

Educating Future Tourism Leaders



Annual CATT Conference



Canadian Academy of
Travel & Tourism
Académie canadienne
du voyage et du tourisme

November 14th – 16th, 2010

Edmonton Marriott
River Cree Resort
Edmonton, Alberta

and

The 9th Annual
TOURISM HR FORUM



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

Invitation to Tourism Educators & Industry Partners!

The Canadian Academy of Travel & Tourism (CATT) Annual Conference assembles Academy educators and tourism business professionals to plan, discuss, and share best practice information and ideas for effective high school delivery of the CATT program.

This year, the conference focuses on the highlights and challenges of running a CATT program, as well as the resources and opportunities that exist for schools to take advantage of in the delivery of tourism programming. Join colleagues who share a vision of building the future leaders of the tourism industry.

For more information on CATT: www.CATTCanada.ca
info@cattcanada.ca

PRE-CONFERENCE INFORMATION

CATT ROUNDTABLE

Using the form on the next page, please prepare a written summary of your school's briefing and email it to info@cattcanada.ca by **November 5th, 2010**. Share what your school's Academy program has accomplished or your future goals. All submissions will be distributed in advance so that participants have a chance to review other CATT programs and make notes of interest. This is a real opportunity to learn from one another while developing new contacts across the country.

CATT DISCUSSION TOPIC SHEETS

What is a Discussion Topic Sheet?

The Discussion Topic Sheet is a communication tool that triggers an action item or delivers information to CATT stakeholders. It should include items of interest, information, challenges, and/or opportunities, and it will be included in the meeting agenda. The Canadian Academy of Travel & Tourism invites all Academy schools, partners, and THROs to be part of this collaborative process at the annual conference.

What is the purpose?

The Discussion Topic Sheet is a tool to enable national and local communication for the Academy program. It encourages healthy communication and consensus building processes.

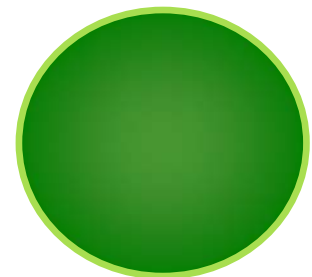
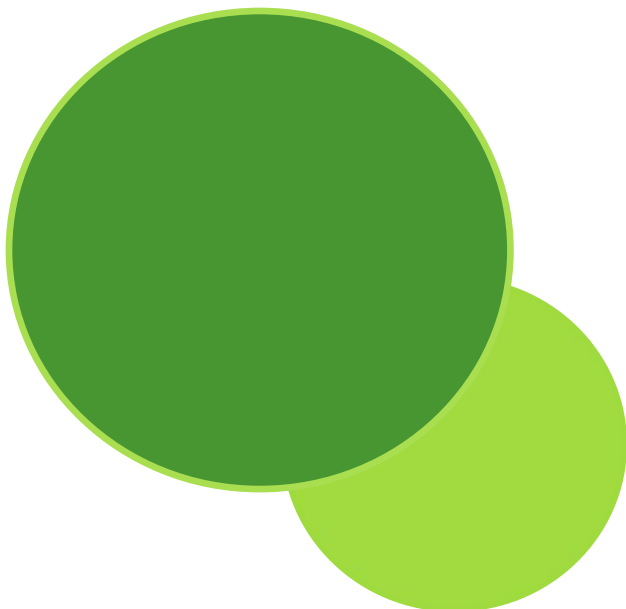
How does it work?

Participants of the Academy conference have the opportunity to submit a Discussion Topic Sheet ahead of time so they can be distributed prior to the conference. The Discussion Topic Sheet is then summarized verbally by the sponsor during the discussion session at the conference. Discussion is round tabled and kept to the recommended time.

Outcome:

This communication process gives strategic national direction to encourage provincial/national management of the Academy program. The discussion item or administration item is often part of the action items for the Academy in the following school year.

