



#BCTourismMatters

TOURISM WEEK | MAY 24 – MAY 30, 2020



DESTINATION
BRITISH COLUMBIA

Sicamous | Darren Robinson

Tourism Training Week: Training Resources for COVID-19 and More

With COVID-19 creating challenges for tourism businesses around the province, it's essential to be ready for re-opening, recovery and resiliency. Here is a list of free and for-a-fee tourism training resources you can use for your business, your employees, and yourself to help to navigate our new reality.

Destination BC Learning Centre

Access [free resources and tools, featured articles, guides, templates, and videos](#) such as:

Road to Recovery Webinar Series:

- [May 12 – Business After Re-opening: A Look at the Post-closure Traveller](#)
- [May 14 – Essential Strategies to Innovate your Visitor Experience and Offerings](#)
- [May 19 – Planning for Doors Open](#)
- [May 21 – Managing Expectations and Reputation through Effective Communication](#)
- [May 26 – Using Social Media to Support Re-opening](#)
- [May 28 – Building a Digital Marketing Strategy for Re-opening](#)
- [June 4 – ExploreBC... Virtually](#)

Other recommended resources:

- [10 Tips for Optimizing Your TripAdvisor Listing](#)
- [Is Your Business Digitally Ready?](#)
- [Give Your Website a Refresh](#)
- [Think Accessibility: General Tip Sheet](#)

Small Business BC

A wide range of [free and paid business education courses, webinars, and workshops](#), including [COVID-19-specific](#) material. Upcoming free courses include:

- [May 27 – Strategies for Staying Resilient During COVID-19 \(Part 3\)](#)
- [June 1 – Designing a New Content Marketing Plan for 2020: Content Marketing in the Age of COVID-19](#)
- [June 5 – How to Become an Inclusive Employer after COVID-19](#)

go2HR

go2HR's [Training Map and Directory](#) has the location and contact information for all high school and post-secondary tourism and hospitality programs in British Columbia. Other resources include:

- [go2HR's ROI of Training](#)
- [Developing an Effective Training Strategy](#)
- [SuperHost Customer Service Training](#)

- [Foundations of Workplace Safety](#)

Indigenous Tourism BC

ITBC offers training options to support the development of Indigenous tourism businesses, as well as one-on-one Stakeholder Coaching, based on your resources and needs: [Experience Development Training & Workshops](#)

BC Tourism Resiliency Network

The BCTRN has a collection of [upcoming and archived webinars](#) including WorkSafe BC Health & Safety Guidelines and Reputation Management.

Emerit Tourism Training

A variety of [frontline, supervisory, and managerial online training modules](#), currently free of charge, including:

- [Bartender](#)
- [Canadian Workplace Essentials](#)
- [Event Coordinator](#)
- [Event Manager](#)
- [Food & Beverage Manager](#)
- [Food & Beverage Server](#)
- [Front Desk Agent](#)
- [Heritage Interpreter](#)
- [Housekeeping Room Attendant](#)
- [HR Toolkit](#)
- [Line Cook](#)
- [Providing Quality Service](#)
- [Reservation Sales Agent](#)
- [Sales Manager](#)
- [Supervisor](#)
- [Tourism Visitor Information Counsellor](#)
- [Workplace Essentials](#)

Google

[Google Analytics Academy](#): free online courses on Google's measurement tools to help you grow your business through intelligent data collection and analysis.

[Google Digital Garage](#): free personalised training courses designed to build your confidence and help you thrive in the digital world, including tech, data, and digital marketing.

Facebook

[Facebook Blueprint](#): Learn new skills through free, self-paced and simple online resources that build your digital marketing knowledge.