

One Industry. One Voice.

# Tourism Industry Association of Nova Scotia

Small Business Week  
Cape Breton Partnership  
October 22, 2020



One Industry. One Voice.

## ***TIANS is...***

- Industry Association formed in 1977
- Lead, Represent, Enhance the Tourism Industry
- Improve business environment for tourism growth
- Representing approx. 1000 businesses in all five sectors across Nova Scotia
- Transportation, Accommodations, Attractions, Travel Services and Food and Beverage
- Division focused on HR and labour market



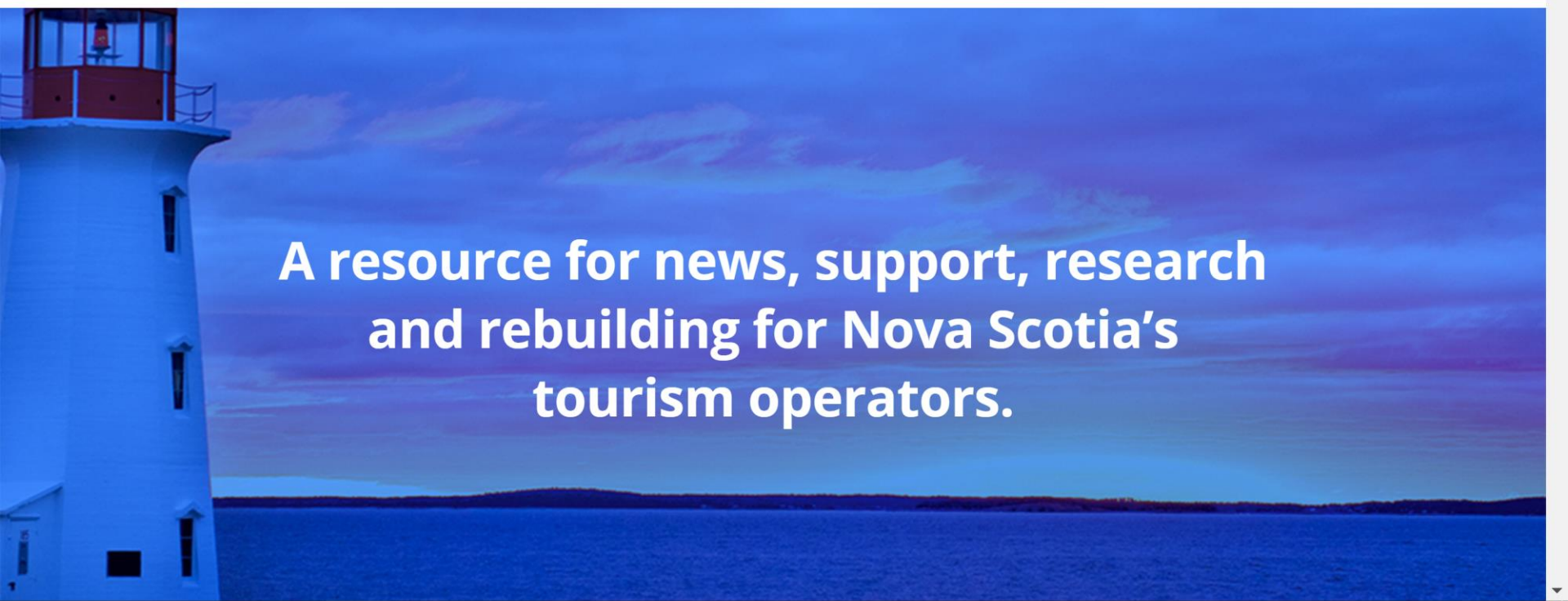
# Fortifying Nova Scotia's Tourism Industry

- Advocacy
  - Board and Working Groups
  - Government Relations to inform and influence policy
  - Provincial and National Network
- Communication
  - Tourism Strong
  - Webinars and Podcasts
  - Tourism HelpDesk
  - Connection to National & International Research and Data
  - Provincial Industry Surveys
- Rebuilding
  - Multiple Pillars, Supports
    - LAE Program Partnership, Tourism Strong, Clean it Right, TRI Program
  - Innovation –How Can Industry Build Back Better
  - Protection and reinforcement of ROI in Industry and labourmarket
- Resilience for Future

# TOURISM STRONG NOVA SCOTIA



- Industry Updates
- Tourism Workforce
- Government Supports
- Health & Wellness
- Research
- Tourism Partners
- Blogs & Podcasts
- Rebuilding
- FAQs
- Clean it Right



A resource for news, support, research  
and rebuilding for Nova Scotia's  
tourism operators.



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# Tourism Reactivation of Industry Program (TRI)



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# Seasonality and Labour Project 2020-2021

Province wide program with TIANS and NSTHRC working with regional partners including CBP to build skills in the tourism sector.

This program will support long term employment and enhanced employee engagement for the tourism industry.