*Please submit any CATT issue sheets you wish to sponsor at the conference to Jason Gourley (jgourley@cthr.ca) by **November 5th, 2010**. A blank Discussion Topic Sheet can be found in this document.*



CATT ROUND TABLE OUTLINE



Canadian Academy of Travel & Tourism Annual Conference

November 14-16, 2010 Edmonton, AB

School:

City/Province:

Coordinator:

Coordinator email:

Local Industry Partnerships

Example of a successful class-based activity you have done

How do you find volunteer/work co-op opportunities in the industry?

Do you integrate CATT into other curricular areas? If so, how?

DISCUSSION TOPIC SHEET



Canadian Academy of Travel & Tourism Annual Conference

November 14-16, 2010 Edmonton, AB

Title:

Sponsor:

Time Requested for Discussion:

Priority:

Background

Recommendations

Considerations, Options

Anticipated Outcome

CONFERENCE AGENDA

Sunday, November 14th

8:00 am - 9:00 am

BREAKFAST

9:00 am - 10:30 am

DISCUSSION TOPIC SHEETS

A Discussion Topic Sheet agenda will be distributed prior to the conference. To submit an issue sheet, or for more information on Discussion Topic Sheets, please contact Jason Gourley (jgourley@cthr.ca).

10:30 am - 10:45 am

NETWORKING BREAK

10:45 am - 12:00 pm

DISCUSSION TOPIC SHEETS

A continuation of the Discussion Topic Sheets.

12:00 pm – 1:00 pm

LUNCH

1:15 pm – 2:00pm

TOE ONLINE

Have you heard about the new Tourism Essentials (TOE) online offer exclusive to CATT programs? Learn more about Tourism Essentials online content, and how this could be used in your classroom.

2:00 pm – 2:30 pm

GTP CERTIFICATES

CATT has completed a review comparing the Global Travel and Tourism Partnership (GTP) certificate and the CATT certificate programs. This session will review the comparison and demonstrate ways to link to your program with the GTP curriculum.

2:30 pm – 2:45pm

NETWORKING BREAK

2:45pm-4:00pm

COLLABORATIVE ACTIVITY PLANNING

At the previous CATT meeting in Montreal it was discussed that we should construct some sort of collaborative activity that individual classes could work on, but could be seen by other classes across the country. Using the collective knowledge and experience in the room, this session will be used to develop an exercise that teachers can take back to their classroom to participate in a national project.



Gold Schools:
Register early!
After **October 27**,
spots will open up to
Level I and Level II
CATT schools

Monday, November 15th

8:00 am - 9:00 am

BREAKFAST

9:15 – 10:30am

KEYNOTE: Albert Jame – Creative Director, zu: Interactive Agency

Tourism and Technology: Evolving Together

Believe it or not, tourism and technology are evolving together. Now more than ever, tourism business owners need to understand what great service is and why it is important for their livelihoods. Bad reviews on social networking sites spread like wildfire and they can do serious damage to any business.

The world is changing at breakneck speed. How will the next generation of employees, your students, use technology in the tourism workplace?

zu Creative Director Albert Jame has worked with such organizations as Saskatchewan Tourism and has the expertise to link tourism and technology. He has extensive experience with website strategies, social media, interactive marketing, and interactive design. A charismatic speaker, Albert will describe the exciting technological advances taking place within the tourism sector and suggest ways that you can prepare your students for the future.

10:30 am - 10:45 am

NETWORKING BREAK

11:00 am – 12:00pm

BREAKOUT SESSIONS (choose one)

1. Canadian Tourism Human Resource Council – Tourism Research

Free information at your fingertips! Find how you and your students can access up-to-date information from the Canadian Tourism Human Resource Council's Research Department, including data on where the Canadian tourism labour force is headed and how your students fit into the big picture of the tourism industry!

2. Hooked on Tourism – Meet Keith Rae

This dynamic freshwater angling guide will share what he's learned after 16 years of experience of entrepreneurship, a topic that will inspire your students whatever their career aspirations may be. Keith Rae will discuss his career path, his passion for his work, and why he believes in setting high standards for the Canadian tourism sector.

