


# Education and Training Opportunities Catalogue 2020-2021



An aerial photograph of a dense, lush green forest. A wooden boardwalk or trail winds through the trees, starting from the bottom left and curving towards the right. Two small figures of people can be seen walking on the boardwalk. The trees are tall and dense, creating a canopy of green. The lighting suggests it might be late afternoon or early morning, with some light filtering through the leaves.

### **Saskatchewan's Tourism Sector**

Tourism is one of the world's largest and most rapidly growing sectors, and a powerful economic generator. It is a key player in Saskatchewan's economy, generating over \$2 billion in travel spending annually. More than 12 million visits are made to and within the province in every year.

Over 71,000 Saskatchewan citizens are employed in tourism or tourism-related jobs.

Saskatchewan's tourism sector is largely small- or medium-sized enterprises, with most located outside of the province's two major cities.

Tourism is a sector of five industries: 1) accommodation; 2) food and beverage services; 3) recreation and entertainment; 4) transportation; and 5) travel services.

Virtually all other areas of business or commerce are influenced by tourism activities.

A vibrant tourism sector, one committed to product and service excellence, reflects a positive image for a destination and contributes to the success of other businesses.

### ***Tourism Saskatchewan Education and Training Opportunities Catalogue 2020 – 2021***

Program details, availability and prices are subject to change without notice. All prices listed are exclusive of GST. Contact the Saskatchewan Tourism Education Council for the latest program information, availability, pricing and details.



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Cover Photo: Moose Mountain Provincial Park

# FOOD AND BEVERAGE

Restaurants, coffee shops, cafés, nightclubs, taverns, neighbourhood pubs, brew pubs

Working with STEC to train and certify frontline serving and bartending staff gives businesses a competitive edge. Training and certification for supervisory and management staff enables establishments to operate at peak efficiency. Clients agree that working with STEC helps gain customer loyalty and increase revenue.

## TRAINING PROGRAMS

**Service First** – A four-hour introductory workshop that helps new hires or casual workers to understand the value of tourism and the power of first impressions.

**Service Best** – A full-featured customer service training program that helps organizations build a service culture, provides frontline staff with the skills and confidence to exceed expectations, and give guests reason to return.

**Selling is Service** – Learn and practice successful selling techniques and professional approaches to resolving issues and earning customer satisfaction.

**Serve It Right Saskatchewan (SIRS)** – The official provincial responsible service of alcohol program, mandatory for all owners, managers and employees who sell and serve alcohol.

**Workplace Trainer** – An introduction to developing the skills to mentor and coach new hires, evaluate staff training programs, and recognize top performers.

**Customized training** – STEC has built a reputation for helping tourism and hospitality organizations overcome workforce challenges. Training programs can be customized to meet unique business and staff needs.

**emerit Certification** – Professional certification and training for frontline and supervisory staff in the occupations of Food and Beverage Server, Bartender, Line Cook and Supervisor.

**emerit Specialist Certification** – Designed for managers, offered in categories of Food and Beverage Manager and Food and Beverage Management International.

To learn more about tourism professional and specialist certification, visit [emerit.ca](http://emerit.ca).

## Trade certification and training

Tourism apprenticeships are available in two trades in Saskatchewan: Guest Services Representative and Food and Beverage Person.

Journeypersons train to industry standards and develop loyalties to their employers. This commitment reinforces a robust, skilled workforce that delivers superior service. The Saskatchewan Apprenticeship and Trade Certification Commission and STEC offer a yearly Tourism Apprenticeship Program that provides funded support for qualifying candidates. The program allows experienced frontline professionals to complete their Journeyperson certification in under 12 months. Program dates are from September 1 to May 31. Contact STEC at 1-800-331-1529 to discuss training components and tuition.

## Employer of Choice

Most youth find their first job experiences in food and beverage work. A third of those employees aspire to become owners, managers and operators. Employers of Choice offer fulfilling work that encourages staff to embrace new responsibilities and contribute to a thriving business.

## Tourism Export Toolkit

The Tourism Export Toolkit is an introductory guide to inbound tourism. The resource provides tourism businesses with basic tools, knowledge and key contacts to enter the export market. The toolkit contains seven modules designed to help tourism owners and operators embark on a path to attracting international customers.

- Building a Marketing Plan for Export Markets
- Consider Your Product: Packaging and Pricing
- Digital Marketing
- Inbound Tourism: the What, Why & How
- Relationships Are Key: Trade and Media
- The Travel Trade Distribution System
- Types of Inbound Travellers

## Additional programs

For businesses that offer food and beverage services as part of a larger operation (e.g. bed and breakfast, hotel, resort, outfitter), turn to these sections for more programs:

