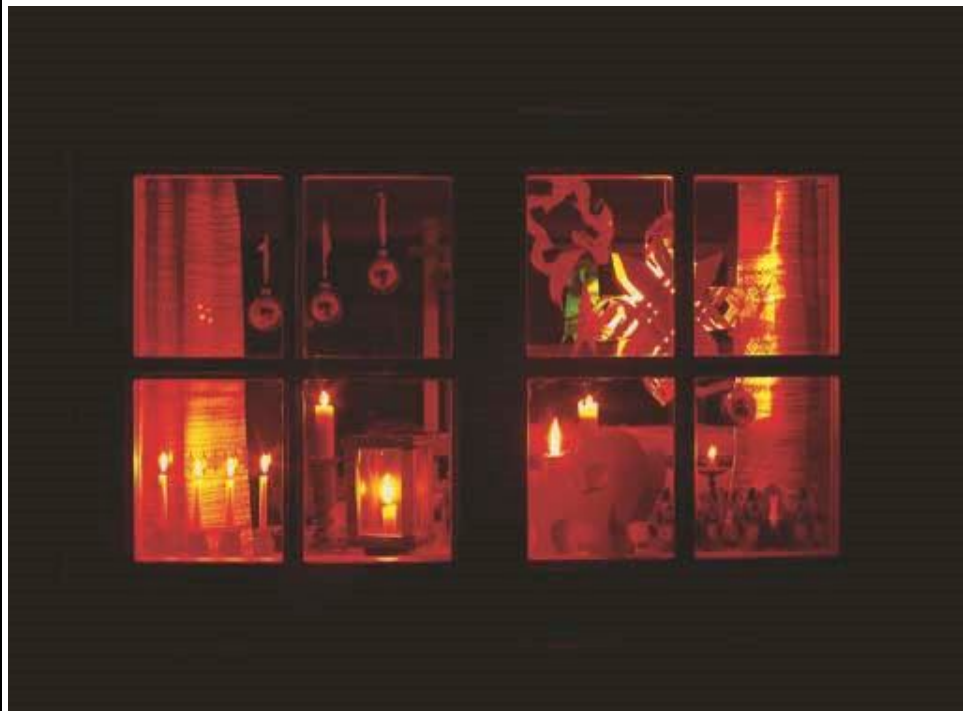
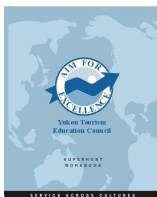




December 2009

Yukon Tourism Education Council

Season's Greetings



*Our entire organization
joins in sending
Holiday Greetings
with every good wish for
the New Year*

MPI Adds Global Training Centre at Ryerson

TORONTO – Toronto's Ryerson University is the newest location for a MPI Global Training Center, according to an announcement from Meeting Planners International. An integral part of MPI's Global Training, the Center delivers elevated content on a local level for meeting and business event professionals. During the next two years, MPI anticipates partnering with at least 14 to 15 educational institutions worldwide.

"We are rapidly expanding our available locations for individuals in the meeting and business event industry to receive hands-on education at the local level," said Didier Scaillet, chief development officer for MPI. "Ryerson University brings more than 50 years of hospitality and event management education experience to the table, meeting key selection criteria and making it a perfect fit as an MPI Global Training Center."

One of the deciding factors for MPI, when choosing a Global Training Center, is the prevalence of a robust business or management school. This decision is based on meetings and events needing to be viewed as a business performance tool to enhance communication, motivation and learning. MPI partners with schools and organizations, such as the Ted Rogers School of Hospitality and Tourism Management, to provide training programs that will enhance meeting professionals' business skills at all levels.

The MPI Global Training Center for Meetings and Business Events at the Ted Rogers School of Hospitality and Tourism Management at Ryerson University will offer a series of certificates and certifications that will allow meeting professionals to accelerate their career development by learning new, relevant skills.





Social Responsibility Key to Attracting Top Talent

Organizations with strong social responsibility practices are being viewed as "employers of choice" by today's job seekers across the globe who overwhelmingly prefer companies that focus beyond performance outcomes and promote larger social goals, according to the latest findings from an international workplace survey.

The survey, by global workforce solutions leader Kelly Services, finds employees across all age generations and regions gravitate to organizations with well developed social, ethical and environmental policies. In deciding where to work, baby boomers (aged 48-65) were found to be even more discerning than their younger Gen Y (aged 18-29) and Gen X (aged 30-47) colleagues.

Major public issues such as a company's reputation for strong ethical practices have become critical factors in choosing where to work, even to the point where many employees are prepared to sacrifice pay or promotion in order to work for organizations that are actively engaged in good social responsibility practices. More specifically, concerns about ethical behavior outweigh concerns about the environment by all generations, when making employment choices.

The findings are part of the Kelly Global Workforce Index, which obtained the views of approximately 100,000 people in 34 countries covering North America, Europe, and Asia Pacific.

Among the key findings of the survey:

- * Almost 90 percent of respondents say they are more likely to work for an organization that is considered ethically and socially responsible, something that is consistent across all age generations.
- * 80 percent are more likely to work for an organization that is considered environmentally responsible, a figure that is considerably higher among older age groups.
- * In deciding where to work, an organization's reputation for ethical conduct is considered 'very important' by 65 percent of Gen Y, 72 percent of Gen X, and 77 percent of baby boomers.
- * 46 percent of Gen Y would be prepared to forego pay or promotion to work for an organization with a good reputation, rising to 48 percent for Gen X and 53 percent for baby boomers.
- * In deciding where to work, policies to address global warming are considered 'very important' by 31 percent of Gen Y, rising to 35 percent among Gen X and 36 percent for baby boomers.