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## Program Aims

### **1. Workforce Development**

**Support tourism businesses on Cape Breton Island by enhancing occupational and professional skills.**

- Improve HR Practices
- Enhance workplace culture
- Provide sector focused training
- Provide cross training and skills development
- Refresh and increase customer service skills for all businesses

### **2. Help businesses extend the tourist season**

**Available Now Until March 2021**



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## Program Overview

- Occupational skills development –  
*Nationally recognized Learning Management System with [www.emerit.ca](http://www.emerit.ca)*
- Service Excellence and Skills Training Workshops
- Industry recognized Certification programs from emerit.ca and eCornell
- Specialist tools – HR Toolkits



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## Program Activity



### Hospitality

Managers  
Supervisors  
Frontline Staff  
Wait Staff  
Chefs



### Travel, Experiences & Retail

Tour Operators  
Cashiers  
Retail shops  
Sales Agents  
Guides



### Specialist

Specialist Experiences  
Taxi Drivers  
Workplace Trainers  
Business Builders

# Tourism Rocks Overview

[Home](#)[About](#)[Providing Quality Service](#)[Become an Ambassador](#)[More Resources](#)[Contact Us](#)

Play a part in sharing the  
Nova Scotia story.

**BECOME A TOURISM AMBASSADOR!**

tians cares®



## It's Now our Time to Take Care of You!

Thank you to all the first responders, health care and front line workers who stepped up during the COVID-19 Pandemic.

Rectangular Sign

# **CLEAN IT RiGHT**

Training for the Tourism, Hospitality and Retail Industry



This training will raise awareness and educate participants on the:

- ♦ types of cleaning solutions
- ♦ difference between cleaning, sanitizing and disinfecting
- ♦ consequences of not cleaning properly
- ♦ areas to be cleaned and disinfected
- ♦ frequency of cleaning



Training for those working in:  
**HOTELS, MOTELS AND  
BED & BREAKFASTS**  
Includes restaurant component



Training for those working in:  
**RESTAURANTS AND  
FOOD SERVICES**



Training for those working in:  
**RETAIL BUSINESSES**  
Includes restaurant component

## Clean It Right Training for Nova Scotia

✖ Rectangular Snip

All training listed below is complimentary for a limited time to eligible businesses in Nova Scotia's tourism, hospitality and retail industry.

- Select the training you would like your employees to take.
- Enter your business details (all fields are required) and click **Submit** to send your registration.
- All account requests will be reviewed and qualified businesses will be sent access codes for their employees to go on-line and take the training.

Clean It Right is delivered in three customized modules. Pick the module that best applies to your business.

- ☐ Clean It Right - Hotels, Motels and Bed & Breakfasts (Includes a restaurant / food services section for full service businesses)
- ☐ Clean It Right - Restaurants and Food Services

## COURSE DETAILS



### DURATION

Average 60 minutes from start to finish



### COURSE CONTENT

Videos, Test Questions, Final Exam,  
Text Copy, PDF Cleaning Checklists



# emerit.ca – Online Modules

Shopping Cart | Sign In | Sign Up | Français

Canada's best online tourism and hospitality training.



Start Learning Today

Aboriginal Tourism Business  
Guide

Exam Prep Tutorial

HR Toolkit

Taxicab and Limousine Driver

# Emerit.ca – Online Modules

**Emerit Training modules help you and your employees to:**

- Refresh occupational skills (over 30 occupations)
- Learn about and explore a potential new career
- Complete the modules online and at your own pace

**Occupational Skills modules available for:**

- Hospitality, Accommodation and Foodservice businesses
- Retail, Travel and Visitor Experience based businesses
- Other specialist areas

For a list of occupations visit [emerit.ca/category-list](https://emerit.ca/category-list)





*Half day to full day in person or online:*

## Customer Service Training

- [Nova Scotia Best, Super Host workshops](#)
- Serve Right Manager and Serve Right Server

## Employability Skills

- Tourism and Workplace essentials
- OHS – First Aid, Food Safety etc.
- Time management, Stress management, Personal Budgeting and more

## Custom Workshops

Contact CBP to discuss!

# Professional Certification & eCornell

**Already an experienced professional?**

**Certify your experience with an industry recognized, professional occupation certification program :**

Hotel General Manager, Director of Housekeeping, Supervisor, Food & Beverage Manager and more.

<https://tourismhrc.com/certification/>

**Develop your senior management qualifications:**

Modular programs in HR, Leadership, Finance and more from an exclusive partnership through Cornell University's online platform.

[eCornell online training and certification](#)

The logo for Emerit, featuring the word "emerit" in a green, lowercase, sans-serif font.



## Other Programs and Specialist Training

- Sensitivity & Diversity Training
- Workplace Essentials and Workplace Trainer
- Business Builders
- Aboriginal Tourism Business Guide
- Taxicab and Limousine Drivers



# Your Next Steps

- Discuss your business' training needs with CBP team
- Identify key areas for development
- Decide which programs and modules apply
- Identify individuals and groups in your business that could benefit from training
- Get started today!

**Thank you for  
your interest!**

**Contact Cape Breton Partnership to  
discuss and coordinate your training and  
resources!**