

# CAPE BRETON ISLAND TOURISM TRAINING NETWORK

POST-PANDEMIC WORKFORCE SOLUTIONS: TRAINING & RESEARCH

Canada

This project is funded in part by the Government of  
Canada's Sectoral Initiatives Program.

CB  
U

World  
Tourism  
Institute



**3 YEARS  
2022-2025**



**\$2.24M  
FUNDING**

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Sectoral Initiatives Program.



**DESTINATION CAPE BRETON  
&  
CAPE BRETON PARTNERSHIP  
  
COMMUNITY PARTNERS**



# Project's Goal

To stimulate post-pandemic recovery, build capacity and grow opportunities for Cape Breton Island's Tourism Sector





# Benefits



Enhanced industry education opportunities for operators, employees, and volunteers.



Fees associated to education training is paid in full by the Government of Canada's Sectoral Initiatives Program.



Collect data specifically on-island to develop a current description of the tourism industry.



Have your say and participate in our research!



Engage with operators across the island and creating networking opportunities.



# INDIGENIZE THE L'NU WAY

"We Are All Treaty People" –  
We will build on our past and  
embrace new responsibilities by:



[CBU.ca/strategic-plan](https://cbu.ca/strategic-plan)  
#CBU2024

## STRATEGY 3.1

Engaging Elders and Knowledge Keepers, and embedding L'nu perspectives in the curriculum and campus traditions

## STRATEGY 3.2

Creating spaces and opportunities for recognizing truth and seeking reconciliation

## STRATEGY 3.3

Enhancing efforts to preserve and promote the language that sustains L'nu culture

## STRATEGY 3.4

Making university education and resources increasingly accessible to L'nu learners





# Training



# Educational Offerings

**Skills Development**

**Microcredentials**

**Certificates**



# Skills Development



**Cape Breton  
Island Ambassador**



**Workplace  
Communications**



**Tourism Talent**



**Digital Marketing for  
Tourism & Hospitality**

*Additional courses in development!*



# Microcredentials



**Cultural  
Awareness**



**Event  
Logistics**



**Event  
Marketing**



**Event  
Budgeting**

# Certificates



**Certificate in Mi'kmaw Cultural Tourism**

**In Development**



**Certificate in Tourism Studies**

**In Development**

***Stay tuned!***



# Timeline

**October 2022**

Arichat  
Inverness  
Membertou

**November 2022**

Port Hood  
Sydney  
Baddeck

**December 2022**

Port Hood

**January 2023**

Sydney

**2023**

We offer winter and spring training. Book today for in-person and virtual sessions.

**[cbtourismworks.ca](http://cbtourismworks.ca)**

# Targets

**2022**

30 participants in  
microcredentials

90 participants in  
skills development

**2023**

270 participants in  
microcredentials

360 participants in  
skills development

100 certificates

**2024**

200 participants in  
microcredentials

270 participants in  
skills development

100 certificates





# Research



# Current Projects



**Surveys**



**Business Case Studies**



**Interviews**



# Research Highlights

## Cruise Ship Passengers

Largely unaware of disruptions due to labour shortages

Labour related experience similar on Island to other ports of call



# Research Highlights

## Tourism Industry Exit Survey

Preliminary Results

Majority open to returning

Retention Strategies:

- Team building
- Improving management & employee relations
- Opportunities for advancement

### CAPE BRETON ISLAND TOURISM TRAINING NETWORK



Help us to **identify factors** that lead employees to leave tourism and to **identify incentives** or changes that could convince them to return.

WERE YOU ONCE  
EMPLOYED IN  
THE CAPE BRETON  
TOURISM INDUSTRY?



TOURISM  
INDUSTRY  
EXIT SURVEY

Scan QR to take  
the survey



You could win a \$100 gift card just for completing the survey

Information gathered is confidential and will be used to help strengthen the tourism industry on Cape Breton Island.  
Data will only be used for research purposes.

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www.cbtourismworks.ca



# Participate Today!

## Most Important

Complete the  
Industry Gap  
Survey

## Talk to us

Become a  
business case  
study participant

## Feedback

Tell us what  
training events you  
want to see

Input on our iPad  
[cbtourismworks.ca](http://cbtourismworks.ca)

## Connect

Sign up to receive  
Cape Breton Island  
research

# We look forward to working with you!

Chat with us  
today

Book your  
training

Participate in  
the research



[www.cbtourismworks.ca](http://www.cbtourismworks.ca)



902-371-0255



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