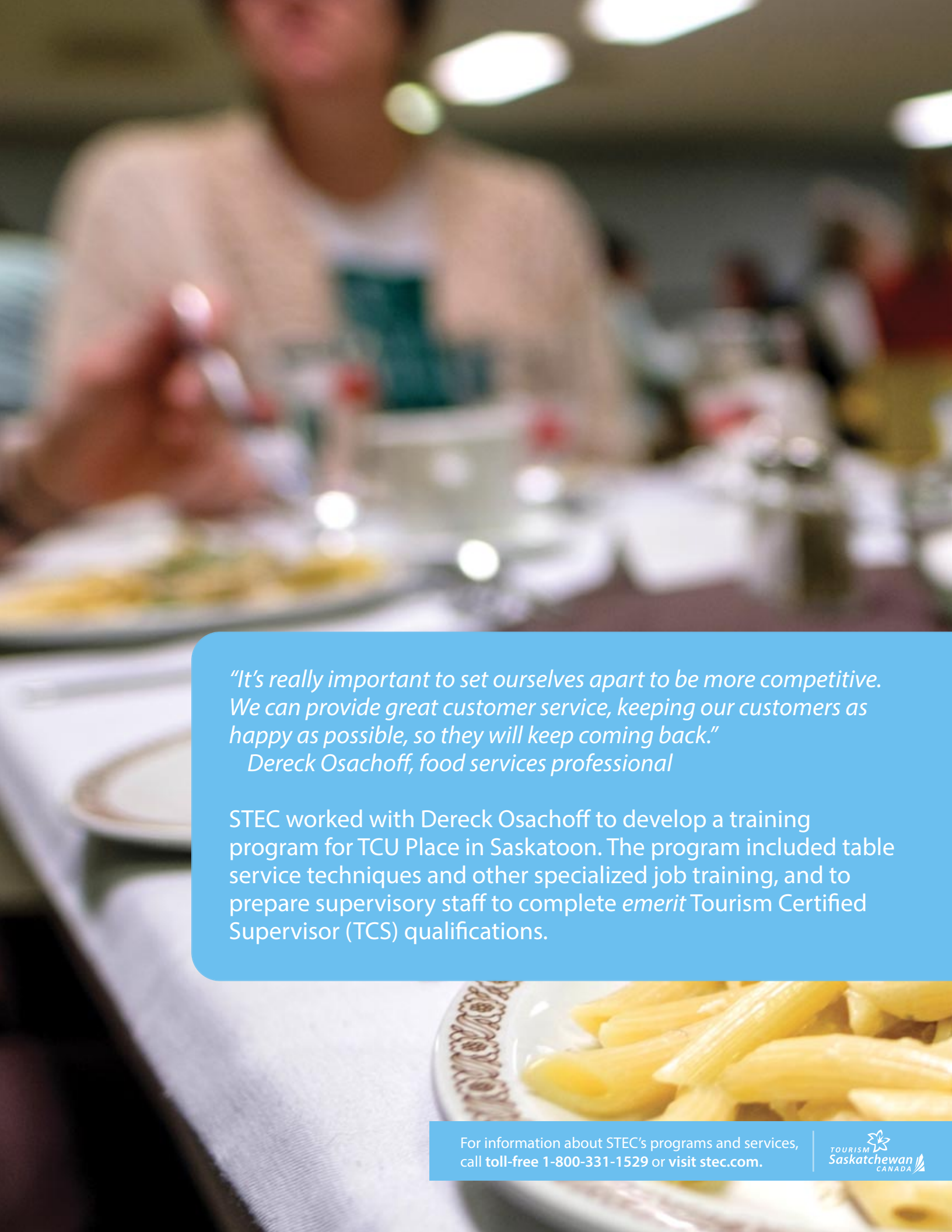
Accommodation, page 4

Outdoor Adventure and Recreation, page 8

Ready to Work, page 16

Employer of Choice, page 17





*"It's really important to set ourselves apart to be more competitive. We can provide great customer service, keeping our customers as happy as possible, so they will keep coming back."*

*Dereck Osachoff, food services professional*

STEC worked with Dereck Osachoff to develop a training program for TCU Place in Saskatoon. The program included table service techniques and other specialized job training, and to prepare supervisory staff to complete *emerit* Tourism Certified Supervisor (TCS) qualifications.

For information about STEC's programs and services, call toll-free 1-800-331-1529 or visit [stec.com](http://stec.com).



# ACCOMMODATION

Hotels, motels, motor inns, bed and breakfasts, vacation resorts, executive suites, hostels, lodges

Tourism is a competitive industry. Travellers today have unlimited options when it comes to choosing a place to stay. STEC helps Saskatchewan accommodation and lodging properties maintain high standards and deliver on the promise made to guests.

STEC provides nationally recognized training and certification developed by Canada's tourism industry for the tourism industry. Programs are available to assist front desk agents and housekeeping room attendants in making a great first impression. Training for reservation and sales staff teaches them proven customer service techniques that earn positive reviews and boost performance. Supervisory and management staff gain the skills and confidence to inspire and empower staff, and grow business.

## TRAINING PROGRAMS

**Service First** – A four-hour introductory workshop that helps new hires or casual workers understand the value of tourism and the power of first impressions.

**Service Best** – A full-featured customer service training program that helps organizations build a service culture, provides frontline staff with the skills and confidence to exceed expectations, and give guests reason to return.

**Selling is Service** – A three-hour workshop that offers a winning combination of sales and service techniques to benefit business and keep customers happy.

**Workplace Trainer** – An introduction to developing the skills to mentor and coach new hires, evaluate staff training and recognize top performers.

