



# Yukon Tourism Education Council

June, 2007

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Frank Curlew  
Mo Hartigan  
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Lizz Wort  
Freda Roberts

## Tourism Week in Canada Yukon Photo Contest

**Congratulations to the Dawson City Visitor Information Centre for winning YTEC's Yukon Photo Contest. The Yukon Beringia Centre receives honorable mention for their submission of "Laura & Friend". Thank you to all entrants.**



"Mushing"

Here is an example of the staff at Dawson City Visitor Reception Centre going the extra mile for their visitors. They had a group of visitors who wanted to experience "Mushing", so they set up a freight sled, got them some gear and a lead dog and the staff were the mushers. The visitors had a blast and even stayed an extra day in Dawson because it was so entertaining.

A visitor from Wrangell Island discusses extinction theories with one of the Yukon Beringia Interpretive Centre guides, while enjoying a cup of tea at Café Beringia.



"Laura & Friend"

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**Competency Based Certification**

*NEW PROCESS – valid as of Jan 01, 2007*

In the new **competency model** a travel counsellor demonstrates their skills and knowledge using **various ways of** evaluations that are not all exam based.

- (1) Enroll for certification
- (2) Pass a Knowledge Exam
- (3) Complete a Checklist with supervisor
- (4) Prove Occupational Experience – 1000 hours
- (5) Complete a Workplace assessment
- (6) Maintain CITC membership to use the designation

