



Yukon Tourism Education Council

March, 2007

Suite C-202 Strickland Street
Whitehorse, Yukon Y1A 2J8
Phone: (867) 667-4733
1-800-486-9158
Fax: (867) 667-2668
Email: yukontec@internorth.com



Chief Executive Officer:

Darlene Doerksen

Administrator:

Charmaine Blanchette

Director of Professional

Development:

Shellie Young

Council Members:

Cheryl Ashley, Co-Chair

Marjorie Copp, Co-Chair

Frank Curlew

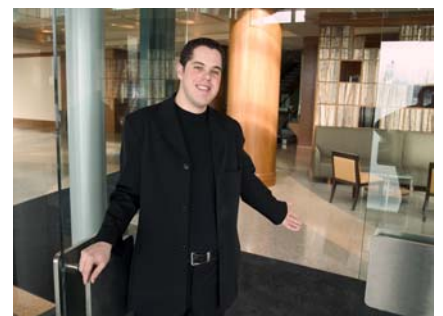
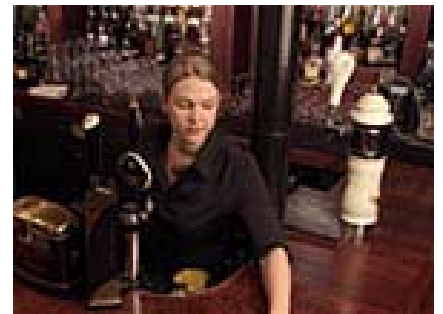
Mo Hartigan

Brent Liddle

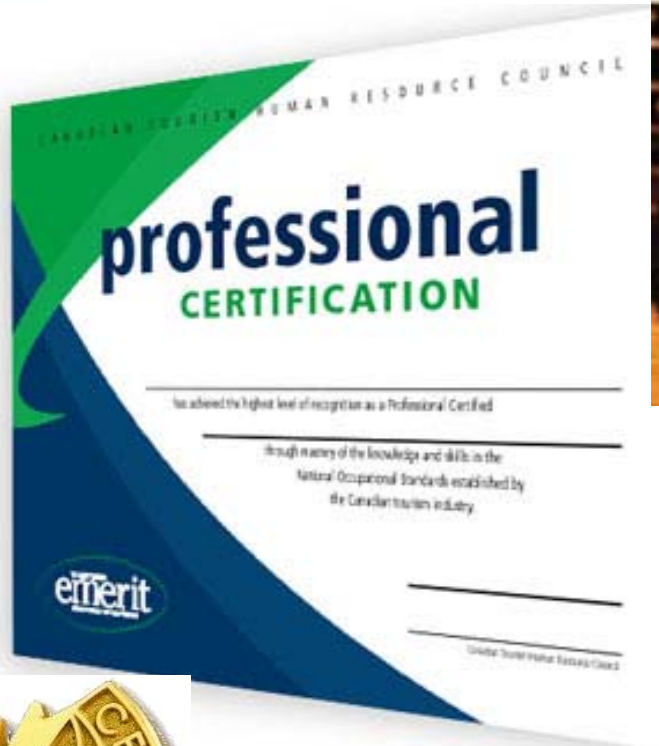
Meg Smith-Tucker

Lizz Wort

Freda Roberts



Professional Certification Certificate



emerit Professional Certification is the pinnacle credential available to industry professionals, and is recognized across the country. Professional Certification is awarded when an employee demonstrates they have mastered the required skills and met the standards of their profession in a practical job setting. This includes confirmation of the requisite industry experience, writing an examination proving their knowledge of occupational skills, followed by an evaluation in a real-world setting to demonstrate their mastery of the practical performance skills.

To learn more contact us at 1.800.486.9158 or email info@emerit.ca.





Registration is now open for FOODSAFE Level 1 Online!

Courses begin March 21, 2007

Open to: permanent residents of BC and the Yukon who are High school age or older

FOODSAFE Level 1 Online is a new way to complete BC's highly successful, food safety training program by computer and on your own schedule.

FOODSAFE Level 1 Online is taught by certified FOODSAFE online instructors and covers the same content as the classroom course. Courses run for three weeks and include a supervised exam in the learner's home community. Learners should be prepared to spend 8-12 study hours to complete the course.

FOODSAFE Level 1 Online may be more convenient than taking the regular 8-hour classroom training course. Learners who successfully complete the course and the final exam receive their certificates from the provincial or territorial Health Authorities.

FOODSAFE Level 1 Online is overseen by the BC FOODSAFE Secretariat working with BCcampus and the BC FOODSAFE Steering Committee.

To learn more, visit <http://www.foodsafe.ca/online.htm>

Questions? Please contact online@foodsafe.ca

CTHRC Recognizes Leadership and Achievements in Tourism Human Resources at the Hotel Association of Canada's Hall of Fame Awards of Excellence

Ottawa, Ontario – February 20, 2007 – Chantal Smitheram, Casting Director at the Brookstreet Hotel in Ottawa, received the Hotel Association of Canada's Hall of Fame Award of Excellence last night, winning in the Human Resources category. The award is sponsored by the Canadian Tourism Human Resource Council (CTHRC) and emerit Tourism Training, and was presented during an awards dinner at the Fairmont Royal York Hotel in Toronto.