**Customized training** – STEC has built a reputation for helping tourism and hospitality organizations overcome workforce challenges. Training programs can be customized to meet unique business and staff needs.

**emerit Certification** – Professional certification for frontline and supervisory staff in the occupations of Front Desk Agent, Reservation Sales Agent, Sales Manager, Housekeeping Room Attendant, Supervisor and Event Co-ordinator.

**emerit Specialist Certification** – Designed for managers, offered in categories of Hotel General Manager (CHGM/dual), Director of Housekeeping, Event Manager and Event Management International.

To learn more about tourism professional and specialist certification, visit [emerit.ca](http://emerit.ca).

## Trade certification and training

Tourism apprenticeships are available in two trades in Saskatchewan: Guest Services Representative and Food and Beverage Person.

Journeypersons train to industry standards and develop loyalty to their employers. This commitment reinforces a robust, skilled workforce that delivers superior service. The Saskatchewan Apprenticeship and Trade Certification Commission and STEC offer a yearly Tourism Apprenticeship Program that provides funded support for qualifying candidates. The program allows experienced frontline professionals to complete their Journey person certification in under 12 months. Program dates are from September 1 to May 31. Contact STEC to discuss training components and tuition.

## Employer of Choice

Finding workers takes effort. Employers of Choice see top talent come to them. Attracting loyal, service-driven employees reduces turnover and recruitment costs, while increasing customer satisfaction.

## Tourism Export Toolkit

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- Consider Your Product: Packaging and Pricing
- Digital Marketing
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- Relationships Are Key: Trade and Media
- The Travel Trade Distribution System
- Types of Inbound Travellers

## Additional programs

For businesses that offer accommodation and lodging services as part of a broader operation (e.g. bed and breakfast, resort, gift shop, transportation provider, retail establishment), turn to these sections for more programs:

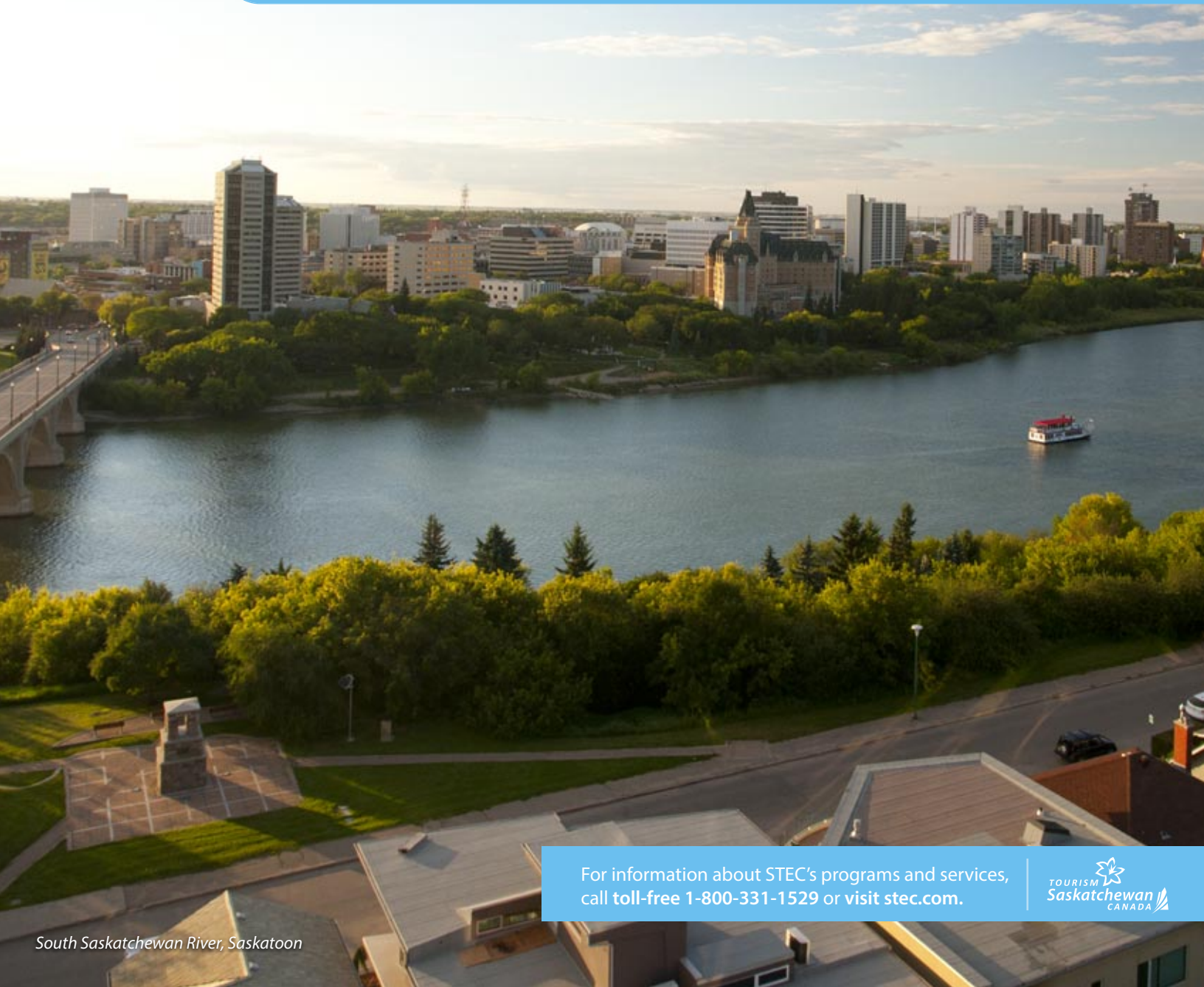
- Food and Beverage, page 2
- Economic Development and Community Services, page 10
- Ready to Work, page 16
- Employer of Choice, page 17