3. Tour of Edmonton Marriott at River Cree Resort

Have you ever wondered what goes on behind the scenes at a major resort? In this tour, a resort staff member will guide you through the corridors and introduce you to the people who make the resort work like clockwork. After the tour, you'll be able to advise your students on short and long term job opportunities in the hospitality industry.

12:00 pm - 1:00 pm

LUNCH

1:15pm – 2:15pm

BREAKOUT SESSIONS (choose one)

1. Introduction to the Canadian Academy of Travel & Tourism (CATT)

CATT is a dynamic free program offered by the Canadian Tourism Human Resource Council (CTHRC). This overview will highlight the many opportunities that the CATT program can offer your students, your school... and yourself!

2. Discover Tourism

A career in tourism offers dynamic opportunities for people of all ages. So why is tackling the subject so difficult with students? In this session, myths about working in the tourism sector will be debunked and you will learn about the exciting free resources available to help your students plan their career path in tourism.

3. Tour of Edmonton Marriott at River Cree Resort

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2:15-2:30

WRAP UP AND DOOR PRIZES

3:15 pm - 4:00 pm

CTHRC HR FORUM OPENING

Opening Keynote: Nancy Greene- Raine

Canada's Female Athlete of the 20th Century, Entrepreneur and Senator

Excelling In the Tourism Sector and Learning from the 2010 Olympics

It's rare to find someone who can confidently advise both an Olympic hopeful and a young entrepreneur, but if anyone is qualified, it is Nancy Greene Raine.

CTHRC's spokesperson once dominated the ski slopes, winning gold and silver Olympic medals at the 1968 Grenoble Olympics. Among her long list of professional accomplishments are Olympic and World Cup Champion, Canadian Female Athlete of the 20th Century, entrepreneur, Chancellor of Thompson Rivers University, Officer of the Order of Canada and Senator. After retiring from her ski racing career, Nancy and her husband Al Raine were instrumental in the early development of Whistler Resort where they built their first hotel. In 1995 they moved to Sun Peaks Resort where they again were pioneers in opening up BC's second largest mountain resort.

Drawing on her experiences as a tourism business owner, Nancy will reflect on the impact the 2010 Olympics will have on the Canadian tourism industry and its workforce, highlighting the importance of setting goals, seizing extraordinary opportunities, and maintaining a positive attitude.

5:30 pm - 7:00 pm

OPENING RECEPTION & REGISTRATION (FOR CTHRC HR FORUM)



Tuesday, November 16th



7:00 am - 5:00 pm

REGISTRATION AND INFORMATION

7:30 am - 8:30 am

BREAKFAST WITH EXHIBITORS

8:30 am - 8:45 am

WELCOME REMARKS

8:45 am - 10:00 am

OPENING KEYNOTE:

Ferio Pugliese- Executive Vice-President, People and Culture, WestJet
Great Leadership: Soaring to New Heights

Great employees are the lifeblood of any business. It's all about gaining new customers and sending them away happy – happy enough to pass positive feedback along to others, who will try your product or service and, in turn become repeat customers. The cornerstone of attracting and retaining great people starts with great leadership. Being able to communicate and demonstrate the desired attitude and behaviour to your front line employees. Ferio Pugliese, Executive Vice-President, People and Culture for WestJet believes that if you have the right people on your team, the results will culminate in a company culture that consistently drives superior guest service each day, every day. Ferio will entertain you with stories and unique insights into the human resource strategies that made WestJet the iconic Canadian success story it is today. Buckle Up!

10:00 am - 10:30 am

NETWORKING BREAK

10:30 am - 12:00 pm

CONCURRENT SESSIONS (3)

1. Using Technology for Recruitment & Retention

To get a social recruiting strategy off the ground, you may have to deal with challenges such as simply determining which tools and sites to use. Join our panelists as they discuss how they each use different technologies from an HR perspective.

2. Foreign Workers – Clarifying the Processes

Government, industry, immigrant-serving agencies, and credential-granting institutions have been working in collaboration to successfully match foreign-trained workers (FTWs) with the staffing needs of employers in the Canadian tourism sector. This process can be seen as intimidating and daunting. Hear from experts on how to navigate the process, as well as two businesses that were successful in integrating and supporting foreign-trained workers.

