



Aboriginal Heritage Interpreter Certificate

STRATHCONA COUNTY LEARNING
CENTRE

VARIETY, OPPORTUNITY, EXCITEMENT!

One in every three Canadians got their first work experience in the tourism industry, and today dynamic, often unconventional career opportunities are plentiful for those with good training and the drive to get ahead. Industry growth is about 8% faster than growth in the rest of the Canadian economy. Worldwide, tourism is one of the world's largest employers, employing 192.2 million people.

The Canadian Tourism Human Resource Council (CTHRC) predicts a 3% increase per annum growth rate and cites that 1 in 10 people in Canada works in tourism-related employment.

Alberta Economic Development reports that since 1995, Alberta's tourism industry has grown at an annual rate of 4.8%. Today, the industry in Alberta accounts for approximately 100,000 full-time jobs.

Full-Time Certificate Program

If you are outgoing, decisive, organized, inquisitive, and love people from all walks of life and different cultures, and have a desire to tell the aboriginal story, this program is for you. The Aboriginal Heritage Interpreter Certificate will provide you with the knowledge and skills you need to enter this exciting sector of the industry.

Industry Approved

This industry-designed program simulates the real-world experience of an Aboriginal Heritage Interpreter. You'll gain a working knowledge of the skills employers are looking for, along with valuable entry-level experience you'll need to join Canada's fastest growing industry.

This program was developed with assistance from the Metis Heritage Alliance Committee, the Buffalo Spirit Alliance, and Alberta Economic Development.

The Program

The Aboriginal Heritage Interpreter is a seven-month certificate program. You will spend 22 weeks in the classroom, followed by six weeks of practical training in the workplace. The work experience portion will give you the chance to apply your skills in real-world situations and

introduce you to potential employers. Wherever possible, the program simulates a work environment to develop work-place skills and professional standards.

- **Tourism Essentials** – Develop the basic skills you need to work anywhere in the tourism industry.
- **Customer Relations** – Develop personal customer service skills, including service standards and recovery.
- **Computer Applications** - Basic introduction to computers. Modules include:
 - Windows Operating System
 - Microsoft Word
 - Microsoft PowerPoint
 - Microsoft Excel
 - Microsoft Access
 - Internet & E-mail
- **Effective Writing** – Learn to write to industry standards- with an emphasis on practical applications.
- **Risk, Ethical and Legal Issues** – Develop a basic understanding of the Canadian legal system and laws pertinent to the tourism industry.
- **Media Relations** – Learn how to prepare for media interviews and the importance of sound media planning as part of effective public relations.
- **Accounting** – Learn basic accounting for a service business and the importance of budgets.
- **Tour Guide Principles**– Learn how to prepare for and conduct a tour, including developing an interesting and memorable commentary, and managing all the post-tour details.
- **Heritage Interpreter**– Learn the definition, philosophy and techniques of interpretation.
- **Aboriginal Heritage Interpreter**– Learn to tell the Aboriginal story. Topics include Aboriginal culture, definitions and interpretation unique to an Aboriginal setting.
- **Work Experience** – Put the skills you've learned to work during a six-week placement.

Valued-Added & Industry-Recognized Certificates

- **CPR** - Learn how to respond to life-threatening situations.
- **Standard First Aid** – Develop the knowledge you need to respond to a variety of emergency situations.
- **Food Safe** – Learn tips to help ensure food is kept safe for clients.
- **Service Best** – Learn how to offer exceptional service to a client.

Prerequisites

A High School Diploma (or mature status – 20 years old) with at least 50% in:

- ELA 30-1, 30-2, English 30 or 33.
- Pure or Applied Math 10, Math 10, or Math 13

For more information, call 780.416.8869

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