



# World Tourism Institute

Cape Breton Island  
Tourism Training Network

*Cape Breton  
Island Ambassador*

Canada

This project is funded in part by the Government of Canada's Sectoral Initiatives Program



Cape Breton  
Island



# MODULES

Module 1: Island Facts

Module 2: Building The Connection

Module 3: Key Points

Module 4: Share The Magic

Module 5: Showcasing The Experience



A large, faint, light-orange compass rose is centered on the left side of the slide, with the letters 'N' and 'E' visible at the top and bottom right respectively. The rose has multiple points and is surrounded by concentric dashed lines.

# ***MODULE ONE***

## ***Island Facts***

# What is Cape Breton Island Ambassador?



Meat Cove

Inspire

Lead by Example

Share & Sell

# Agenda



- Cape Breton Facts
- Build The Connection
  - Becoming a Cape Breton Island Ambassador
- Share The Magic
  - CB Musical Cultural Presentations
- Showcase The Experience Operators

# Cape Breton Island Facts



- Home to Bras d'Or Lake: A Designated UNESCO Biosphere Reserve
- Causeway Links Cape Breton to the Mainland
- Rural & Urban Population (combined): 132,000
- Highest Peak is at 1,745 ft above sea level

- Five First Nations Communities: We'koqma'q, Wagmatcook, Membertou, Eskasoni, and Potlotek.
- Four Municipalities:
  - CBRM
  - Victoria
  - Richmond
  - Inverness*plus* Town of Port Hawkesbury