*"Training and development are part of good management practices and good risk management strategies. We strongly support continuous learning and training for our employees. Offering **emerit** certification helps move our business forward with training specific to our industry. It has helped nurture our employees to develop more rounded skill sets. Our best practices have helped us be recognized as an Employer of Choice."*

*Nikki Makkar, Human Resource Manager,  
Delta Hotels by Marriot Saskatoon Downtown*

This property has been designated a tourism Employer of Choice since 2010, the first year of the program.



South Saskatchewan River, Saskatoon

For information about STEC's programs and services,  
call toll-free 1-800-331-1529 or visit [stec.com](http://stec.com).



# EVENTS AND ATTRACTIONS

Event centres, community festivals, art galleries, banquet halls, catering facilities, museums, rodeos, street fairs, sports tournaments, fundraisers

Saskatchewan has a renowned reputation for hosting local, national and international events. Organizing a festival, showcase or tournament takes effort and often involves a multitude of volunteers. Large celebrations or assemblies may require the talents of experienced, paid staff. STEC offers training and certification programs that take the guesswork out of event planning. Workshops and online courses identify how to reach new markets and audiences, gain the support and participation of volunteers, attract sponsors and introduce new activities. Professional or specialist certification shows that organizers and staff have the knowledge, experience and skills to plan and deliver a successful event.

## TRAINING PROGRAMS

**Service First** – A four-hour introductory workshop that helps volunteers and casual workers understand the value of tourism and the importance of making a great first impression.

**Service Best** – A full-featured customer service training program that helps organizations build a service culture, provides frontline staff with the skills and confidence to exceed expectations, and give guests reason to return.

**Selling is Service** – Learn and practice successful selling techniques and professional approaches to resolving issues and earning customer satisfaction.

**Serve It Right Saskatchewan (SIRS)** – The official provincial responsible service of alcohol program, mandatory for all owners, managers and employees who sell and serve alcohol.

**Special Occasion Permit responsible service training (SOP)** – An online course designed for volunteers and other unpaid individuals involved in the sale and service of alcohol.

**Workplace Trainer** – An introduction to developing the skills to mentor and coach new hires, evaluate staff training and recognize top performers.

**Customized training** – STEC has built a reputation for helping tourism and hospitality organizations overcome workforce challenges. Training programs can be customized to meet unique business and staff needs.

**Volunteer Training** – Prepare volunteers to present your event or attraction in the best possible light, adopt professional attitudes, focus on visitors' needs and provide memorable experiences.

## Employer of Choice

Event organizers and attraction operators know that branding is key to attracting audiences. Employers of Choice become known for their employment brand and leading reputation. Being a "star" employer attracts "star" employees who make customers feel like celebrities.

**Special Events Series** – Special events are a way of demonstrating the spirit of every community. STEC developed this practical training series to assist individuals who plan and direct special events.

Seven online courses are available.

- Getting Your Event Off the Ground
- Marketing and Promotion
- Fundraising and Sponsorship
- Event Logistics
- Human Resource Management
- Financial Management
- Risk Management

Getting Your Event Off the Ground is a pre-requisite to all other courses in the Special Events Workshops Series.

**emerit Certification** – Professional certification for frontline and supervisory staff in the occupations of Event Coordinator and Supervisor.

**emerit Specialist Certification** – Offered in categories of Event Manager, Event Management International and Heritage Interpreter.

To learn more about tourism professional and specialist certification, visit [emerit.ca](http://emerit.ca).

## Tourism Export Toolkit

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- Types of Inbound Travellers

## Additional programs

For events or attractions that include a variety of experiences (food and beverage, lodging, retail services, gift and souvenir sales), turn to these sections for more programs:

- Food and Beverage, page 2
- Accommodation, page 4
- Economic Development and Community Services, page 10





*"The online course is beautifully crafted. A job well done!"*

*Claire Bélanger-Parker. CNT Management Group*

Claire Bélanger-Parker assisted in the creation of national occupational standards for Event Coordinator and Event Manager, and worked with STEC in the development and industry validation of the Special Events Series of online courses.

For information about STEC's programs and services,  
call toll-free 1-800-331-1529 or visit [stec.com](http://stec.com).



# OUTDOOR ADVENTURE AND RECREATION

Golf courses, ski resorts, parks, hunting and fishing outfitters, guest ranches, marinas, outdoor adventure operators (dogsledding, paddling, etc.)

Saskatchewan has a wealth of natural attractions and opportunities for outdoor adventure and recreation. The province is home to hundreds of outdoor-themed businesses. Recruiting, training and retaining seasonal staff can be a challenge. STEC helps small- and medium-sized operators prepare for the busy season and deliver on the promise made to guests. Certification and training programs build staff knowledge and confidence, while rewarding employees who return season after season.