CTHRC President Wendy Swedlove presented the third annual HR award to Chantal Smitheram, who was nominated for her efforts by a colleague. Ms. Smitheram has been with Brookstreet Hotel since its opening in 2003. She is a Queen's University graduate with an Honours B.A. in psychology and sociology, in addition to being a Certified Human Resources Professional with over 16 years of HR experience. Ms. Smitheram has worked her way up as a Human Resources Director, starting at Intrawest at Blackcomb Mountain in Whistler, followed by the Fairmont Chateau Whistler. At both properties she was responsible for recruiting and motivating employees. According to Brookstreet Hotel's Management, Ms. Smitheram "thrives on the challenge of attaining the ideal work culture for hotel partners", and they continue to say that, "innovation defines her approach to optimizing people needs with those of the business." Through her actions over an extended period of time, Ms. Smitheram has contributed in a manner beyond the expectations of daily business.

The Human Resources Award is given to an individual, team or property who or which, has developed a climate conducive to new or repeat business, create goodwill among guests, or provide special services. Their initiative and success must rank them among the "new generation of leaders" in Canada's lodging industry.

The Hotel Association of Canada developed the awards Program in order to proudly recognize those HAC members (individuals, companies or properties) that have demonstrated significant accomplishments, exemplary leadership and tireless commitment to Canada's lodging industry.



Can Tourism Deliver? Responding To The HR Crisis

Now in its 6th year, CTHRC's annual Tourism HR Forum has established itself as the "must attend" event for HR professionals, educators, and business leaders looking to discuss and find solutions to HR issues facing the Canadian tourism sector. Building on the success and record turnout of last year's event in Halifax, we head to the west coast this year, April 30 – May 2 in Vancouver.

Keynote presentations, panel discussions, and breakout sessions will provide new insight into the challenges that face the tourism sector, including critical issues related to the labour shortage, staff recruitment, retention and development, with a focus on best practices, and sharing ideas and solutions. A central theme of the past few Forums has been the looming labour shortage, and how best to prepare to combat it. In the 18 months since the Forum in Halifax, the tangible impact of the labour shortage has hit some regions of Canada extremely hard, and operators are now desperately looking for innovative and effective ways to combat this HR crisis. By 2010 there will be 1.95 million people working in the tourism sector. With 300,000 new jobs being created, recruitment and retention practices have never been more important to the future success of tourism businesses.

Labour shortages are not solely a tourism sector phenomena. Many sectors of the Canadian economy are experiencing equal or greater challenges finding qualified people to fill not only jobs in the future, but also existing ones. This year's Forum will feature sessions specifically geared to assist tourism operators compete for the shrinking available pool of talent, and will also highlight important subjects like the Temporary Foreign Workers Program.

Keynote speakers include best selling author and business visionary Leonard Brody, workplace energizer Michael Kerr, and futurist and innovation expert Jim Carroll.



Leonard Brody



Michael Kerr



Jim Carroll

To register for this event or to receive a copy of the preliminary program please visit www.cthrc.ca or e-mail hrforum@cthrc.ca.

Training takes Priority over Pay Raises

European companies looking for sales and marketing experience in 2007

Employees are unlikely to receive large base-pay increases next year, but will benefit from more training and development opportunities, according to a European survey by Mercer Human Resource Consulting.

The survey of more than 430 companies in Europe, mostly multi-nationals, found that only 16 per cent of respondents are planning to increase their investment in base-salary raises next year. In contrast, 58 per cent say they will spend more money on training and career development initiatives for staff.

Retirement and health-care benefits will also receive little investment, with 16 per cent and 20 per cent of respondents saying they will spend more money on these benefits respectively. Instead, companies will invest more in annual cash bonuses (32 per cent) and non-cash rewards (44 per cent).

Many organizations are reluctant to invest more in base-pay increases because they do not want to raise their fixed costs," said Paul O'Malley, principal at Mercer. "By focusing on training, non-cash rewards and bonuses, they retain the flexibility over their investments, and can ensure the highest rewards go to the top-performing employees.

Investing in training and development will help companies build the internal capabilities needed to fill crucial skill gaps, as opposed to the costly exercise of hiring new people, said O'Malley.

The survey found that 32 per cent of participants plan to develop the talents of existing employees to fill skills gaps, while 24 per cent are relying on new hires. The remaining participants will use a combination of the two.

Skills in demand

People with sales and marketing skills are in the highest demand by European companies. The survey found that 23 per cent of organizations were particularly looking for sales and marketing candidates compared to just seven per cent who were seeking to recruit in-house human resource professionals.

Engineering and information technology skills were found to be in demand by 16 per cent and 15 per cent of organizations respectively, while employees in operations and those with global business experience were placed at the top of the list by 14 per cent of organizations. Only 11 per cent reported that people in finance and administration were in greatest demand.

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.

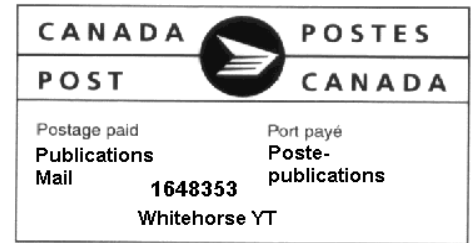
The three goals that YTEC continues to work toward and remain the base of our industry HRD plan are:

- 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?

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

