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Tourism Basics

Time frame is flexible based on the property's goals but we recommend this to be a 12 hours session. (two days or four consecutive days)

Participant's profile:

- This session is relevant for anyone wanting to go into the tourism industry or who is currently working in the industry but needs to freshen up their general understanding of tourism.

Learning Objectives:

- To enjoy working in the tourism business, one must understand how tourism fits into a country's overall economic situation but that there are some standards that need to be reached in the industry. This course is based on the Canadian Tourism Human Resource Council Emerit Tourism Training.

Participant's Value Received:

- Tourism is one of Canada's largest and most competitive growth industries, but the success of the tourism industry is closely tied to its human component.

Outline:

1. Attitudes are the foundation of the tourism industry
2. Responsibility, Adaptability and willingness to learn skills
3. The value of safety
4. Demonstrate communications skills
5. Understanding numeracy activities in tourism
6. Thinking Skills
7. Working with others
8. Tourism knowledge
9. How to promote tourism and your property
10. Providing professional service