## TRAINING PROGRAMS

**Service First** – A four-hour introductory workshop that helps volunteers and casual workers understand the value of tourism and the importance of making a great first impression.

**Service Best** – A full-featured customer service training program that helps organizations build a service culture, provides frontline staff with the skills and confidence to exceed expectations, and give guests reason to return.

**Selling is Service** – Learn and practice successful selling techniques and professional approaches to resolving issues and earning customer satisfaction.

**Serve It Right Saskatchewan (SIRS)** – The official provincial responsible service of alcohol program, mandatory for all owners, managers and employees who sell and serve alcohol.

**Special Occasion Permit (SOP) responsible service training** – An online course designed for volunteers and other unpaid individuals involved in the sale and service of alcohol.

**Customized training** – STEC has built a reputation for helping tourism and hospitality organizations overcome workforce challenges. Training programs can be customized to meet unique business and staff needs.

**emerit Certification** – Professional certification for frontline and supervisory staff in the occupations of Tour Guide, Hunting Guide, Freshwater Fishing Guide and Supervisor.

**emerit Specialist Certification** – Heritage Interpreter

To learn more about tourism professional and specialist certification, visit [emerit.ca](http://emerit.ca).

## Employer of Choice

Seasonal businesses that are Employers of Choice more easily retain staff from year to year. Employers of Choice carry reputations for human resource management and workplace best practices that build trust with loyal, top-performing employees.

## Tourism Export Toolkit

The Tourism Export Toolkit is an introductory guide to inbound tourism. The resource provides tourism businesses with basic tools, knowledge and key contacts to enter the export market. The toolkit contains seven modules designed to help tourism owners and operators embark on a path to attracting international customers.

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## Additional programs

For operations that provide a variety of services and experiences (e.g. food and beverage, lodging), turn to these sections for more programs:

Food and Beverage, page 2

Accommodation, page 4

Employer of Choice, page 17





*"Certification adds credibility to my business and shows that we strive to improve. It also helped me to be a better and more knowledgeable instructor in these roles. I believe all guides and outfitters should be involved in the certification and training programs to add to their knowledge base and teach them the expectations of the guest and how to develop the skills to be a great guide. The certification process is an important step in working towards a career in the outdoors."*

*Trevor Montgomery, owner, A2Z Safety & Training Ltd., and owner/guide, Tazin Lake Lodge*

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call toll-free 1-800-331-1529 or visit [stec.com](http://stec.com).



# ECONOMIC DEVELOPMENT AND COMMUNITY SERVICES

Transportation providers, retail outlets, economic development offices, city and town administrators, destination marketing organizations

STEC training and certification programs help to build community and resident pride, and create authentic local experiences. Customer service and hospitality training is available to transportation providers, retail businesses and other areas where making a good first impression is critical. Every frontline employee has a role to play in shaping a community's reputation as a welcoming destination.

Through resources made available by Tourism HR Canada, a national organization that works to identify and address labour market issues, STEC helps employers, visitor centres, destination marketing organizations and economic development agencies improve their tourism and hospitality workforce and access labour market intelligence to overcome local and regional human resource challenges.

## TRAINING PROGRAMS

**Service First** – A four-hour introductory workshop that helps volunteers and casual workers understand the value of tourism and the importance of making a great first impression.

**Service Best** – A full-featured customer service training program that helps businesses, not-for-profit organizations, municipal administration and institutions to deliver quality service and address client concerns.

**Selling is Service** – Learn and practice successful selling techniques and professional approaches to resolving issues and earning customer satisfaction.

**CannaSell SK** – The official provincial training program for responsible cannabis sales, offering consistent training for owners and employees of private businesses that distribute and sell non-medical cannabis in Saskatchewan.

**Customized training** – STEC has built a reputation for helping private businesses and public organizations rise to the challenges of workforce development and training. Training programs can be customized to meet unique operational and staff needs.

**Specialized training for the taxi industry** – Taxi industry training encourages drivers to take pride in what they do and where they live. This online course demonstrates how courtesy, friendliness and professionalism are essential ingredients of successful taxi operations.

**emerit Certification** – Professional certification for frontline and supervisory staff in the occupations of Retail Sales Associate, Taxicab and Limousine Driver, Supervisor and Sales Manager.

To learn more about tourism professional and specialist certification, visit [emerit.ca](http://emerit.ca).

## Entry level training for new employees:

**Workplace Essentials** – Teaches transferable skills that tourism and other employers look for when making hiring decisions.

**Canadian Workplace Essentials** – Teaches transferable skills that tourism employers look for when making hiring decisions.

**Labour Market Information (LMI)** – *emerit* LMI research is a comprehensive resource that helps employers, policy makers and researchers make informed decisions about tourism employment and human resource issues.

## Employer of Choice

Employers of Choice gain a competitive edge. They benefit from reduced turnover, lower operating costs, greater employee commitment, improved productivity and positive employer branding.