# Economic Activity Cape Breton Island

TRANSPORTATION

SEAFOOD,  
AQUACULTURE &  
AGRI-FOOD

RENEWABLE  
ENERGY

TOURISM

TECHNOLOGY &  
INNOVATION

ADVANCED  
MANUFACTURING

MINERALS

ENGINEERING &  
ENVIRONMENTAL  
SERVICES

EDUCATION &  
RESEARCH



# Cape Breton Wonders



Glace Bay

Marconi, Table Head,  
Glace Bay

# Cape Breton Wonders



Alexander Graham Bell  
National Historic Site,  
Baddeck

# Cape Breton Wonders



The Fortress of Louisbourg,  
Louisbourg



# Cape Breton Wonders



The Cabot Trail,  
Cape Breton  
Highlands

# Cape Breton Wonders



The Big Fiddle,  
Sydney



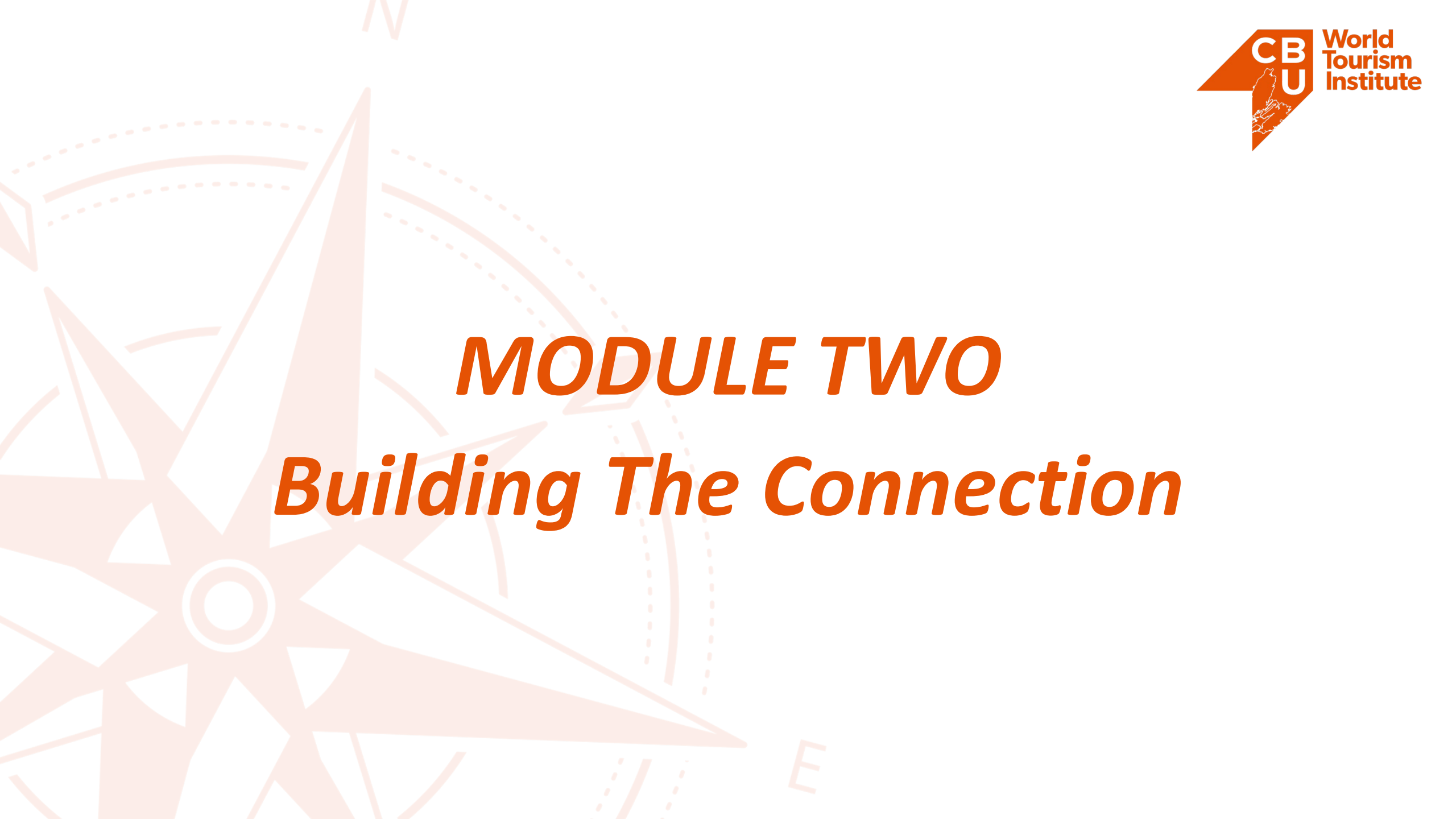




# Module 1: Reflection

A large, faint, light orange compass rose is centered in the background of the slide. It has eight points and a central circle. The letter 'E' is visible at the bottom right of the compass rose.

**Reflecting on your previous knowledge of our Island, how will you include this new information as an Island Ambassador?**

A large, faint, light-orange compass rose is centered in the background of the slide. It has eight points and is surrounded by concentric dashed lines, suggesting a globe or a map. The letters 'N' and 'E' are visible at the top and right points of the compass respectively.

# ***MODULE TWO***

## ***Building The Connection***

# Build The Connection



Meat Cove

Let's begin by building our connection.

What exactly does that mean?





# Becoming an Island Ambassador

North River Lower Falls



It is time to turn our focus to the idea of what it really means to become a Cape Breton Island Ambassador.



A photograph of a golfer on a green at sunset. The sun is low on the horizon, creating a warm, golden glow. The golfer is in the center-right of the frame, bent over as if preparing for a shot. A flag is visible on the green to the left. The background shows a line of trees under a clear sky.

