



Community Tourism Officer Training Program



A customized one-on-one program designed to enhance skills, increase capabilities, and impact your Community's tourism goals.

This program incorporates industry-developed resources with first-hand experience from JW Consults and Giiwe Media to provide a practical and results-oriented learning experience.

- **31-week program starting May 6, 2024**
- **4 hours of interactive online engagement each week with Jason White (JW Consults) and Aaron McKay (Giiwe Media)**
- **Resources from ITAC and Tourism HR Canada**
- **\$15,850 including resources**
- **REGISTRATION DEADLINE FRI APRIL 12**
- **To ensure the highest quality training, ONLY 4 Participants will be accepted from across Canada**

Rather than relying on textbook curriculum, training will focus on applying each subject directly to the needs of the Tourism Officer and the Community's tourism plans. The results are two-fold: increased capacity and abilities for the Tourism Officer, and measurable progress for Community tourism.

Jason White (JW Consults) is fortunate to have spent more than 23 years working almost exclusively on tourism-based initiatives with Indigenous clients and communities across Canada, giving him a unique respect for Indigenous cultural tourism.

Aaron McKay (Giiwe Media) is an Anishinaabe Educator, Storyteller, Photographer, and Tourism Developer dedicated to supporting and elevating Indigenous voices and history throughout Canada. He is skilled at establishing positive relationships with businesses and organizations of varying sizes, including Parks Canada.

Contact Jason at
jdubconsults@gmail with
questions and for more info



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Community Tourism Officer Training Program

Designed primarily (but not exclusively) for Tourism Officers in First Nations and Indigenous communities, this program offers valuable insight into cultural tourism in Canada, including trends and industry best practices.

It also provides Tourism Officers with practical skills they'll use to manage their community's tourism initiatives, and help existing tourism businesses and new entrepreneurs to maximize their potential.

Two program features make this a unique learning experience for participants:

Industry-leading resources and texts are used as a platform for much of the program, but it is *not* a formal highly-structured course.

Instead, the program's facilitators work with Tourism Officers based on their **own** professional development goals, and on the practical application of knowledge and theories to their day-to-day jobs.

This means each participant has their own **customized** journey through the program, and no two experiences are alike.

The program addresses Indigenous Tourism through 2 lenses: from an industry and development perspective, and from a first-person Indigenous perspective. This combination is rare.

During each week of the program, Tourism Officers will have (virtual) one-on-one time with Jason White (JW Consults), who has worked on over 100 Indigenous tourism initiatives from coast to coast, will focus on the 'nuts and bolts' of tourism, how to engage the industry, and how to support entrepreneurs.

Also each week, Aaron McKay (Giive Media) will spend time (virtual) with the Tourism Officers discussing the significance of sharing Indigenous culture, how it can foster external understanding and internal healing, and how he has applied his knowledge to marketing and promotion.





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To support learning and professional development, resources from **the Indigenous Tourism Association of Canada (ITAC)**, **Destination Canada**, **Tourism HR Canada**, and **emerit.ca** will be incorporated into the program, along with the first-hand experiences of Jason and Aaron.

Topics will include:

- Product Development
- Business Financials
- Marketing & Promotion
- Cultural Authenticity
- Operational Management
- Risk Management
- Storytelling
- Business Plans
- Administration & Reporting
- Proposal Writing
- Funding Applications
- Event Planning
- Cultural Heritage Interpretation
- 'Market Readiness'
- Community Engagement



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And templates and worksheets will be provided for key subjects.

We must receive your application and 25% deposit (\$3962.50) by April 12, 2024 so that we may order the necessary resources, and have an introductory call with each Tourism Officer to understand their goals and begin to customize program content.

If you know of available funding to cover program fees, we will assist with completing the application/proposal at no cost!