

Module 1 – Introduction to the Rural Tourism Certificate Training

Welcome to the online training series for the Rural Tourism Certificate from Explorers' Edge. My name is James Murphy, and I am the executive director of Explorers' Edge.

We are a regional tourism promoter in Ontario, Canada, and the place we represent is known as 'the great Canadian wilderness just north of Toronto.'

Our purpose in creating this certificate and offering it to anyone in the world is to introduce you to our beautiful region, to help you discover what makes it so popular as a four-season travel destination, and to invite you to consider working in the thriving rural tourism industry here.

Ultimately, our aim is to "Welcome You to Work" one day in this neck of the Ontario woods.

In this training, you will be presented with a series of video modules to review that talk about the rural tourism industry in our specific region of Ontario.

If you would prefer, there is also a downloadable English-language transcript you can print off to use.

Each module will feature a seasonal theme, as well as pop-up icons with a few extra interesting details about the region.

Once you have reviewed each video or script, you can then take the quick module quiz to test your understanding of the topic presented.

Each time you achieve a minimum 70% score on a quiz, you'll receive a 'campfire badge' and you can move on to the next module.

Once you have completed all the videos with a score of 70% or more, you will earn a 'Certificate of Completion' that will be emailed to you; and a final Great Canadian Wilderness rural tourism training badge —which we will mail directly to you.

You may take an individual quiz as many times as you'd like in order to achieve the required grade. And if you have any challenges or concerns while you are doing these modules, please email training@explorersedge.ca and one of our staff members will be happy to help.

And please: don't worry that the quizzes will be overly challenging or hard; after all - we work in the tourism industry, and our job is to make sure your experience is as enjoyable as possible.

Upon achieving your Rural Tourism Certificate from Explorers' Edge, we will send you a link to our regional tourism job bank info, and invite you to stay connected with us by email to learn more about ongoing employment opportunities and job recruitment events in the region.

Thank you for joining us to learn more about the rural tourism industry in the great Canadian wilderness just north of Toronto, Ontario, Canada.

We hope this series of videos will help you picture yourself working here one day!

QUESTIONS MODULE 1

1. What is Explorers' Edge?
 - an app for self-guided tours
 - a regional tourism promoter
 - a type of compass

2. What region of Ontario, Canada will this training series focus on?
 - Southern Ontario including Niagara Falls
 - The nation's capital – Ottawa, Ontario
 - The great Canadian wilderness just north of Toronto, Ontario

3. What is the objective of this online training series?
 - introduce participants to this region
 - champion rural tourism
 - encourage participants to consider working in the region
 - present a fun training series that encourages participants to learn more and keep in touch
 - all of the above