be awarded the Tourism Certified Professional (TCP) designation.

emerit.ca/category/line-cook

Outdoor Adventure Guide

Outdoor adventure guides organize and conduct expeditions for sports enthusiasts, adventurers, tourists and resort guests. They work for adventure tourism companies, resorts, parks, lodges or campgrounds. They also operate their own small businesses. Outdoor adventure guides take clients white water rafting, fishing, hunting, or mountain climbing, depending on the season and on their skills. Often the work is seasonal and, depending on the type of guiding, the hours can be irregular.

The emerit Outdoor Adventure Guide National Occupational Standards:

- Represent the collective expertise of outdoor adventure guides and industry leaders across Canada
- Compliment specific technical skills and standards that are developed by adventure guide organizations
- Provide a basis for challenge, self-improvement, and core skills advancement
- Outline how to prepare and conduct trips, including supplies, equipment and activities, and how to anticipate or respond to different weather conditions

emerit.ca/category/outdoor-adventure-guide

Reservation Sales Agent

Usually a customer's first point of contact, a reservation sales agent can set the tone for the customer's overall experience. Training includes the following modules:

- General Knowledge
- Professionalism
- Client Relations
- Office Operations
- Selling Skills
- Monetary Transactions

Students who apply for and complete the certification process will be awarded the Tourism Certified Professional (TCP) designation.

emerit.ca/category/reservation-sales-agent

Retail Sales Associate

Training involves all aspects of retailing—from professionalism to customer service, sales, inventory, and store appearance. The training will give students suggestive selling techniques, merchandising tips, and ways to maximize a customer's shopping experience. Training includes the following modules:

- Professionalism
- Provide Personalized Customer Service
- Monitor Inventory
- Maintain Appearance of Department/Store
- Protect Company Assets

Students who apply for and complete the certification process will be awarded the Tourism Certified Professional (TCP) designation.

emerit.ca/category/retail-sales-associate



Sensitivity and Diversity Training

Sensitivity and Diversity training resources are designed to help tourism and hospitality businesses prepare for increasing diversity in their workplace, and in their guests. Access Canada Sensitivity Training Program is designed to equip accommodations employees with the skills and knowledge they need to provide better customer service to all guests with disabilities, including those becoming more common due to an aging population. The Access Canada online course is developed in partnership with the Hotel Association of Canada. A series of two-page factsheets, Welcoming International Visitors, is also available. The series offers useful information on how to better serve visitors from four of the fastest growing visitor countries: Brazil, China, India, and Russia.

emerit.ca/category/sensitivity-and-diversity-training

Supervisor

This program provides guidance to students to lead by example and excel at all facets of people management. It includes coaching strategies, inventory control and finances. Training includes the following modules:

- Personal and Professional Skills
- Communications Skills
- Leadership Skills
- Human Resource Management Skills
- Operational Skills
- Sales and Marketing Skills
- Administrative Skills
- Financial Skills

Students who apply for and complete the certification process will be awarded the Tourism Certified Supervisor (TCS) designation.

emerit.ca/category/supervisor

Taxicab and Limousine Driver

Training will help students become transportation specialists and will help them develop a thorough knowledge of landmark destinations, best routes to take and how to ensure the safety of passengers. The training includes the following modules:

- Professionalism
- Customer Service
- Communication
- Safety
- Industry Knowledge
- Shift Procedures
- Monetary Transactions

Students who apply for and complete the certification process will be awarded the Tourism Certified Supervisor (TCS) designation.

emerit.ca/category/taxicab-and-limousine-driver

Tour Guide

Students will learn about passenger psychology, tour planning and costing, handling emergencies and more. Student will also learn the components of effective commentary, active listening and managing difficult situations. Training includes the following modules:

- Tourism Awareness
- Professionalism
- General Knowledge
- Presentation
- Procedures
- Problem Solving

Students who apply for and complete the certification process will be awarded the Tourism Certified Supervisor (TCS) designation.

emerit.ca/category/tour-guide

Tour Operator

Tour operator training focuses on planning and managing a business—from developing the perfect marketing mix to recruiting and hiring the best staff. Students will learn about selling tourism products directly to the end consumer and to travel agents with an eye to maximize revenue, improve employee productivity and build a reputation.

