

Tourism Professional Development

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Tourism InnovatioNS Days

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Presentation Overview

- Overview and role of NSCC
- Where are the graduates?
- Tourism Management, Experiential Program
- Partnership opportunities
- Customized Training and Continuing Education
- Model for development of training
- Where are we going?
- Discussion and questions

NSCC Overview

- ❑ 13 campuses, 2 satellite sites
- ❑ 137 programs
- ❑ 11,000 full-time and 12,500 part-time
- ❑ 86% employed



Role of NSCC

- Address training needs of industry in programming
- Ensure programming is relevant and current
- Respond to professional development needs
- Produce graduates with right skills for fulfilling employment
- Applied research opportunities

Tourism Management - Experiential

- ❑ Entrepreneurship/Wine/Events
- ❑ Coop Work Term
- ❑ Applicable Learning
- ❑ Certifications
- ❑ Industry Development



Appetite for Excellence

- ❑ E-Marketing
- ❑ Food and Beverage Cost Control
- ❑ Understanding & Interpreting Financial Statements



Where are our graduates now...

nscC
Kingstec Campus



I graduated from NSCC's Tourism Management program in 2013, and immediately jumped into the NS wine industry. The program provided opportunities to experience many different aspects of the tourism industry, so I was able to narrow down the direction I wanted to take. From accounting to communications, and marketing to event planning, each day I use a ton of skills I learned through the program. I'm also a part-time student and working towards my undergraduate degree through NSCC's transfer program.

Laura Kennie

www.nscC.ca
For more info Contact Nicole 902-679-7441

Accommodations

Food & Beverage

Transportation

Tourism Services

Recreation & Entertainment

nscC
Kingstec Campus



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Professional Development

- Prior Learning Assessments
- Transfer Credits
- Articulation
- Customized Training
- Continuing Education
- Online Courses



Partnership Opportunities

Industry Related
Projects

Coop Placements

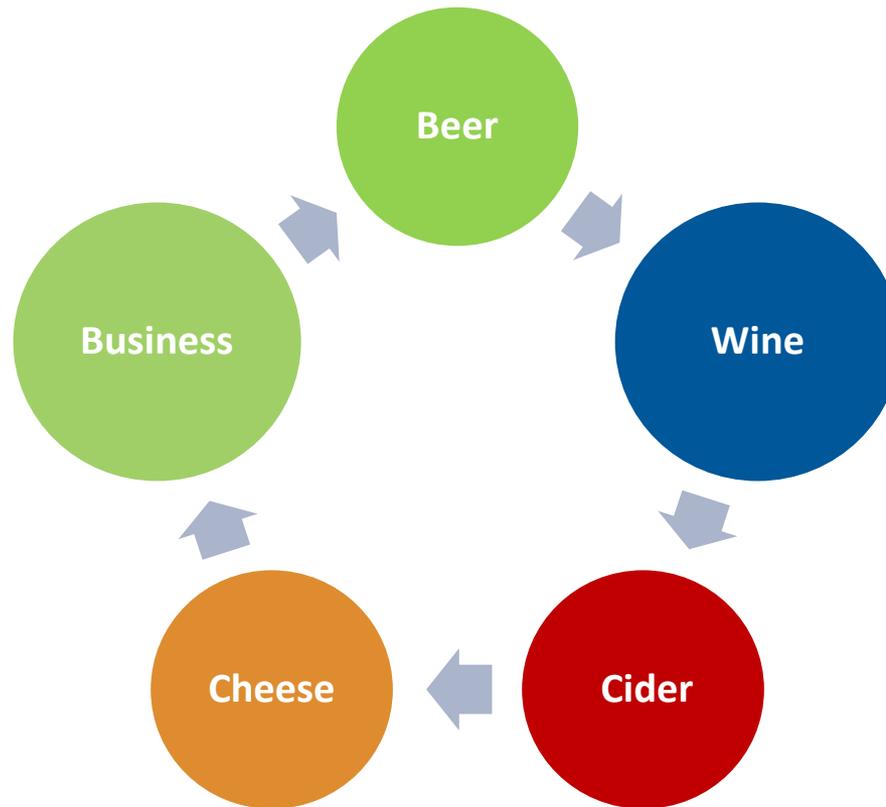
Funding



DIGBY PINES
Golf Resort and Spa



Continuing Education - Related



Putting consumer intelligence to work for tourism

Customized Training and Continuing Education

Company specific:

- Leadership Training for Michelin
- Safety training for Pratt & Whitney
- Composites training for Composites Atlantic

Sector specific:

- Customer Service Training (i.e. World Host)
- Safety Training (Basic fst, First Aid, WHMIS & OHS)
- Grape and wine courses

Model for Development

Grape and Wine courses

2007 Need identified by industry associations

Advisory Committee

Industry surveys

Curriculum development

2009 Courses offered

2014 150 folks trained

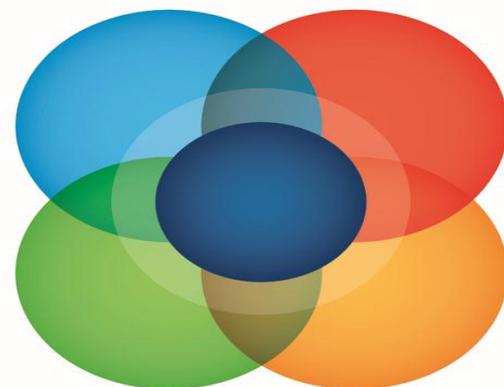
ACOA Funding



Where are we going?

Reports that impact our direction:

- NSCC Strategic Plan
- One Nova Scotia – Ivany Report



Branding

nosh
sweet savory service





THANK YOU!