# Cape Breton Island Ambassador

**Core  
Values &  
Key Points**

# RiseAgain2030



Destination Cape Breton  
Core Values

#RiseAgain2030



# #RiseAgain2030

Cape Breton Island Destination Development Strategy

# Core Values

White Point



- Care For Community
- Authenticity
- Diversity, Inclusion and Respect
- Creativity
- Growth, Capacity & Leadership
- Sustainability

COMMUNITY

LIFE  
DIVERSITY

EQUALITY











# Module 2: Reflection

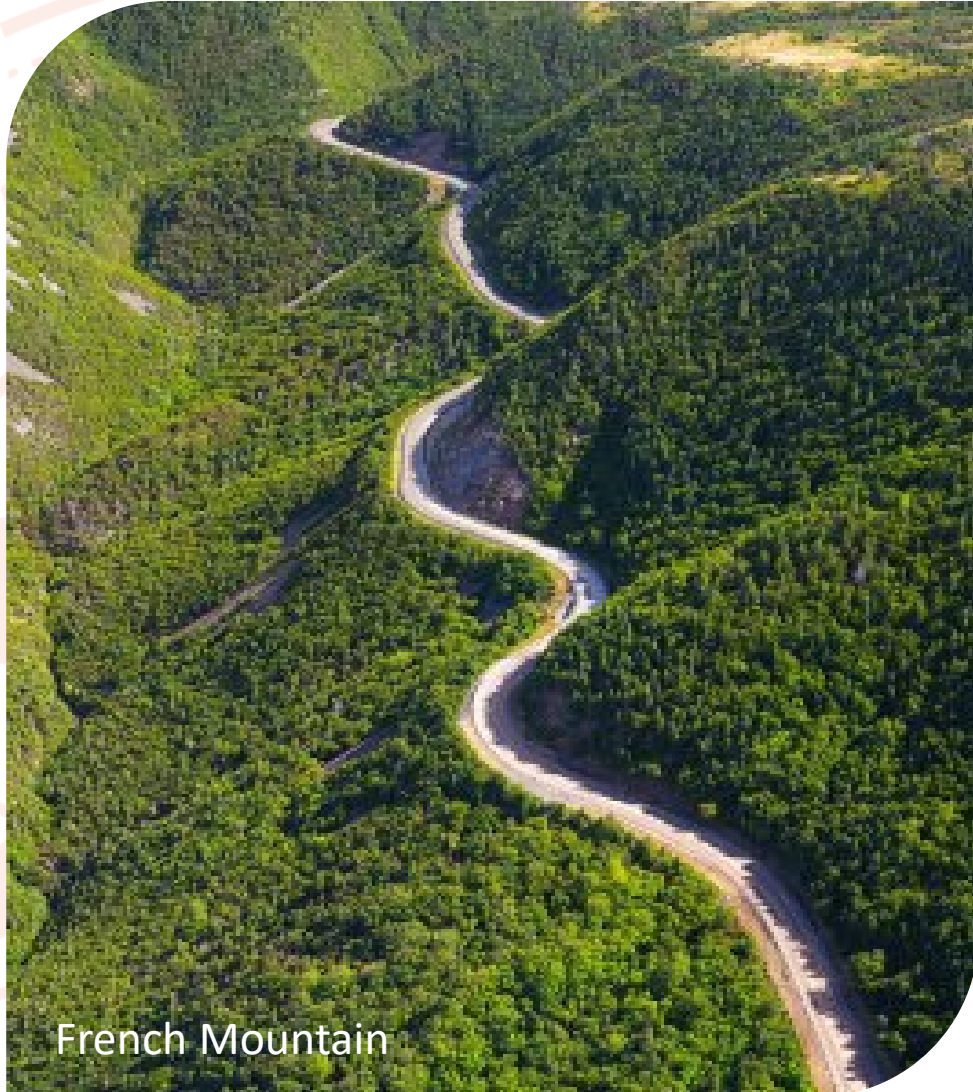
**As you reflect upon the cultural diversity across our island, what are some of the things you can do to demonstrate the core values of a Cape Breton Island Ambassador?**

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# ***MODULE THREE***

## ***Key Points***

# Key Points



French Mountain

1. Pride of Place
2. Know your Community
3. Share Information & Resources
4. Take the Lead

# Pride of Place



North River

- Accommodations
- Food & Beverage
- Golf
- Major Events
- The Arts
- Culture
- Outdoor Adventure
- Cruise
- Sightseeing

# Know Your Community



Eskasoni

How can you become more knowledgeable about your community's offerings?