The emerit Tour Operator National Occupational Standards:

- Represent the collective expertise of tour operators and industry leaders across Canada
- Contain valuable information, such as a key terms glossary, a sample sheet for establishing a selling price, information on how to develop a budget and more
- Identify the essential skills you need to run a successful tourism business
- Outline the key steps involved in creating a business plan

emerit.ca/category/tour-operator

Tourism Visitor Information Counselor

As a tourism ambassador, visitor information counselors enhance travel experiences by helping visitors make informed decisions about their purchases. This training program is designed to broaden students' skill sets and self-confidence by learning how to handle monetary transactions, developing merchandising and selling skills, and becoming an expert in service excellence.

The program includes the following modules:

- Tourism Awareness
- Attitude
- Communication
- Operational Procedures
- Information Services
- Merchandising

Students who apply for and complete the certification process will be awarded the Tourism Certified Supervisor (TCS) designation.

emerit.ca/category/tourism-visitor-information-counselor

Travel Counsellor

Travel counsellor training will teach students how to sell and promote travel products and services, perfect research skills, and organize trip packages for groups of any size.

Training includes the following modules:

- Professionalism
- Communication
- Travel Products
- Administration

To register or learn more about emerit Professional Certification for Travel Counsellor, contact the Association of Canadian Travel Agencies at 1-888-257-2282.

emerit.ca/category/travel-counsellor

Travel Manager

Travel managers are responsible for ensuring the profitability and sustainability of a travel agency. Aimed at helping managers with day-to-day operations, it was developed by Tourism HR Canada in collaboration with the Association of Canadian Travel Agencies. It includes the following topics:

- Business Planning
- Operations
- Finance
- Human Resource Management
- Professionalism
- Marketing
- Sales and Client Services

To register or learn more about emerit Professional Certification for Travel Manager, contact the Association of Canadian Travel Agencies at 1-888-257-2282.

emerit.ca/category/travel-manager



Tourism Researcher

Tourism researcher training includes collecting primary and secondary data, developing reports, analyzing data and much more. Tourism researchers need the confidence to make recommendations, understand customer needs and help establishments create marketing plans based on important findings.

emerit Tourism Researcher National Occupational Standards:

- Represent the collective expertise of industry leaders across Canada
- Supply information on how to conduct quantitative and qualitative research, and communicate the results
- Provide a comprehensive listing of the essential skills required to be an effective Tourism Researcher
- List the different career options available for those with tourism research as one of their primary job functions

emerit.ca/category/tourism-researcher

Tourism Trainer

Students will learn how to manage challenging behaviours, create dynamic learning environments and develop training programs for different learning styles. This program is designed to build on existing skills so students can create effective methods for learning and learning retention. The standard includes the following topics:

- Professionalism
- Adult Learning
- Communication
- Planning
- Delivery
- Evaluation
- Administration

Students who apply for and complete the certification process will be awarded the Tourism Certified Supervisor (TCS) designation.

emerit.ca/category/tourism-trainer

Training Outside of the NWT

The training institutes, colleges and universities in this section are a selection of places to study outside of the NWT. These schools were chosen based on programs they offer or their proximity to the NWT. This is not a comprehensive list. If you are interested in pursuing studies in tourism outside of the NWT, consider this as a **good starting place** in your research. It is a good idea to check out other schools through online research and through contacting career counsellors. Two other great resources for tourism education opportunities are:

- *Discover Tourism at* www.discovertourism.ca/en/education_and_training
- *TourismStudies.Ca at* www.tourismstudies.ca

The following listings include the name of the school, the province and city they are located, program titles, and the website. For the most up-to-date information about specific programs and courses, visit the website of the school.

Western Canada

Alberta

City	Institute	Programs
Edmonton	Northern Alberta Institute of Technology www.nait.ab.ca	Baking Certificate Cooking/Culinary Arts Diploma Retail Meat Cutting
Edmonton	Career College www.ibschool.com	Travel and Tourism Diploma
Edmonton	University of Alberta www.per.ualberta.ca	Bachelor of Arts in Recreation and Leisure Studies Master of Arts (Recreation) Ph.D. (Physical Education and Recreation)
Edmonton, Calgary	Fine Art Bartending School www.fineart.ca	Bar Management Commercial Bartending Performance Bartending Bar Management Commercial Bartending Hospitality Programs Waiter/Waitressing Certificate
Calgary	Southern Alberta Institute of Technology www.sait.ab.ca	Hotel and Restaurant Management Diploma Travel Counseling Certificate/ Travel Management Diploma Pastry Chef Certificate Commercial Baking Certificate Professional Cooking Diploma Retail Meat Cutting Certificate



