

CASE STUDY – NUNAVUT DEPARTMENT OF ECONOMIC DEVELOPMENT & TRANSPORTATION – *emerit* training and certification adopted as part of new tourism strategy

CUSTOMER'S CHALLENGE

Growing the tourism industry in Nunavut is a priority for the territorial government. Interest in travel to the territories has never been greater, yet existing service levels require a workforce development strategy that would help ensure that visitors to the territory are provided with quality service throughout their visit.

The Department of Economic Development & Transportation concluded that a key factor in assisting the territory to fully realize the benefits of economic growth was to improve the education and training for people in the territory. To that end, the Government of Nunavut officially included *emerit* training and certification as part of their new overarching tourism strategy.

THE *emerit* SOLUTION

To implement a training culture and to make training accessible to all communities, the Department of Economic Development & Transportation will certify Tourism Officers as *emerit* Tourism Trainers. These Tourism Officers will conduct public training workshops using *emerit* Workplace Essentials (WOE) and Canadian Workplace Essentials (CWE). In addition to these primary materials the tourism officers will also have access to more than 40 other *emerit* tourism and hospitality resources should industry demand training in a given occupation.

To execute on the strategic goal, *emerit* Consulting Solutions delivered a series of workshops to prepare the Tourism Officers for their certification as Tourism Trainers, and to familiarize them with CWE and WOE materials. These workshops will ensure that the Tourism Officers are able to deliver training at the local level with community leaders.



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In Nunavut, training the Tourism Industry is the key and *emerit* is a part of this success. »

Martine Dupont
Manager, Tourism
Development Tourism and
Cultural Industries Division

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In workshop sessions held in Rankin Inlet. Thirteen Tourism Officers from different communities and four Tourism NGO's received intensive and comprehensive training on the resources.

RESULTS ROLLING IN

The Tourism Officers are now in the process of becoming certified Tourism Trainers and preparing to embark on community outreach sessions that will help inform community leaders about the potential in building a strong tourism infrastructure throughout Nunavut. The officers are also armed with detailed PowerPoint decks that will be used to lead the training and information sessions with the community leaders and businesses throughout the territory.

ABOUT *emerit* CONSULTING SOLUTIONS

emerit is Canada's national brand of tourism and hospitality training, occupational standards and professional certification. Developed by the Canadian Tourism Human Resource Council (CTHRC), in conjunction with representatives from industry, labour and education, *emerit* training and certification products and services help the tourism sector improve financial performance by improving people performance.

For more information, visit www.emerit.ca or call us @ 1-800-486-9158.



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