## Tourism Export Toolkit

The Tourism Export Toolkit is an introductory guide to inbound tourism. The resource provides tourism businesses with basic tools, knowledge and key contacts to enter the export market. The toolkit contains seven modules designed to help tourism owners and operators embark on a path to attracting international customers.

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## Additional programs

For operations that provide a variety of services and experiences (e.g. food and beverage, events, attractions), turn to these sections for more programs:

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- Accommodation, page 4
- Events and Attractions, page 6
- Employer of Choice, page 17





*"It's a nationally recognized program. It was perfect for what we wanted to achieve. The public is noticing a difference. We've got some very positive feedback. Customers are engaged now."*

*Carlo Triolo, business coach*

STEC worked with Carlo Triolo and Saskatoon taxicab companies to develop cost-effective customer service training that also addressed providing service to customers with special needs.

# EDUCATION

High schools, post-secondary institutions, trade schools, settlement agencies, employment and training centres

Training to nationally recognized standards enables students and job seekers to prepare for the labour market. STEC assists educational, training and employment organizations in offering high-quality programs that yield proven results.

Programs such as CATT (Canadian Academy of Travel and Tourism), designed for high school students, and SMART accreditation for colleges and other post-secondary institutions, cover the full range of knowledge, aptitude and skills development that are institutional standards.

## TRAINING PROGRAMS

**Service First** – An introductory workshop that helps students, volunteers and casual workers understand the value of tourism and the importance of making a great first impression.

**Service Best** – Customer service is the cornerstone of building effective relationships in every work environment. Educators and trainers incorporate Service Best in their learning plans, giving students and program participants a foundation for exploring tourism careers.

**Service Best in High Schools** – Seven out of 10 youth get their first job experience in a tourism-related job. Service Best in High Schools prepares students for fulfilling careers in tourism. Call to register for a teacher in-service.

**Service First in High Schools** – Students develop an understanding of their community and their role in creating a positive first impression for visitors. Call to register for a teacher in-service.

**Service Best and Service First Facilitator** – Training that prepares educators and in-house trainers to deliver Service Best and Service First workshops within their organizations.

**Serve It Right Saskatchewan (SIRS)** – The official provincial responsible service of alcohol program, mandatory for all owners, managers and employees who sell and serve alcohol. Offering SIRS to students provides them with an essential qualification for employment.

**emerit Certification** – Professional certification for frontline and supervisory staff in dozens of occupations.

**emerit Specialist Certification** – Tourism Trainer and several other certifications available.

To learn more about tourism professional and specialist certification, visit [emerit.ca](http://emerit.ca).

## Entry level training for new employees:

**Workplace Essentials** – Transferable skills for the tourism sector.

**Canadian Workplace Essentials** – Training for new Canadians.

## Occupation-specific training

### Trade Certification and training

Tourism apprenticeships are available in two trades in Saskatchewan: Guest Services Representative and Food and Beverage Person.

Apprenticeship training provides a structured system of supervised training that leads to trade certification. Tourism apprentices learn on the job, honing knowledge and skills under the guidance of a certified Journeyperson. In Saskatchewan, tourism apprentices train under the Joint Training Committee, a partnership between STEC and the Saskatchewan Apprenticeship and Trade Certification Commission.

## RESOURCES FOR EDUCATORS

**Explore Tourism Careers** – Interactive online presentation that provides teachers, career counsellors and high school students with an overview of the career opportunities available in the tourism sector in Saskatchewan.

**SPARK: The Tourism Educator Resource Guide** – helps educators identify and deliver tourism, hospitality and culinary programs

**emerit Online Learning and Workbooks** – training available for dozens of tourism occupations

**emerit Instructor Guides** – lead a class through selected emerit occupational training

**emerit National Occupational Standards** – manuals listing the skills and knowledge required for job success

**Teachers' Tool Kit** – Resources to inform students about the tourism sector and careers in tourism-related fields, available in three levels: grades K-5, 6-8 and 9-12

**Facebook.com/SaskatchewanTourismEducationCouncil** – builds awareness and understanding of Saskatchewan's tourism industries and careers





Fort Walsh National Historic Site

*"As a teacher, I want to equip my students with tools that will help them succeed on their own in the world after they leave high school. Service Best is one of those amazing tools. The students learned how customer service should be and how they could improve in the jobs they had already. Many of my students commented on how applicable this course is to their lives. I truly believe my students are better equipped for life, after taking this course."*

*Kim Long, Teacher, Bedford Road Collegiate*

Bedford Road Collegiate is among more than 80 institutions in Saskatchewan that provide Service Best training to their students and trainees.

**STEC Facilitators Facebook Group** – Offers facilitators who deliver STEC courses an online channel for sharing ideas and resources

**Saskatchewan Tourism - Teacher Resources and Ideas Exchange** – Facebook group that offers a forum for teachers and educators to share resources and post ideas. Activities supplement the Teachers' Tool Kit, the Canadian Academy of Travel and Tourism (CATT), and *Tourism, Hospitality, and Entrepreneurship 30* of the Saskatchewan education curriculum.

**Labour Market Information (LMI)** – *emerit* LMI research is a comprehensive resource that helps employers, policy makers and researchers make informed decisions about tourism employment and human resource issues.