City	Institute	Programs
Calgary	University of Calgary World Tourism Education and Research Centre www.ucalgary.ca/MG/tour	Bachelor of Arts, Major in Leisure, Tourism and Society Bachelor of Commerce, Concentration in Tourism Hospitality and Management Bachelor of Hotel and Resort Management Executive Program in Destination Management Master of Business Administration, Tourism and Hospitality Management Master of Environmental Design, Planning or Environmental Science Ph.D. in Management, Specialization in Tourism and Hospitality Management

British Columbia

City	Institute	Programs
Vancouver	Vancouver Community College Tourism and Hospitality Centre www.vcc.bc.ca Asian Culinary Arts Cook Training –Chinese Cuisine	Baking and Pastry Arts Baking Assistant ESL Culinary Arts Food and Beverage Management Food Service Careers Hospitality Management Hospitality Supervision Travel Agent
Vancouver	Dubrule International Culinary and Hotel Institute of Canada www.dubrule.com	Business Management and Advance Culinary Operations Professional Culinary Training Professional Pastry and Dessert Program Supervisory Development and Advanced Culinary Diploma
Vancouver, Surrey	Canadian Tourism College www.tourismcollege.com	Adventure Tourism Diploma Hospitality Management Diploma Introduction to Tourism Tour Guiding Level I Tour Planning –Group Travel: Design and Marketing Travel and Tourism Diploma Travel and Tourism Advanced Diploma Travel Counselling Diploma
North Vancouver	Capilano College Tourism Department www.capcollege.bc.ca	Bachelor in Tourism Management Degree Outdoor Recreation Management Tourism Management Co-op Diploma Program

City	Institute	Programs
Kamloops	University College of the Cariboo School of Tourism www.cariboo.bc.ca/psd/Tourism/tour.htm	Accommodation Management Adventure Travel Diploma Bachelor of Tourism Management Events and Conventions Management Food and Beverage Management Professional Cook Training Programs for the Tourism Professional –Supervisory Development Resort/Hotel Management Tour Coordinator Tourism Management
Vancouver, Surrey	Tourism Training Institute www.tourismti.com	Adventure and Ecotourism Business Management Diploma Event and Conference Management Certificate Hospitality Operations Diploma Hotel Front Office Management Diploma Japanese for Tourism Certificate Tour Guiding and Directing Certificate Travel and Airline Diploma Tourism Management Diploma

Central Canada

Manitoba

City	Institute	Programs
Winnipeg	Red River College www.rrc.mb.ca	Commerce/Industry Sales and Marketing Certificate Hotel and Restaurant Administration Diploma Program Small Business Management Certificate Program Tourism Certificate Program Tourism Marketing Certificate Program Commercial Baking Culinary Arts Hotel and Restaurant Administration Tourism



Ontario

City	Institute	Programs
Nepean	Algonquin College www.algonquinc.on.ca	Baker Apprentice Baking Techniques Certificate Bartending Certificate Chef Training Certificate Conventions and Meetings Management Certificate Cook Apprentice Culinary Management Diploma Culinary Skills Festivals/Community Events Management Haute Cuisine Certificate Hotel and Restaurant Management Diploma Hotel/Motel Front Office and Rooms Management Certificate Restaurant and Catering Management Certificate Retail Meat-cutter Certificate Retail Meat-cutting Tourism and Travel Diploma
Toronto	George Brown College of Applied Arts and Technology Hospitality Centre www.georgebrown.ca/hca/	Baking Apprenticeship Certificate Baking Techniques Certificate Chef Pre-Employment Certificate Culinary Management Diploma Food and Beverage Management Diploma Food and Nutrition Management (Food Supervisor) Post Diploma Food Preparation Certificate (Basic and Advanced) Food Service and Bartending Certificate Hotel Management Diploma Pâtissier Certificate
Thunder Bay	Lakehead University www.lakeheadu.ca/~opptwww/orpti.html	School of Outdoor Recreation, Parks and Tourism

