

# FREE WORKSHOPS DELIVERED BY THE DEPARTMENT OF TOURISM AND CULTURE



<b>Introduction to Tourism</b> <ul style="list-style-type: none"> <li>• Overview of Tourism</li> <li>• Visitor Profiles</li> <li>• Who's who in Tourism</li> </ul>	<b>Exploring Niche Markets</b> <ul style="list-style-type: none"> <li>• What is a niche market</li> <li>• Cultural, Heritage and First Nation Tourism</li> <li>• Learning Travel</li> </ul>
<b>Tourism Business Basics</b> <ul style="list-style-type: none"> <li>• Starting a business</li> <li>• Licensing and Regulations</li> <li>• Customer Service</li> </ul>	<b>Product, Packaging and Pricing</b> <ul style="list-style-type: none"> <li>• Market driven product development</li> <li>• What is packaging</li> <li>• Pricing for consumers and travel trade</li> </ul>
<b>Wilderness Tourism</b> <ul style="list-style-type: none"> <li>• Wilderness rules and regulations</li> <li>• Licensing and permits</li> <li>• Product classifications</li> </ul>	<b>Travel Trade and Market Readiness</b> <ul style="list-style-type: none"> <li>• Who is the travel trade</li> <li>• Working with travel trade</li> <li>• Market and Trade Readiness</li> </ul>

- Workshops must be pre-booked prior to deliver ( 2-3 weeks in advance)
- A brief assessment will be undertaken to ensure the workshops meet the needs of the participants
- Workshops can be delivered in Whitehorse or other Yukon communities
- Contact the Tourism Branch to discuss other possible tourism workshop topics that may be relevant to your region or members.

To book or inquire about a workshop, contact the Tourism Branch, Product Development Officer at 867-667-8723 or e-mail [shannon.mcnevin@gov.yk.ca](mailto:shannon.mcnevin@gov.yk.ca)

# *Yukon Tourism Essentials*

## **Workshop Series**

### **Six Modules:**

1. Introduction to Tourism
2. Tourism Business Basics
3. Wilderness Tourism
4. Exploring Niche Markets
5. Product, Packaging and Pricing
6. Travel Trade and Market-Readiness

### **Overview**

Tourism Yukon is often asked to deliver a variety of workshops for learner groups with a range of interests and experience.

Single modules can be delivered as 2 or 3-hour standalone workshops, or modules can be grouped together for a longer workshop.

Depending on the participants and the trainer, workshop intensity can also be modified.

As the industry changes, so do the features of the workshops. The Series may be altered slightly to ensure that the most current and relevant information is being presented.

The module information is a general outline of components, and is not limited to just those noted below.

- Workshops require dedicated time for preparation to address specific audiences and assembling of materials.
- When a workshop is requested, the trainer will work with the local contact to conduct a short needs assessment by questionnaire and then assemble a workshop to best meet the needs of the participants.
- Time is required to advertise the workshop in the local community to acquire confirmed participants.
- There is no cost to the community or organization to have a Tourism Essentials Workshop Module delivered by the Tourism Branch.

## **Module 1: Introduction to Tourism**

### Unit 1: Setting the Stage

- Defining tourism: what is tourism? what is a tourist?
- Tourism globally, nationally, locally
- Understanding the effects of tourism
- Tourism planning, life cycle of destinations
- Eight sectors
- How the tourism system functions

### Unit 2: Yukon Situational Analysis

- Yukon's tourism history
- Tourism and the Yukon economy
- Visitor profiles and preferences (VES)
- Market trends and challenges

### Unit 3: Industry Info

- Who does what?
- Glossary: the language of tourism

## **Module 2: Tourism Business Basics**

### Unit 1: Launching a Tourism Business

- Benefits and challenges of running a tourism business, reality check
- Product-market match, assessing needs
- Planning to go into business ( what you'll need to do and where to find help to do it, defining your idea, evaluation and research, doing the math, assessing feasibility/sustainability, writing a business plan)

### Unit 2: Rules & Regs

- Making it official - laws & regs - Be aware (business name and licensing, WTLA, taxes, insurance, workers comp., transportation, liquor laws, environmental laws)
- Member organizations

### Unit 3: Service Delivery

- Customer service, interacting with visitors
- Good customer service: examples, examples of poor customer service
- What happens when something goes wrong?
- Training and skills development
- HR issues and resources

### Unit 4: Markets & Marketing

- What is marketing? The marketing cycle
- What are the markets? Segmentation
- Product-market match
- Market Research

- Tourism Yukon's marketing program, YTMP
- Marketing Tips & Tools

## Unit 5: Industry Standards

## Module 3: Wilderness Tourism

### Unit 1: Wilderness Tourism Overview

- What is wilderness tourism?
- Product classifications
- Wilderness tourism today
- *\*Includes general industry info from Module 1*
- Wilderness guiding

### Unit 2: Wilderness Operator Basics

- *\*Includes general info from Module 2, Unit 2: Rules and Regs*
- Insurance
- Legal liability
- Waivers
- Risk management
- Water-based adventure tourism
- WTAY Code of Conduct
- First Nations Land and Wilderness Tourism

### Unit 3: WTLA Licensing

- Why Licensing?
- WTLA Requirements
- Parks Canada requirements
- Trip reports and data

## **Module 4: Exploring Niche Markets**

### Unit 1: Overview of Niche Markets

- What is a niche market?
- Cultural and heritage tourism

### Unit 2: Spotlight on Learning Travel

- What is learning travel?
- Learning travelers, benefits, trends
- Examples: Yukon learning travel products

### Unit 3: Spotlight on Aboriginal Tourism

- Benefits and challenges
- Community involvement
- Cultural authenticity
- Markets and opportunities
- Examples: Yukon aboriginal travel products

### Unit 4: Spotlight on other niches

## **Module 5: Product, Packaging and Pricing**

### Unit 1: Developing Tourism Product

- What is tourism product?
- Market-driven product development
- Understanding the market
- Product development risks

### Unit 2: What is packaging?

- Definition and examples
- Why visitors buy packages
- How packaging can help your business, trends
- Steps to building quality tourism packages

### Unit 3: How do I Price my Product?

- Pricing mistakes
- Pricing rules
- Understanding pricing terminology - break even analysis, commission and net rates, etc

## **Module 6: Travel Trade and Market-Readiness**

### Unit 1: Introducing Travel Trade

- What is travel trade? Definitions
- Distribution/sales channels
- Partnering with travel trade

### Unit 2: *Getting Business-ready / Market-Ready / Trade-ready*

- Are you market-ready? Criteria
- Are you Trade-ready? Criteria
- Travel trade planning and selling cycle

### Unit 3: The Next Level

- Commissions
- Common pricing terms and practices
- Trade tips and trends
- Screening wholesalers, life cycle of a trade partnership
- Resources