

Module 5

Work & Play in the Great Canadian Wilderness

Welcome to spring in the great Canadian wilderness just north of Toronto!

By now the snow has melted; the lakes and rivers are opening for paddling once again; beautiful trillium flowers will soon be carpeting the forests; and our friendly neighbour – the Canadian black fly – is enjoying the warmer weather as much as us!

In this video, we will briefly discuss how a tourism career in the great Canadian wilderness just north of Toronto is a fantastic opportunity to work and play in one of the most popular destinations in Canada.

As well all know, the pandemic hit the global hospitality and tourism very hard, with travel having almost ground to a halt in 2020.

And though a job in tourism may hold less appeal than it once did because of this global challenge, we remain extremely positive about our industry's ability to act as a catalyst to career growth and job satisfaction as we all rebuild and recover.

We believe this for a few reasons in particular: the fact is, the hospitality and tourism industry in a rural destination – or any destination – offers a set of skills you won't learn collectively anywhere else, though you may be able to apply what you learn in other places and other industries.

The breadth of transferable skills we develop working in this industry is substantial, including but not limited to core business knowledge that includes:

- Customer service and communication skills
 - Revenue management and accounting
 - Inventory control and purchasing
 - Sales and marketing
 - Strategy and planning
 - Human resource development and management
- ...the list goes on and on!

These days, you can add data management and technological innovation to the list of work-integrated areas of interest.

Opportunities to learn and grow in all facets of hospitality and tourism are available to those just entering the industry, as well as to those who are further along in their careers.

And even if you choose not to make tourism your life-long career, what you learn in this industry – these transferable skills – will always serve you well.

Though the pandemic has had a negative effect on the tourism industry as a whole, the need to “build back better” also means an opportunity for enthusiastic and innovative employees to contribute new ideas to help create a sustainable, regional industry that will be an economic driver for our communities for generations to come.

What makes rural tourism employment particularly attractive?

It’s definitely the opportunity to enjoy all the amazing experiences that any visitor to the great Canadian wilderness can.

From paddling to hiking, from boating to snowmobiling, from dining out to golfing, from hanging out on the dock to taking in a band at a concert hall, all kinds of fun is waiting for you when it’s your turn to put your feet up and relax.

Throughout this series of modules, we hope you have gained an understanding of what the rural tourism industry in this region is about, and that you have discovered that our rural tourism industry offers a unique opportunity to work and play in one of the most beautiful vacation destinations in Canada.

Once you have completed this last module’s quiz and achieved a 70% overall score, we will send you your ***Rural Tourism Certificate*** from Explorers’ Edge, and a link to our regional tourism Job Bank.

Thank you, Merci, Miigwetch, Nia:wen for taking the time to complete all the modules and to learn more about rural tourism in this incredible part of Ontario, Canada.

We hope to see you soon in the great Canadian wilderness just north of Toronto!

QUESTIONS MODULE 2

1. Did you learn something new about rural tourism vs. urban tourism?
 - a. Yes
 - b. No
2. Did you learn something new about the region known as ‘the great Canadian wilderness just north of Toronto’ as a rural tourism destination in Ontario?
 - a. Yes
 - b. No
3. Would you like to learn more about tourism and hospitality employment opportunities in the great Canadian wilderness north of Toronto?