Quebec and Atlantic Canada

City	Institute	Programs
Montreal, QC	Institute de tourisme et d'hôtellerie du Québec (ITHQ) www.ithq.qc.ca	Tourism Management Corporate Event Coordination Advanced Event Management International Hotel Management International Cuisine and Gastronomy International Restaurant Service and Sommelier Training Advanced Culinary Arts Restaurant Management Kitchen Management
Charlottetown, PEI	Atlantic Tourism and Hospitality Institute and the Culinary Institute of Canada www.hollandcollege.com	Events and Convention Management Diploma Hotel and Restaurant Management Diploma Recreation and Leisure Management Diploma Tourism Marketing and Advertising Tourism and Travel Management Diploma Culinary Arts Diploma Pastry Arts Certificate
Fredericton and Saint John, NB	University of New Brunswick www.unb.ca	Recreation and Leisure Studies Degree Bachelor of Applied Management in Hospitality and Tourism
St. John's, Stephenville, Corner Brook, Seal Cove, NL	College of the North Atlantic www.northatlantic.nf.ca	Commercial Cooking Travel Counsellor Community Recreation Leadership Adventure Tourism-Outdoor Recreation

Career Pathways in Tourism

The following three Career Journeys show you the multiple directions your education can take to success in the Canadian culinary and hospitality industries, as well as in international events. You can use these charts to navigate possible education pathways through the post-secondary education, industry-specific courses, industry employment, and workplace training options available. Choose your own career path and identify the steps you need to take to achieve your goals.

