



# *YUKON TOURISM EDUCATION COUNCIL*

*February, 2008*

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*Are You Ready to Work?*

*Are You Between the Ages of 15-29?*

*Are You Interested in Learning about Tourism?*

*Receive \$3000 Worth of Certificates*

- WHMIS
- Standard First Aid/CPR "C"
- FoodSafe Level 1
- Welcome Yukon
- Passport to Safety
- National Occupational Certification Knowledge Component
- Worth 4 High School Credits

*Next Session Begins April 1, 2008*

*To register call 667-4733*



## What's New?



### Innovative Training for Food & Beverage Managers



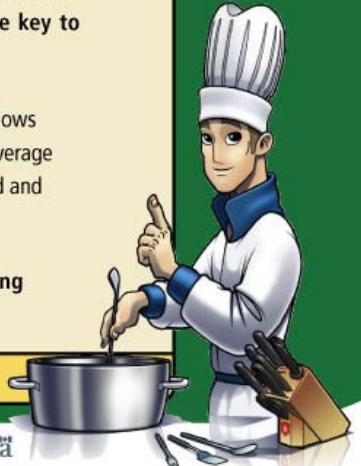
**emerit training resources available on-line**

With more than 150,000 new jobs forecast over the next decade, resources that allow operators to offer professional development for their staff will be key to **RETAINING** star performers and **ATTRACTING** top talent

- With the click of a mouse, learners can complete a comprehensive course in a "virtual" Food and Beverage establishment.
- When registered the learner follows "a day in the life of a Food & Beverage Manager" and becomes engaged and committed to the training.


**Be recognized as a choice employer by providing this innovative training to your staff. Find the profit in your people.**

To learn more about this program and many others please visit:  
**www.emerit.ca** or call **1.800.486.9158**.




emerit is a trade-mark of the Canadian Tourism Human Resource Council.

Funded by the Government of Canada's Sector Council Program 



### Une formation novatrice destinée aux directeurs de la restauration




**Des profits sur toute la ligne grâce à la formation en ligne emerit!**

Au cours de la prochaine décennie, on prévoit la création de 150 000 nouveaux emplois. Les ressources qui permettront aux exploitants d'entreprise d'offrir du perfectionnement professionnel à leurs employés constitueront donc la clé qui leur permettra de **CONSERVER** le personnel au rendement exceptionnel et d'**ATTIRER** les travailleurs de talent.


- D'un seul clic de souris, les apprenants accèdent à un cours complet se déroulant dans un établissement de restauration « virtuel ».
- Une fois inscrits, les apprenants vivent « une journée dans la peau d'un directeur de la restauration » puis s'engagent dans le processus de formation.

**Soyez reconnu comme un employeur de choix. Offrez cette formation novatrice à vos employés. Rappelez-vous : les vraies ressources sont humaines.**

Pour en apprendre davantage sur ce programme et bien d'autres, visitez le site **www.emerit.ca** ou composez le 1-800-486-9158.



emerit est une marque de commerce du Conseil canadien des ressources humaines en tourisme

Financé par le gouvernement du Canada par l'entremise du Programme des conseils sectoriels. 

## **Infrastructure Funding Announced by Federal Government Will Assist the Canadian Tourism Human Resource Council Address Long-term HR Issues Facing the Sector**

**Penticton B.C. - February 18, 2008** — The Honourable Stockwell Day, Minister of Public Safety, on behalf of the Honourable Monte Solberg, Minister of Human Resources and Social Development, today announced funding for the Canadian Tourism Human Resource Council (CTHRC) to address the industry's long-term human resource issues and help ensure that Canada continues to have a competitive and successful tourism industry, now and in the future.

Speaking at the Wine Country Visitor Centre in Penticton, Minister Day announced \$3 million over four years in funding to support the infrastructure of the CTHRC.

"The Government of Canada is taking steps to create the best-educated, most-skilled and most flexible work force in the world," said Minister Day. "This partnership will help keep Canada's tourism industry strong as it finds solutions for present and future labour shortages."

The CTHRC will receive the funding through the federal government's Sector Council Program. This funding will provide the CTHRC with stable ongoing funding that will enable the Council to focus on implementing programs and projects that respond to the human resource needs of the tourism sector. The CTHRC's infrastructure funding, announced today, will allow the Council to respond to skills needs, strengthen human resource development, create new opportunities, and promote professionalism in the Canadian tourism industry.

"The Canadian Tourism Human Resource Council is very appreciative of the continued support of Human Resources and Social Development Canada," said Ms. Wendy Swedlove, President of the CTHRC. "That support allows the Council to continue to bring its partners and stakeholders together to discuss and address labour market issues in the tourism sector. This funding will also assist the Council in disseminating information on occupational standards, workplace training resources, and professional certification programs that enhance skills and productivity."

For more information, please contact [news@cthrc.ca](mailto:news@cthrc.ca) or [yukontec@internorth.com](mailto:yukontec@internorth.com)



CANADIAN TOURISM  
HUMAN RESOURCE  
COUNCIL

CONSEIL CANADIEN DES  
RESSOURCES HUMAINES  
EN TOURISME





***“SUPERVISOR” NATIONAL PROFESSIONAL CERTIFICATION - NOW ONLINE!***



YTEC and the Canadian Tourism Human Resources Council (CTHRC) are proud to launch the **Online Supervisor National Professional Certification** in English and French!

