

# Indigenous Ecotourism Training Program

## Admission Requirements:

- Participants must be Indigenous, living on Vancouver Island/Coast or Central Coast regions, and at least 19 years.
- Graduation from a B.C. secondary school, or equivalent, with a minimum "C" grade in either English 12 or English 12 First Peoples; or as a mature student at least 21 years with English 12 or English 12 First Peoples.
- Submit a resume, complete with a cover letter explaining why the applicant is suited to the program and outlining future career goals. Include two letters of reference from Indigenous Community Leaders or non/Indigenous organizations.
- If employed, letter of support from employer recognizing some time away from the workplace is necessary.

## How to apply

Contact Pam Botterill at 250.618.6548  
or email [pam.botterill@viu.ca](mailto:pam.botterill@viu.ca)

For more information:  
Kathy Brown at 250.957.8464  
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Indigenous Ecotourism Training Program is a partnership between Vancouver Island University, Heiltsuk Tribal Council and North Island College. Funding provided by both the Government of Canada through the Canada-British Columbia Job Fund and the Province of BC.

**Vancouver Island University** is a comprehensive post-secondary institution located on Vancouver Island. VIU's main campus is located in Nanaimo, with regional campuses in Duncan and Powell River and a campus centre in Parksville.

**The Heiltsuk Nation** is a First Nation government located on BC's central coast with the largest community, Bella Bella on Campbell Island. The nation elects its chief and 12 council members that are the political body for the nation and oversees all other operations.

**North Island College** opened in 1975 and now offers more than 900 courses and 70 credit programs ranging from adult upgrading to trades training and university courses. NIC operates four campuses and one centre providing northern Vancouver Island and the BC mainland coast access to post-secondary educational opportunities



Heiltsuk Tribal  
Council

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*The information contained in this guide is accurate at the time of printing. Vancouver Island University reserves the right to make such changes as necessary, including cancellation and adjustment of courses.*

January 2020



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## Indigenous Ecotourism Training Program

The seven-month Indigenous Ecotourism Training Program is designed to give you certified skills for employment within British Columbia's rapidly growing Indigenous Tourism sector, while benefitting from an applied learning experience that provides a Certificate in Adventure Tourism and Recreation to those who successfully complete all the courses. Courses will be delivered in a hybrid model (online and face-2-face).

Participants are brought together multiple times for 6-10 days to complete course work.

- Develop certifications and field skills in sea kayaking, canoeing, paddleboarding, interpretation, leadership, risk management, wilderness first aid, and more.
- Learn about the tourism sector, including the design and delivery of experiences that are sensitive to environmental and cultural considerations.
- Experience coastal British Columbia through place-based approach to training by travelling to and learning in communities involved in Indigenous Ecotourism.
- Qualify for a Certificate in Adventure Tourism and Recreation from Vancouver Island University, and credit towards North Island College's Adventure Guiding certificate and Tourism Management Diploma, all of which can lead to further degree-level studies.
- Tuition fees, learning resources, travel and accommodations during course delivery are covered and additional travel may be supported.

### Program Outline

There is funding for one cohort delivery:

- Start January 2021 and complete on July 2021.

Students will be on their Internship from June to July. Each course is applied learning in a place-based format and delivered in a compressed model. Students that are under 35 will qualify for a scholarship that will provide a living allowance.

### TGA 100: Guiding Skills 1

This course introduces tools for establishing and maintaining physical and psychological safety considerations for effective outdoor guiding leadership, and further prepares students with the practical skills specific to field training experiences and industry expectations for risk and trip management.

### TGA 131: Field Specialty: Paddling Skills 1

For this program we will focus on developing paddling skills and certification across a variety of craft suited to Indigenous Tourism products

### TOUR 100: Introduction to Tourism

An introduction to the role that leisure "plays" in contemporary society and how leisure affects the quality of life for the individual and the group.

### TOUR 207: Heritage Interpretation in Tourism

A study of the planning and delivery of heritage interpretation messages for a variety of tourism venues such as parks, historic sites, and urban attractions.

### First Host

A one-day course designed to train participants to offer exceptional service to visitors while maintaining cultural authenticity and appropriate cultural sharing.

### TGA 110: Guiding Skills 2

This course further integrates leadership techniques and considerations with environmental and navigational considerations when planning and managing outdoor adventure activities to industry standards.

### TGA 111: Wilderness First Aid

This course includes CPR "C" and provides comprehensive training and certification for wilderness guides operating remote from immediate emergency medical assistance.

### TGA 132: Field Specialty: Paddling Skills 2

For this program we will focus on developing paddling skills and certification across a variety of craft suited to Indigenous Tourism products.

### NAU 016: VHF Restricted Operator Certificate

This seven hour course will prepare you for the Department of Communications examination for the Restricted Operator Certificate (Maritime) (ROC-M).

### TRMT 309B: Internship and Preparation

This internship provides optional work-study opportunities for students not participating in the Co-operative Education option.

### TOUR 259: Sustainability in Tourism

This course examines the relationship between sustainability and tourism in terms of behaviour and service delivery. It introduces concepts of environmental stewardship and sustainable tourism, best practices, resource and tourism asset management to maximize benefits and minimize impacts to ecosystems, communities, and visitors.

### TOUR 212: Planning for Tourism and Indigenous Community Economic Development

Drawing on both Western theory and practice and Indigenous values and traditional knowledge, this course will examine tourism as an effective tool for Indigenous community economic development (CED).

### TOUR 101: Tourism Marketing

An introduction to all aspects of tourism marketing including situation analysis, objectives, market segmentation, target marketing, budgets, marketing methods, monitoring, and evaluation. Particular emphasis is placed on understanding B.C.'s major market areas.