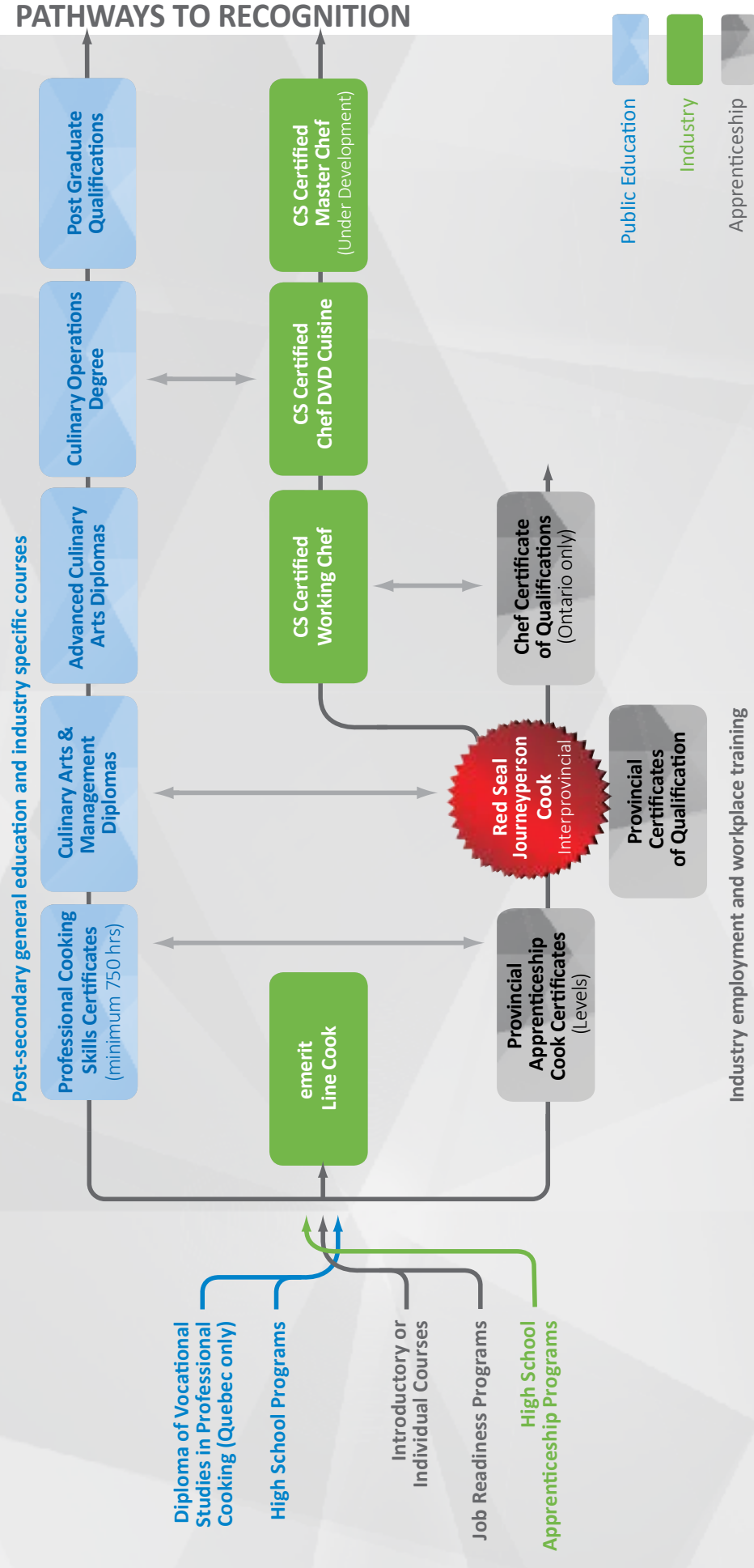
The Culinary Career Journey

PATHWAYS TO RECOGNITION IN CANADA

An Evolving Qualifications Framework for the Culinary Industry of Canada

Qualifications Frameworks in Tourism provide a classification of qualifications according to levels based on a set of criteria identifying increasing levels of complexity of learning achieved. A Qualifications Framework establishes a basis for improving the quality, accessibility, linkages and recognition of qualifications within a country and internationally.

It provides a resource to employers for increased productivity through selection and retention of qualified workers, and identifies optional career paths, mobility and recognition for individuals.



For further information go to www.cookingqualifications.ca

The Hospitality Career Journey

PATHWAYS TO RECOGNITION IN CANADA

An Evolving Qualifications Framework for the Hospitality/Tourism Industry of Canada

Qualifications Frameworks in Tourism provide a classification of qualifications according to levels based on a set of criteria identifying increasing levels of complexity of learning achieved. A Qualifications Framework establishes a basis for improving the quality, accessibility, linkages and recognition of qualifications within a country and internationally.

It provides a resource to employers for increased productivity through selection and retention of qualified workers, and identifies optional career paths, mobility and recognition for individuals.

Post-secondary general education and industry specific courses
Specialty areas included in programs vary by institutional program



High School Programs

Introductory or Individual Courses

Job Readiness Programs

* Certificates are awarded for specific occupations such as Front Desk Agent, Food & Beverage Server, Bartender and other occupations.

emerit
Tourism Certified
Professional*

emerit Tourism
Certified Manager

emerit Tourism
Certified Supervisor

Guest Services
Representative Certificate
of Qualification
(SK only)

Food & Beverage Person
Certificate of Qualification
(SK only)

Industry employment and workplace training

Public Education

Industry

Apprenticeship

For further information go to www.tourismqualifications.ca

INDUSTRY RECOGNIZED

International Events Qualifications Framework (IEQF)

CAUSE-RELATED & FUNDRAISING • SPORTS • MEETINGS & CONFERENCES • GOVERNMENT & CIVIC • SOCIAL LIFE CYCLE
FESTIVALS • MARKETING • ENTERTAINMENT & LEISURE • EXHIBITIONS, EXPOSITIONS, FAIRS

IEQF illustrates various levels of learning and links different types of global qualifications. IEQF is based on a set of criteria to help recognize and compare qualifications.

There is a progression of learning, performance and experience required of an event professional.

The events industry encourages mobility both laterally and vertically as practitioners develop more complex professional competencies and gain higher levels of responsibility.



Progression of Workplace Responsibilities:		Industry Qualifications	Academic Qualifications
Four	Direct Individuals working at the Direct level plan events based on research, knowledge of, and involvement in the broader industry, and are responsible for connecting events to overall organizational strategies and business plans. They work with other departments in the organization where applicable.	Events-related learning	Events-related learning General Education and National Qualifications Frameworks Level
Three	Manage Individuals working at the Manage level are responsible for planning and managing events to achieve the goals & objectives of the strategic plan. They may report to a director, or may have full responsibility for an event.		
Two	Coordinate Individuals working at the Coordinate level are responsible for coordinating and implementing events plans. They report to an events manager/organizer.		
One	Support Individuals working at the Support level provide services to event coordinators and managers. They work under full supervision.		

SETTING A DIRECTION The next phase of the development of the IEQF should involve pilots to place specific qualifications on the framework, and the development of an international governance and administration structure.

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