Skilled supervisors inspire the people they lead to develop, perform and succeed. In fact, they are the true pillars of customer service in any organization. The Online Supervisor National Professional Certification program is designed to help develop the skills and knowledge necessary so that Supervisors can delivery exemplary performance and ensure exceptional client experiences. The program’s new online modules include:

- Supervisor Essentials
- Human Resource Management
- Operations and Quality Control
- Sales and Marketing
- Finance and Administration

If your career goals include becoming a skilled and effective supervisor within your organization, or if you have potential or existing Supervisory personnel you’d like to give the opportunity to develop in their careers, this valuable learning resource is for you!

**What does it take to become Professionally Certified?** To achieve Supervisor National Professional Certification through the online program, participants complete:

- Four online self study modules
- A web-based exam (100 multiple choice questions)
- 3000 qualified hours of experience, over 2 consecutive years, prior to evaluation
- A minimum of 6 months at a supervisory level
- On-site observation/interview, reflective review, case study and portfolio assignments

**Why become Professionally Certified?** Because Professionally Certified employees deliver improved customer service, have higher morale and motivation and often receive new opportunities for advancement. Employers experience reduced employee turnover and increased profitability.

The Online Supervisor Occupational Knowledge package (including modules, exam and course evaluation) is available for only \$400.00 plus GST. The complete Professional Certification package (including a performance evaluation) is available for \$625.00 plus GST – an outstanding value!

**YTEC and CTHRC offer over 10 front line, supervisory and management level online National Professional Certifications! Sales Manager, Heritage Interpreter and Food & Beverage Manager will be added to our growing list this year. To enroll and receive your username and password contact YTEC.**

## To find out more about the Yukon Tourism Education Council (YTEC)

*The Yukon Tourism Education Council was created in 1994 by the Board of TIA Yukon, who wanted a separate organization to be responsible for the tourism labour force and its human resource needs, so that TIAY could better concentrate on those things they needed to achieve.*

*YTEC is the coordinating HRD organization that addresses the tourism industry's human resource needs and issues. We assist the industry in meeting its business goals through its investment in people.*

*YTEC is able to do this because of the effective partnerships with industry employers, their employees as well as tourism education and training providers.*

*YTEC serves as the Tourism Education Council for the Yukon, Northwest Territories and Nunavut.*

### **Professional Development and Recognition**

*YTEC fosters ongoing professionalism, recognition and lifelong learning through:*

- *Development and implementation of competency standards for tourism occupations (in partnership with the Canadian Tourism Human Resource Council)*
- *Promotion of a professional image of the industry, through career awareness campaigns for recognition of tourism professionals*
- *Marketing to encourage industry and government to include human resource capabilities as an important component in a product package.*

*The Yukon Tourism Education Council focuses on:*

- *Compiling labour market intelligence and conducting further research in employers' HR needs*
- *Conducting ongoing planning to ensure effective adaptation of the HR strategy*
- *Incorporating marketing activities into the core model:*
  - *Educating and influencing employers regarding HR practices*
  - *Liaising with education and training providers*
  - *Liaising with government on training priorities*
  - *Marketing career and employment opportunities to the general public*
  - *Acting as an information and referral service with online links to HR resources for both employers and employees.*

*The three goals that YTEC continues to work toward and remain the base of our industry HRD plan are:*

- *Attracting a sufficient number of appropriately skilled individuals into the tourism workforce to sustain the pattern of business growth and to enable the doubling of current revenues in industry and contributions by the government to HRD issues.*
- *Developing a workforce that is capable of offering internationally competitive standards of service to visitors in the North.*
- *Integrating the efforts of private and public stakeholders to achieve the optimal return on the resources invested in workforce development for tourism.*



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## **YTEC**

### ***Professional Certification***

*Professional Certification recognizes the competency of an individual based on a National Standard. It enhances the professionalism of those who work in the tourism industry, giving businesses a competitive edge.*

#### ***What Occupations Can I Become Certified In?***

<i>Banquet Server</i>	<i>Housekeeping Room Attendant</i>
<i>Bartender</i>	<i>Hunting Guide</i>
<i>Campground Operator</i>	<i>Local Tour Guide</i>
<i>Casino Dealer</i>	<i>Reservations Sales Agent</i>
<i>Casino Slot Attendant</i>	<i>Retail Sales Associate</i>
<i>Entry Level Cook</i>	<i>Sales Manager</i>
<i>Event Coordinator</i>	<i>Taxicab Driver</i>
<i>Event Manager</i>	<i>Tour Director</i>
<i>Food &amp; Beverage Manager</i>	<i>Tourism Essentials</i>
<i>Food &amp; Beverage Server</i>	<i>Tourism Supervisor</i>
<i>Freshwater Angling Guide</i>	<i>Tourism Visitor Information Counsellor</i>
<i>Front Desk Agent</i>	<i>Trainer</i>
<i>Guest Services Attendant</i>	<i>Wine Service</i>
<i>Heritage Interpreter</i>	

