

SuperHost Training for First Nations in New Brunswick May – June, 2008

Generally, the SuperHost training was very well received from the First Nation community members. Six communities engaged in this training and the participation was good and very interesting to everyone. The facilitators all did a wonderful job according to the participants. All participants really enjoyed this learning experience with the tourism industry. Some wanted more activity and to expand the one-day workshop to at least two days. A lot of information was provided to the participants. They all received national certification pins and manuals for their efforts from the Emerit Program, Canadian Tourism Human Resources Council (CTHRC) and delivered by the Tourism Industry Association of New Brunswick (TIANB).

A meeting with Sheila Atkinson, Operations and Programs Manager of TIANB was very positive and spoke about training for next year. At first it was difficult for First Nations to respond by phone, and email to the facilitators to confirm their availability and logistics involved. Recruitment was difficult for First Nation community members but once the training was provided it was very well received. Hopefully, through word-of-mouth next year will be much easier in recruitment and participation.

We talked about another year of the SuperHost training to First Nations as it clearly provides customer service, interpersonal skills, conflict resolution, and New Brunswick product knowledge. It provides the individual with tools to properly greet and engage visitors and customers alike to their communities and businesses. More cultural related information included in the program for First Nations was expressed. We spoke of two Aboriginal people trained in the Train-the-Trainer Program by TIANB so that it can be customized for First Nations. This was already conveyed to the JEDI Tourism Working Group and First Nation Economic Development Officers. It was a very successful training program for the First Nation communities on the tourism industry.

Other programs like the Heritage Interpretation Program and Food and Beverage and Hospitality were also discussed to promote for next year to expand on skills and interests in the tourism and hospitality industry. The First Nations that were unable to confirm a date for training has been extended to whenever they are ready to hold it.

Testimonials from Aboriginal participants:

Question: What were some of the most useful things you learned from this workshop?

Red Bank

1. Knowing what I didn't know about NB.
2. Learning how to communicate effectively with customers and how to give clear directions.
3. A lot of more info on tourism. I didn't realize how things in the way you deal on a day to day basis affect everyone and everything.
4. Improved my knowledge on customer service.
5. Everything. Communication, listening, impressions.
6. The keys to communication over more than verbal boundaries.
7. All about customer relations
8. How to take questions, how also to ask questions.

Pabineau

1. Nil, already knowledgeable.
2. Statistics about verbal, non-verbal for communications process.
3. Body presentation, attitude
4. It was a fun way to learn with groups.
5. Working together with the group.
6. Excellent review for me – had taken adult education skills many years ago. This is a first for tourism. Thank you! Very good!
7. Some of the statistics were interesting. General good information.
8. How to deal with people in remembering names. How to make people feel important.
9. How to deal with public.
10. I enjoyed this workshop. Very pleasant and easy to listen to (not boring)
11. How to walk away from a situation with a smile.
12. Some of the stats were new to me.

Indian Island

1. How having a good attitude and smile makes all the difference in a business.
2. How to deal with customers.
3. Using communication skills.
4. How to work with people appearance.
5. Statistics.
6. It was impressions – communication skills and attitude.
7. Percentage of people from Atlantic Canada who actually vacation here.

8. Effective way in dealing with someone in a stressful situation.
9. Tourism statistics, some local attractions.
10. Communications is important i.e. listening non-verbal – is important.

Eel River Bar

1. About the verbal/vocal and non-verbal ways of communicating and how to handle problems and complaints.
2. To always wear a smile upon your face, body language says a lot. To always listen!
3. How important the tourism industry is.
4. Being a medical driver and antique dealer. It will be to me great advantage to study this course more closely.
5. I learned about how to communicate more effectively using body language and my vocals. And I learn more about employee and customer relations.
6. To how important it is to really listen...to smile even when are you answering the phone.
7. How important that the non-verbal is in life.
8. Body language, smile so important. Actions speak louder than words.
9. How to greet people, and solve problems.
10. Everything we touched on was very useful.
11. Communication skills, "handling" customers properly.

Esgenoôpetitj

1. I have learned to see and how to give info.
2. Giving the right directions.
3. That tourism is a bigger industry and that it involves a wide range of business visitors to a business.
4. The respect and acknowledgement that you have to show to visitors.

Elsipogtog

1. Effective listening – interpersonal skills.
2. Effective listening.
3. I really learned a whole lot about New Brunswick.
4. I learned every where, interpersonal skills.
5. Interpersonal skills, stats on tourism, how to handle people.
6. More about New Brunswick tourism.
7. About effective listening.
8. New Brunswick has a lot to offer.
9. Personal Presentation.
10. How important it is to make visitors and tourists feel at ease, feel at home, to make a person feel that they are important.