# Share Information & Resources



Cap Rouge



# Take The Lead



- Personal Effort
- Strong Leadership
- How could those creative solutions lead to economic development?







# Module 3: Reflection

**Tourism is a key industry on Cape Breton Island. How can a Cape Breton Island Ambassador play a role in the economic development of our communities and towns?**

A large, faint, light-orange compass rose is centered on the left side of the slide. It has eight points and is surrounded by dashed lines and curved arrows, suggesting movement or direction.

***MODULE FOUR***  
***Share The Magic!***

# Share The Magic!



The Acadian Trail

Now we need to focus on  
HOW we are going to  
Share this Magic



# Personal Attributes



Attitude

Local Knowledge

Active Listening

# Attitude



Develop and share a caring attitude

- Care about how the visitor experience is for guests.
- Guests will share their experience of CB once they return home.
- Help make it a positive story!

Powtoon Video goes here:  
Sharing & Caring Attitude

# Be Informed



Alexander Graham Bell Museum

- Be seasonally aware
- Know the Island's geography and attractions
- Be aware of Cape Breton Island's Visitor Information Centers (VICs)

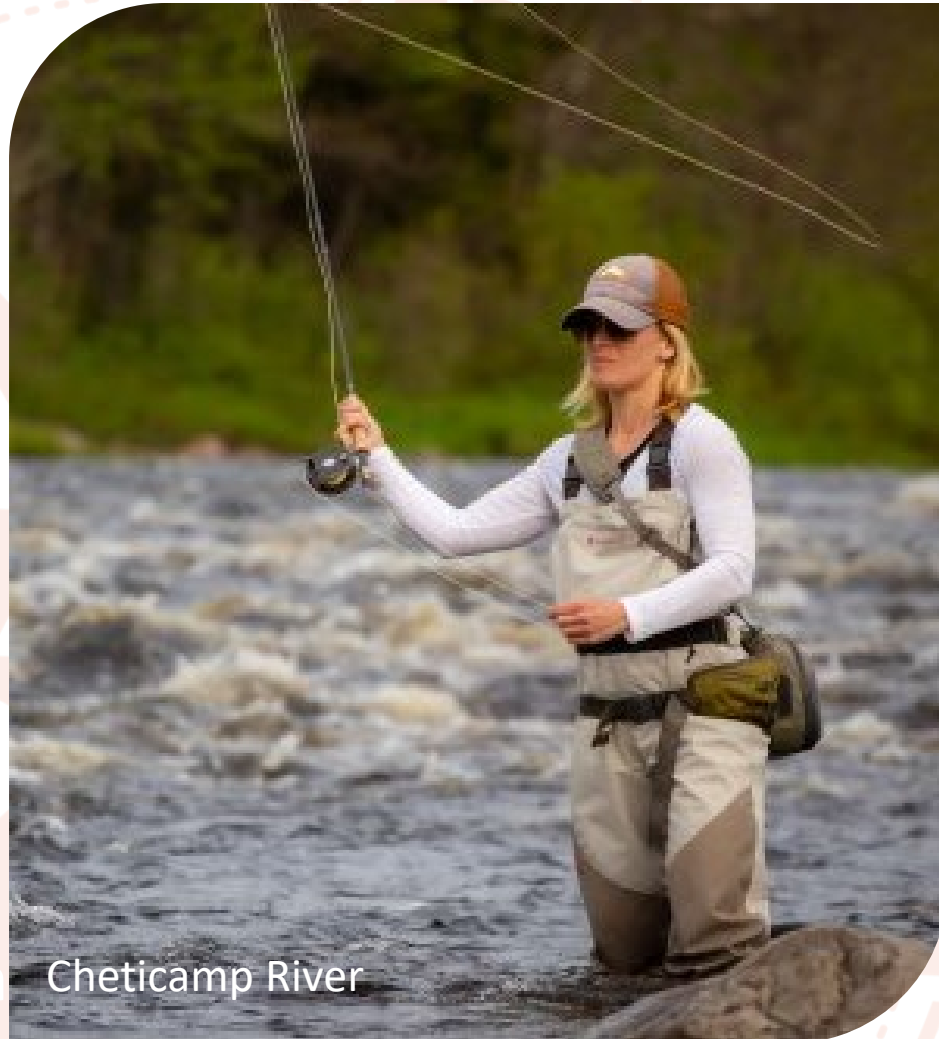
What is the impact on our visitor, if we are not informed?