#### **Additional Programs**

For more information about tourism training, education and career opportunities, turn to the following sections:

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- Accommodation, page 4
- Events and Attractions, page 6
- Outdoor Adventure and Recreation, page 8
- Economic Development and Community Services, page 10
- Leadership Development, page 14
- Ready to Work, page 16

For information about STEC's programs and services, call toll-free 1-800-331-1529 or visit [stec.com](http://stec.com).

# LEADERSHIP DEVELOPMENT

## Business owners, community leaders

For three decades, STEC has been helping Saskatchewan tourism businesses, institutions and individuals reach their full leadership potential.

Leadership exists at every level of an organization. Workplace trainers and workshop facilitators refine their skills in STEC's online courses and classroom workshops. Professional certification delivers recognized standards that enable supervisors, managers and owners to demonstrate their leadership qualities. Industry assemblies and activities, such as the Employer of Choice program, Tourism Workplace Leadership Conference and Tourism Professional Recognition Dinner, celebrate and reinforce leadership in Saskatchewan's tourism industries.

### PROGRAMS

**Tourism Workplace Leadership Conference** – Provides tourism leaders with practical, progressive workforce strategies.

**Tourism Professional Recognition Dinner** – Celebrates and recognizes the achievements of nationally certified tourism professionals, Journeypersons and Employers of Choice.

**Customized Training and Leadership Development** – STEC has built a reputation for helping organizations overcome workforce challenges. Training programs can be customized to meet unique business and staff needs.

**Workplace Trainer** – An introduction to developing the skills to mentor and coach new hires, evaluate staff training and recognize top performers.

**Facilitator Skills Development Program** – Builds a solid foundation for those who deliver training or presentations.

**emerit Certification** – Professional certification for frontline and supervisory staff in the occupation of Supervisor.

**emerit Specialist Certification** – Designed for managers, offered in the categories of: Hotel General Manager (CHGM/Dual), Event Manager, Event Management International, Food and Beverage Manager and Director of Housekeeping.

To learn more about tourism professional and specialist certification, visit [emerit.ca](http://emerit.ca).

**Supervisor certification preparation sessions** – Short, targeted workshops designed to help *emerit* Certification candidates prepare for their exams.

### Trade Certification and training

Tourism apprenticeships are available in two trades in Saskatchewan: Guest Services Representative and Food and Beverage Person.

Journeypersons train to industry standards and develop loyalty to their employers. This commitment reinforces a robust, skilled workforce that delivers superior service. The Saskatchewan Apprenticeship and Trade Certification Commission and STEC offer a yearly Tourism Apprenticeship Program that provides funded support for qualifying candidates. The program allows experienced frontline professionals to complete their Journeyperson certification in under 12 months. Program dates are from September 1 to May 31. Contact STEC to discuss training components and tuition.

**HR Toolkit** – An essential tool for creating a robust workforce strategy and implementation plan, the HR Toolkit addresses long-term visioning and day-to-day operating needs. The resource contains guides, templates, tools and tips for developing internal policies and recruitment plans, and optimizing resource allocations. It comes with 24 customizable templates, such as job offer letters, training plans, employee manuals, wellness surveys, job descriptions, and much more. Materials include interview checklists, staffing reminders and other HR forms.

### Employer of Choice

Employers of Choice are industry leaders who know that best practices attract and retain loyal, motivated staff. They earn respect for their employee investment, customer commitment, business performance and positive work environment.

### Additional programs

For more information about tourism training, education and career opportunities, turn to the following sections:

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- Economic Development and  
Community Services, page 10
- Education, page 12
- Employer of Choice, page 17





Harvest Eatery, Shaunavon

## OTHER RESOURCES

### Tourism Professional Development Bursary

Tourism Saskatchewan will pay for applicable fees, up to \$500 per participant, to cover the cost of emerit Professional or Specialist Certification, and related training resources or tuition for tourism apprenticeship trades. Up to \$5,000 is available for all approved bursaries each year. Applications are accepted from May 1-31 annually.

#### Eligibility:

- *emerit* Professional Certification applicants must be residents of Saskatchewan and currently employed in an eligible occupation with a minimum of 500 hours of experience.
- Apprenticeship applicants must be residents of Saskatchewan and have a minimum of 3,000 hours of trade-related experience.
- The applicant must agree to complete the program within one year, by May 30, 2021 for applications approved in 2020.
- An applicant may not receive more than one bursary per year.

### Service and Hospitality Safety Association (SHSA) Safety Leadership Programs

Safety Leadership Certificate is the highest standard for safety certification in Saskatchewan. It demonstrates that a hospitality employer has implemented a health and safety management system and established a corporate safety culture. Certification is completed in four levels:

- Level 1 – Start by taking a baseline measure of the health and safety culture, then complete the Health and Safety Leadership for Managers Course.
- Level 2 – Build the foundation of an OHS system by identifying staff training needs and conducting the property's hazard assessments.
- Level 3 – Complete the training needed to maintain a health and safety management system and develop systems required to control work place hazards.
- Level 4 – Conduct a Certificate of Recognition audit to maintain a Certificate of Recognition.

### SHSA Health & Safety Leadership for Managers

Online course applicable to HSLC Level 1 Certificate

For information about STEC's programs and services, call toll-free 1-800-331-1529 or visit [stec.com](http://stec.com).