3. Dealing with the Stress of Succession Planning

Succession plans or exit strategies are plans that small and medium-sized enterprises (SMEs) put in place to help with a successful transfer of duties when key personnel wish to retire or leave the business. Very few businesses have an explicit succession plan in place. A well-planned handover process is best, but can also be a source of stress for existing employees and HR Managers. The Alberta Business Family Institute (University of Alberta School of Business) has compiled a comprehensive 12 step process to assist you as you embark on setting your plans in place and prepare for succession.

12:00 pm - 1:30 pm

LUNCH

1:30 pm - 3:00 pm

PLENARY

Innovation and Productivity

Innovation is widely recognized as a key ingredient of productivity success. Are students being prepared to enter a workforce built for productivity? Is industry prepared for a workforce built for innovation? This session will help organizations improve their own productivity and innovation performance by providing latest in best practices and effective strategies

3:00 pm - 3:30 pm

NETWORKING BREAK

3:30 pm - 5:00 pm

CONCURRENT SESSIONS

Repeat of morning Concurrents

6:00 pm

RECEPTION AND DINNER

REGISTRATION INFORMATION

GOLD CATT SPONSORSHIP

CATT provides support for one member of each GOLD Academy school to attend the Annual Conference. This includes what is listed below. **Please note: schools/boards are responsible for paying for accommodation for teachers attending the conference.** The CTHRC will only pay for those items listed below.

- Round-trip airfare/train travel/car travel from the Academy site to the Annual Conference site (or \$. 48/km for mileage reimbursement) for **ONE** Academy educator (please look for an economical method of transportation).

A CATT sponsored delegate is reimbursed for travel expenses up to the maximum value for the most economical public transportation fare available. For example, if transportation such as Greyhound is available and would cost \$200 roundtrip, travel reimbursement will be paid up to \$200. Accommodation is the responsibility of the delegate's individual school or school board.

Please note: The transportation cost for sponsored delegates is to be **paid for up front**; and you will be reimbursed for the applicable cost following the event. You will be required to submit a Travel Expense Form, which will be provided to you upon registration for the conference.

Travel expenses will be paid for only ONE GOLD Academy educator per gold program.

Other expenses covered for CATT delegates include the following:

- | | |
|---|--|
| Food functions | – luncheons and/or dinners that are scheduled as part of the Annual Conference program |
| Materials | – including conference name badge, conference program booklet, CATT information sheets, and general materials for the sessions |
| Workshop, Roundtable, and General Session Supports | – includes necessary audiovisual equipment, telecommunications, and signage |
| Registration and Processing | – the administration costs associated with attending the conference |

CATT LEVEL I AND LEVEL II AND OTHER DELEGATES

The conference is open for anyone to attend. However, CATT-sponsorship is available first to CATT Gold School Coordinators and teachers. After October 27th, any remaining CATT travel sponsorship registrations will be made available to Level I and Level II school coordinators/teachers.

Other Academy educators and business associates are encouraged to attend to help cement their Academy school teams or to participate in excellent professional development and networking opportunities. Please invite colleagues to attend from across Canada who would like to participate in tourism professional development. Other delegates are responsible for their own travel and accommodation expenses.

Pre-registration only. General registrations will be accepted at the National Office until November 10th. **There will be no registrations at the door.**

Registration Information

HOW TO REGISTER:

1. Use the registration form provided. Complete the form for each delegate, and submit by the deadline date.

October 27th, 2010 (sponsored) or
November 10th, 2010 (other delegates)

to
Jason Gourley jgourley@cthrc.ca
Fax: 613-231-6853

ATTIRE

The common dress for the conference sessions and Tuesday's dinner is **business attire**. For all other social functions, casual dress is acceptable.

