

## **TOURISM CONNECTS E-COURSE LISTINGS**

### **PROVIDED BY THE TOWN OF CORONACH**

To access courses please contact Kelsey Manske, Community Development Officer at [coronach.edc@gmail.com](mailto:coronach.edc@gmail.com) or 306-291-7086

The timeframe we have access to courses is limited so do not delay signing up!

**Note:** Tap into Trends 2023 is free therefore use of a promo code is not required to take this course.



Trends are a terrific source of inspiration for entrepreneurs looking to innovate and create new, appealing visitor experiences. Check out what trends are influencing and driving change, discover what travellers are looking for and learn about permanent changes in the industry. This course is designed to get your creative juices flowing so that your business or destination can a competitive edge.

Cost: Free.



Sustainable tourism is more than a trend, it is becoming an industry standard. As more travellers make their choices based on a company's sustainable business practices, NOW is the time to act. This course explains why adopting sustainable business practices is the way forward through showcasing inspirational ideas from around the world, and tactical, practical ideas that will inspire action. Cost: \$49.



Sustainable tourism, responsible tourism, regenerative tourism – is there really a difference? Yes, but there is a common foundation – doing tourism in ways that mitigates the negative impacts of travel or aims to renew the planet, people, and communities, while respecting that businesses need to be profitable. This course will help build awareness on the invisible burden of tourism, the importance of sustainable, regenerative tourism and inspire action. Today, businesses have an opportunity to gain a competitive edge by responding to the growing demand of travellers who want to travel more sustainably. Includes an information sheet to help get you going.



More than ever, visitors are seeking memorable experiences when they travel. Discover the 11 steps in the Experience Design Pyramid©, including COVID-19 considerations, to guide you through designing memorable visitor experiences. Learn from the development journey of three Canadian businesses, a rural wellness retreat centre, a performing arts and education company, and an Indigenous tourism operator. Includes a downloadable worksheet and glossary to guide you through crafting memorable experiences for your guests. Cost: \$129.



Costing and pricing visitor experiences is an art and a science. Having a true understanding of costs and profitability is vital when pricing your visitor experiences. Don't leave your pricing to chance; ensure your return on investment! This six-part course helps you understand the elements in costing an experience, define value, consider pricing options, and walks you through a template that auto-calculates everything you need to make decisions. Includes a downloadable Excel costing template© (retail value \$45). Cost: \$129.



You test drive a new car before buying, it's just as important to test your new visitor experience before selling it! The benefits are enormous. Discover the 10-steps to planning an effective test-run, who should be invited, and how to stage a debrief to inform refinements before launching in-market. Insights from an agri-tourism business and a performing arts company highlight the value of this critical step. Included is a downloadable worksheet to plan your test-run. Cost \$49.



Packaged travel offers many benefits to visitors, businesses, and the destination. This introductory course will prepare you to succeed in creating your own travel package. Presented in three modules, you will learn the basics of packaging travel, types, and benefits, then be taken through a 9-step process to create, cost, and price your own travel package. Three downloadable resources are included: a glossary of terms, a worksheet to guide you through a 9-step process to create a travel package, plus an MS Excel costing template. Cost \$99.



It's great to use gut intuition to think about who your customer is, but prior to investing time and resources to develop a new visitor experience, it is essential you take the time to identify your ideal guest. This course has been designed to help you think more deeply about your visitor, trigger thinking about product and market development opportunities and approach your visitor experience design with your ideal guest in mind. Cost: \$79



Policies Matter. Every tourism business needs to proactively think about their policies because they reflect what you stand for, communicate compliance with regulations, support effective operations and inform customers, staff, and stakeholders. It's not difficult to write policies, it just takes a commitment to a 7-step process. This course will explore four critical types of policies for any tourism business: (1) Refunds and Cancellation (2) Sustainability (3) Diversity Equity and Inclusion and (4) Accessibility. Included is an information sheet to help get you started. Cost: \$49



Trends are a terrific source of inspiration for entrepreneurs looking to innovate and create new, appealing visitor experiences. Tap into the 2022 trends impacting tourism product and market development to look at your business opportunities through a different lens. Ignite your creative thinking, appeal to evolving traveller sentiments, respond to global travel realities, and find that silver lining from the COVID-19 pandemic that helps your business get ahead of the competition. Cost: Free.