# Let's have some fun!



Use your camera function on your phone to scan this QR code and access the link to this short and fun quiz!

# Active Listening



Cheticamp River

How do you Actively Listen?

# What is Active Listening?

- Fully Present & Attentive
- Maintain Eye Contact
- Don't Interrupt
- Focus your attention on the message
- Ask clarifying questions to communicate interest



**COMMUNICATION SKILLS:  
EMPATHETIC LISTENING**





# Our Experiences!

Positive  
Visitor  
Experience

Negative  
Visitor  
Experience

Attitude

Local  
Knowledge

Active  
Listening



ANCIENT  
&  
MODERN  
FOR EVER

# Module 4: Reflection

**Reflect upon the idea of active listening. How will you embrace a caring attitude and demonstrate active listening, to support your engagement with a multicultural audience?**

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# ***MODULE FIVE***

## ***Showcasing the Experience***

# Cape Breton Experience



Cape Breton Island  
experience that creates the  
value of tourism on Cape  
Breton Island and in Nova  
Scotia



# Importance of Tourism

NOVA SCOTIA EXPERIENCE TOOLKIT

TOURISM  
NOVA SCOTIA 

## TIP SHEET #2: NEW EXPERIENCES NEEDED TO GROW TOURISM

Travellers are looking for authentic, unique, and coastal experiences in Nova Scotia. And delivering authentic, Nova Scotia experiences is good for business.

Tourism is Nova Scotia's leading export industry. As a destination, our goal is to reach \$4 billion in tourism revenues by 2024. Your business and the types of visitor experiences you offer are critical to reaching those goals. As we work together to attract our targeted visitors, you're best positioned as part of the tourism industry, to develop and deliver world-class experiences to visitors.





# Cape Breton Island



Colaisde na Gàidhlig  
(The Gaelic College)