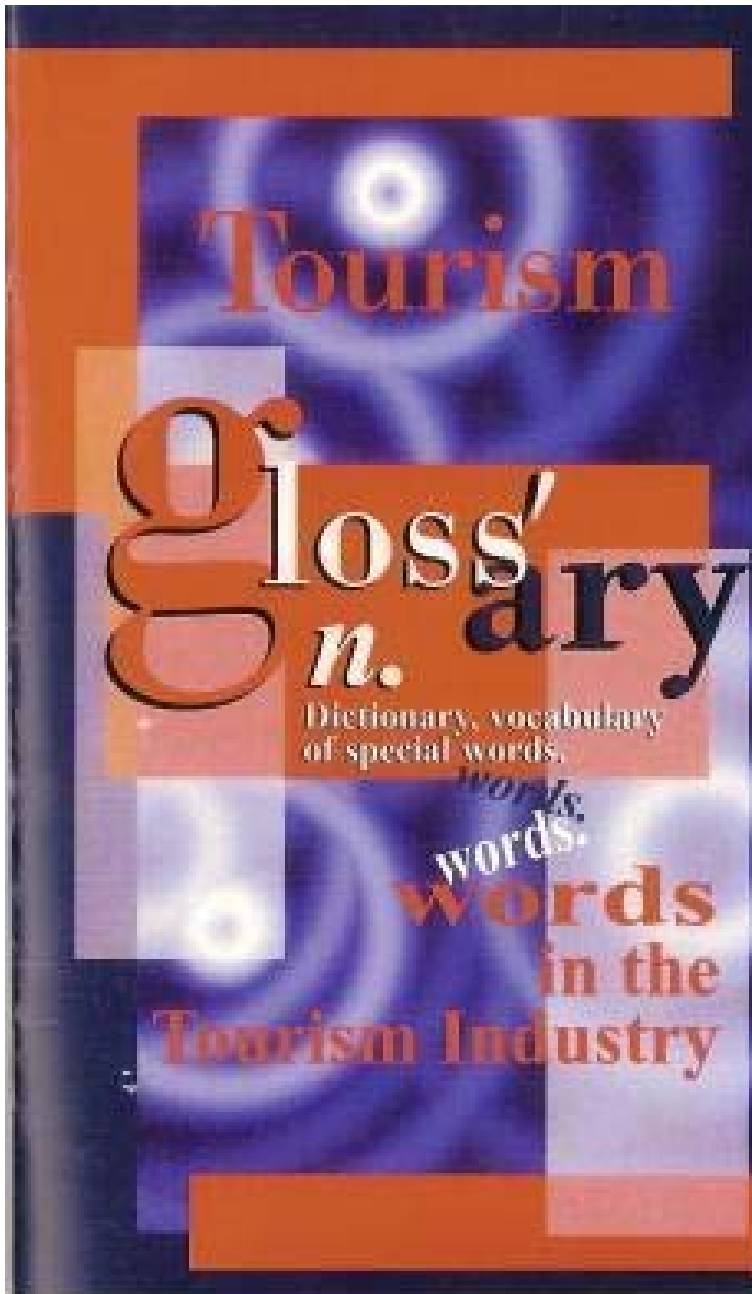


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## How to Get Employees Enthused About Participating in Required Off-Hours Training?

### Scenario:

Top management has decided to require all employees to receive new training during off hours. They compensate employees with an off-shift training allowance, yet still the employees don't seem enthused about giving up their off days. How could they increase the buy-in of their employees and get them to understand why this training is important?

There are a few simple ways to serve top management's request. Let's look at two areas:

- 1) rewards vs. goal and
- 2) marketing as a strategic tool in volunteer training.

Improving both will most likely solve the issue, but you can always go to a third strategy of penalty, which I will cover last (a "when all else fails" scenario).

**Are the rewards aligned with the goal?** Obviously, top management probably believes they are. Aligning rewards with goals means recognizing what is being asked of employees and then rewarding them accordingly from the employee's perspective.

**The off-shift training allowance is most likely not an incentive and** might even be considered an insult. Sitting in a classroom on a day off is like taking a defensive driving course on a Saturday to get a speeding ticket wiped off your record. It sure doesn't feel like a reward. You should look at giving additional alternative rewards that will lighten the requirement: affordable (and appreciated) gestures such as two free movie tickets or restaurant discount coupons to each participant upon completion.

Now, instead of taking a day away from family to attend training, the employee receives a night out with their favorite person without burning a hole in their pocket. And yes, you still need to pay the off-shift training allowance.

**Be sure to also highlight any long-term benefits** that may be created as a result of the training (i.e., better pay, job promotions, better potential of career advancement, lower health care premiums, improved efficiencies leading to increased profits, which in turn result in greater bonuses, better safety record, better job satisfaction, and so on).

**Marketing as a strategic tool can reduce the negative** perception around requiring employees to take their highly valued time off to attend training. If top management has seen the value of training all employees, there must be underlying reasons and business goals that can be communicated to employees. Ask your marketing department for assistance in creating a positive and fun message about the required training. Have top management communicate in a big way, and in different media, what they want and by when. Be sure all communications are from a division head or president of the company - not from human resources. Using HR to speak for top management isn't effective or appropriate.

**If all else fails.....**

*"A dream is just a dream. A goal is a dream with a plan and a deadline."* You need to set a drop-dead date for training to have been completed. An appropriate consequence of not meeting the requirement needs to be determined, approved and supported by top management (and communicated clearly to all employees).

**A soft consequence** might be public acknowledgment (a periodic e-mail, departmental memo or poster showing names of those who have completed the training and those who are still holding out).

**A stronger consequence** might be a reduced merit-pay increase for those not completing the training by the deadline (and they still have to complete the training at the next available opportunity). Not completing the training by the deadline is also a form of insubordination and needs to be addressed through the appropriate performance management policies and procedures of the company. At a minimum, it can be mentioned in a performance review.

**So I have to ask: Was your "mandatory" training a dream or a goal?**

**What if...**  
You train them and they LEAVE ?  
**What if...**  
**What if...**  
You DON'T train them and they STAY ?

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## 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.

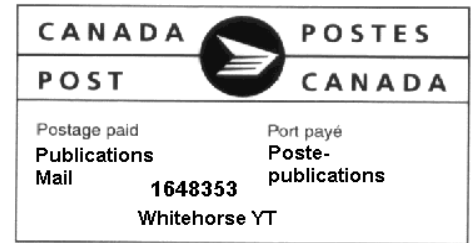
The three goals that YTEC continues to work toward and remain the base of our industry HRD plan are:

- 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	