# READY TO WORK

## Job readiness and career training program

Ready to Work offers essential skills training for unemployed or under-employed individuals in finding and retaining employment, or returning to school. Training is available in a wide range of occupations, particularly in the food and beverage and accommodation industries.

Community-based organizations and businesses hiring from non-traditional labour pools rely on STEC's Ready to Work program to develop a stable workforce. Camp services and health institutions, which employ a number of tourism occupations, also benefit from the program.

Ready to Work can be adapted to meet the needs of participants, communities and employers.

### PROGRAM COMPONENTS

**Workplace Essentials** (includes but are not limited to):

- Attitudes
- Responsibility
- Professionalism
- Self-esteem and Confidence
- Adaptability
- Value Safety
- Numeracy
- Technology
- Workplace Etiquette
- Working with Others

### Life Management:

- Time and Stress Management
- Communications Skills
- Safety and Sanitation
- Problem Solving
- Conflict Resolution

### Skills Training:

- Line Cook/Prep cook/baking
- Food and Beverage/Banquet Server/Bartender
- Housekeeping/Laundry/Janitorial
- Front Desk/Reservation Sales
- Hospitality Attendant
- Resort Services, including guide, dockhand, houseperson, interpreter, horticulture

### ADDITIONAL

**Cook Apprentice online training** – An online option for Cook Apprentices that provides training equivalent to the current block-release or day-release programs offered on Saskatchewan Polytechnic campuses. Program options are available for Year 1 (Level One), Year 2 (Level Two) and Year 3 (Level Three) courses.

**Cook Upgrading online training** – Prepares individuals to challenge the Cook Interprovincial Journeyman examination and provides an accelerated path for experienced cooks to earn Red Seal certification.

**Line Cook** – A series of online courses and practical training to help frontline cooks earn Line Cook *emerit* Professional Certification over 12 months, with 1,200 hours of work experience in the occupation.



# EMPLOYER OF CHOICE

## Employers of Choice stand out for exceptional HR practices

People are an organization's most important asset. They have the greatest effect on profit and loss, but do not appear on a balance sheet.

Employers of Choice are able to recruit and retain top talent. They are rewarded for engaging in best practices, providing staff with professional development opportunities and improving the workplace culture. Earning the designation gives companies a tactical advantage over competitors by reducing employee turnover, consistently providing excellent customer service and maintaining customer loyalty.

### Consider the benefits for industry

- Employee turnover in the food and beverage services industry is high. In today's labour market, businesses across a wide range of industries are competing for the same employees. Employer of Choice recognition helps a business attract the dedicated staff needed to ensure quality experiences and drive growth in sales.
- Employers conduct extensive searches to recruit their best candidates. Potential employees check out their prospects, too. Top performers seek out Employers of Choice. The designation demonstrates that a business values its workers and understands how staffing, retention and other HR processes improve productivity and profitability.
- Seasonal businesses, especially those in remote or rural areas, understand the difficulty of recruiting and retaining staff with the right attitude and skills. Recognition as an Employer of Choice helps a business attract and keep star employees who share the commitment to exceptional service and great guest experiences.
- Organizations involved in economic development and retail sectors face challenges in retaining a skilled workforce. Fulfilling the Employer of Choice requirements empowers staff, improves professionalism and enhances the workplace culture.

### APPLICATION AND INFORMATION

The Employer of Choice program is available to all tourism businesses in Saskatchewan. Applications are accepted from May 1 to November 30 annually.

For more information, visit [Industry.TourismSaskatchewan.com/business-recognition-programs](http://Industry.TourismSaskatchewan.com/business-recognition-programs) or contact Brenda Robertson, Workforce Development Consultant, at (306) 933-7466/toll-free at 1-800-331-1529, [brenda.robertson@tourismsask.com](mailto:brenda.robertson@tourismsask.com).

### Businesses and organizations designated as Employers of Choice in 2020:

CAA Saskatchewan  
Canalta Hotels

- Canalta Assiniboia
- Canalta Esterhazy
- Canalta Humboldt
- Canalta Kindersley
- Canalta Martensville
- Canalta Melfort
- Canalta Moosomin
- Canalta Shaunavon
- Canalta Tisdale
- Canalta Weyburn
- Ramada Weyburn

d3h Hotels Inc.

- Days Inn Regina Airport West
- Days Inn Regina Eastgate\*
- Home Inn & Suites Regina Airport
- Home Inn & Suites Saskatoon
- Home Inn & Suites Swift Current
- Home Inn & Suites Yorkton
- HomeSuites Regina

Delta Hotels by Marriott Bessborough

Delta Hotels by Marriott Saskatoon Downtown\*

DoubleTree by Hilton Hotel & Conference Centre Regina

Gold Eagle Lodge, North Battleford

MasterBUILT Hotels

- Microtel Inn & Suites Estevan
- Microtel Inn & Suites Lloydminster
- Microtel Inn & Suites Weyburn

Saskatoon Prairieland Park Corporation\*

Sheraton Cavalier Saskatoon Hotel

The Atlas Hotel, Regina

Tourism Saskatchewan

\*Employer of Choice since 2010



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