HOTEL RESERVATIONS

The Canadian Tourism Human Resource Council has reserved a block of rooms and negotiated a special Forum rate of **\$159.00** per single/double occupancy (plus taxes) at the Edmonton Marriott at River Cree Resort. Reservations must be made by October 22, 2010 to take advantage of this significant savings. After this date, the CTHRC room block will be released, reservations will be based on availability, and the rate cannot be guaranteed. When calling, please quote "CTHRC HR Forum".

300 East Lapotac Blvd
Edmonton, Alberta T7X 3Y3

Phone: 1 780 484 2121

Toll-free: 1 800 960 4913

<http://www.edmontonmarriott.com/>

MAKING HOTEL RESERVATIONS:

After completing the registration form and faxing it in, each delegate should make his/her own arrangements for hotel accommodation. **PLEASE REMEMBER: the accommodation cost is the responsibility of the delegate's school board and WILL NOT be reimbursed by CATT.** Sponsorship by CATT is for travel only.

TRAVEL RESERVATIONS

It is the responsibility of the conference delegate to arrange their own travel at the most economical rate. The transportation cost for sponsored delegates is to be **paid for up front**; and they will be reimbursed for the applicable cost following the event. Delegates will be required to submit a Travel Expense Form, which will be provided upon registration for the conference.

One traveller per Gold school will be reimbursed for mileage in the value of the most economic public transportation fare available. For example, if public transportation such as Greyhound is available and would cost \$200 for a round trip, mileage re-imbusement will be paid up to \$200.

NO-SHOWS

If a delegate does not show up to claim their reservation for the room, the credit card that guaranteed the reservation will be charged for the first night's stay. If you are not able to attend the conference, it is your responsibility to cancel travel and hotel reservations.

Sponsored delegates who do not attend the conference **will not be reimbursed** for expenses incurred.

If you know you will not be able to attend, please inform Jason Gourley prior to the conference.

REGISTRATION: Registration forms will be processed only if accompanied by full payment of registration fees. Only registered delegates may claim registration materials at the Forum Registration Desk and will not be permitted to collect materials for other delegates.

CANCELLATION: Cancellations received in writing prior to November 5th, 2010 will be refunded in full less a \$50.00 cancellation fee. Cancellations received after November 5th are non-refundable. Only cancellations received in writing will be processed.

SUBSTITUTION: If you are unable to attend, we encourage you to find an alternate delegate to replace you by Friday, November 12th, 2010.



CANADIAN ACADEMY OF TRAVEL & TOURISM CONFERENCE REGISTRATION FORM

Please complete the following **by October 27th, 2010 (sponsored CATT delegates)**

General registrations will be accepted until **November 10th**. There will be no registrations at the door.

Dr. Mr. Ms. Mrs. Miss

Name: _____

Organization/School: _____

Address: _____

City: _____ Province/State: _____ Country: _____

Zip/Postal: _____ Telephone/ext: _____ Fax: _____

Email: _____ Food Restrictions (Please Specify): _____

Please list any other special needs for which you might require assistance: _____

Please note: There is no registration fee for the CATT Conference. However, please pre-register if you plan to attend, even if you are not applying for CATT-sponsorship, as there is limited space available.

CATT BREAKOUT GROUPS: MONDAY, NOVEMBER 15TH, 2010

Please select first and second choice

- _____ CTHRC Research (Jennifer Hendry)
- _____ Hooked on Tourism (Keith Rae)
- _____ Fam Tour (Hotel tour)

CTHRC HR FORUM: TUESDAY, NOVEMBER 16TH, 2010

Please indicate if you plan to attend the CTHRC HR Forum.

- _____ Yes, I plan to stay for the HR Forum
- _____ No, I do not plan to stay for the HR Forum

Please select first and second choice for afternoon session

- _____ Intro to CATT (Jason Gourley)
- _____ Discover Tourism (Craig MacDonald)
- _____ Fam Tour (Hotel tour)

Privacy Policy: The information you provide will be used for registration and conference evaluation purposes. A list of delegates including contact information will be produced for attendees only. By completing this form you indicate your consent to the collection of your payment information to process your registration and the collection of your contact information to send you information related to CTHRC products, programming, and activities. Information will not be sold to any third party.