The findings demonstrate the important link between social responsibility and strategies aimed at attracting and retaining high quality staff.

"Not only do firms with high ethical and community standards have greater success in recruiting and retaining good quality staff, they also send a powerful message about the type of person they want as part of their organization," Corona concludes.



TIAC / PARKS CANADA SUSTAINABLE TOURISM SCHOLARSHIPS: Five \$1000 Scholarships Available to Qualifying Full-Time Students

The Tourism Industry Association of Canada / Parks Canada Sustainable Tourism Scholarships are awarded annually to Canadian students in the upper-year of a full-time university or college program in hospitality or tourism with an academic focus or interest in sustainable tourism. The scholarships are designed to support the tourism industry's future employees, entrepreneurs and leaders as they study how to improve and enhance the quality and sustainability of natural and cultural heritage-based tourism experiences.

Five \$1000 Sustainable Tourism Scholarships are awarded annually each fall to students enrolled in qualifying academic programs from across the country. The recipients of the Sustainable Tourism Scholarships will demonstrate an academic focus or interest in sustainable tourism and an interest in the preservation of our natural or cultural heritage. The recipients will also show evidence of high academic achievement, leadership qualities and an entrepreneurial spirit.

- For more information on the TIAC/Parks Canada Scholarship, please visit www.tiac.travel or contact Dave Lauer, TIAC Manager, Communications, dlauer@tiac.travel or 613-238-9400.





2009 Tourism HR Forum Highlights

Delegates leave the 8th annual forum ready to embrace change and face the future

Delegates from across Canada and abroad gathered at the Delta Centre-Ville in Montreal for the 8th annual Tourism HR Forum. This year's event saw the Canadian Tourism Human Resource Council (CTHRC) merge its annual event with the highly successful event held each year by CQRHT.

The Forum officially kicked off the next morning, with Jim Frank, former chief economist with the Conference Board of Canada, who gave a brief presentation stressing the need to look beyond the current economic downturn, and to recognize that labour shortages will re-emerge as the economy recovers. Mr. Frank noted the usefulness of CTHRC research publications in reaching these conclusions. Next up was opening keynote presenter Dr. Rick Johnson who used the emerit catchphrase "there is profit in people" to illustrate the growing importance of training in difficult economic times.

In the popular session "How To Keep Your Best Employees", Alain Samson expanded on the idea of managing employee relations. He suggested that businesses treat workers as they would treat a client, both as a means of building loyalty and as a strategy for retention. Delegates also enjoyed the session "Importance of Training: Engaging Employees During Change", which focused on HR best practices of successful companies.

The Forum closed with a dose of energy from Bryan Dodge, who provided strategies for leadership, professional development, and personal growth. Delegates left armed with progressive ideas and effective tools to deal with change, and to address their present and future HR issues. All delegates were invited to participate in the 9th Annual HR Forum November 15-17 2010 in Alberta.



Young Calgary Chef Takes Top Honours in B.C.

VICTORIA – Alberta’s Stephanie Schnepf has won the gold medal and Fulgence Charpentier Trophy at the 2009 Canada Jeunes Commis Rôtisseurs competition — held Oct. 23 in Victoria — beating nine competitors from across the country.

The nine finalists, all under the age of 27, were required to prepare a three-course meal for four using mystery ingredients concealed in a “black box.” Judges awarded marks based on presentation, originality and taste. Sylvester Dudek from the St. Charles Golf and Country Club placed second, while Michael Holman of the Toronto Park Hyatt Hotel came in third.

Schnepf, who now works at Olives Restaurant in Calgary, climbed the kitchen ranks from a young age after completing her culinary studies at SAIT College.

“I went from being an 18-year-old high-school girl who likes to cook for her family, to a professional cooking graduate with honours, to a journeyman apprentice, to a certified Red Seal who has travelled the world — all in four years,” she said. “This competition is just one more stepping stone in my career.”



Industry Corner



Erik Nielsen Whitehorse International Airport

“The Whitehorse International Airport and parking lot expansion is but one example of the Yukon government’s commitment to grow the Yukon economy,” Lang said. “By investing in this important infrastructure, we contribute to both tourism and business activities that are vital to Yukon’s economic well-being. The 2500 square metre expansion includes additional space for security clearance of passengers and a new 230 passenger hold room that will serve as an in-transit lounge for international flights.”

The upgraded facility will be available for 2010 and will include a new and larger carousel and an oversized freight and passenger elevator.

“The improvements will allow the Whitehorse International Airport to provide better service to national and international traffic and make Yukon an even more attractive destination,” Taylor said.

Airport parking improvements have resulted in 237 additional stalls for public parking, bringing the total to over 400. Automated parking controls will be completed later this year, as will the relocation of the DC 3 and the remaining work on the internal circulation roads. These upgrades will allow safe and more efficient access to the airport with smoother traffic flow and better long term parking.

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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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	Line Cook
Bartender	Outdoor Adventure Guide
Campground Operator	Reservations Sales Agent
Casino Dealer	Retail Sales Associate
Casino Slot Attendant	Sales Manager
Event Coordinator	Supervisor
Event Manager	Taxicab and Limousine Driver
Food & Beverage Manager	Tour Director
Food & Beverage Server	Tour Guide
Freshwater Angling Guide	Tourism Essentials—Knowledge Exam
Front Desk Agent	Tourism Trainer
Guest Services Attendant	Tourism Visitor Information Counsellor
Heritage Interpreter	Travel Counsellor
Housekeeping Room Attendant	Wine Service
Hunting Guide	Workplace Trainer