St. Ann's



# Cape Breton Island



Dundee Resort & Golf Club

# Cape Breton Island



Inverness

Cabot Links



# Cape Breton Island



Iona

Highland Village Museum

# Cape Breton Island



Louisbourg

North Star



# Cape Breton Island



Judique

Celtic Music Centre

# Cape Breton Island



Glance Bay

Cape Breton Miners Museum



# Cape Breton Island



Baddeck

Inverary Resort



# Cape Breton Island

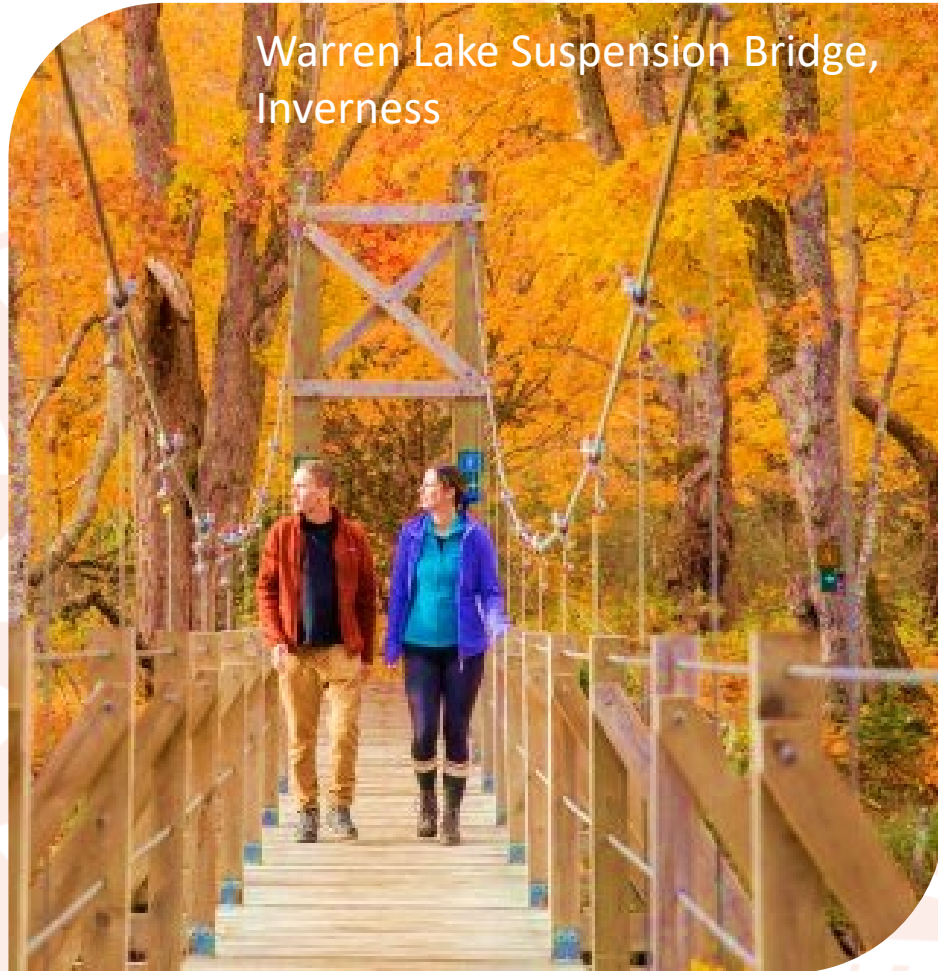


Louisbourg

The Fortress of Louisbourg



# Cape Breton Island





# Cape Breton Island





# Lets Connect the Dots



Cape North



# Module 5: Reflection

**What is one of your favorite island destinations? Think about your role as a Cape Breton Island Ambassador and how you can represent this destination in an authentic and meaningful manner?**

# RESOURCES



Use your camera function on your phone to scan this QR code and access the link to our resources for this presentation!

A large, faint, light-orange compass rose is centered in the background. It has eight points and is surrounded by concentric dashed lines. The letters 'N' and 'E' are visible at the top and right points respectively.

***THANK YOU***

Canada

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**CB ISLAND  
AMBASSADOR**

ISSUED BY  
**THE WORLD TOURISM  
INSTITUTE**





## CB ISLAND AMBASSADOR

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INSTITUTE





**ONBOARDING  
FOR TOURISM**

ISSUED BY  
**THE WORLD TOURISM  
INSTITUTE**



**CUSTOMER SERVICE  
EXCELLENCE**

ISSUED BY  
**THE WORLD TOURISM  
INSTITUTE**



**DIGITAL MARKETING  
FOR TOURISM**

ISSUED BY  
**THE WORLD TOURISM  
INSTITUTE**



**EVENT  
LOGISTICS**

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**THE WORLD TOURISM  
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**EVENT  
BUDGETING**

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INSTITUTE**



**EVENT  
MARKETING**

ISSUED BY  
**THE WORLD TOURISM  
INSTITUTE**



**EVENT MANAGEMENT  
SUITE**

ISSUED BY  
**THE WORLD TOURISM  
INSTITUTE**



A scenic landscape photograph showing a hiker with a backpack sitting on a large rock on a mountain peak. The hiker is looking out over a vast valley filled with green forests. In the distance, a coastline with a bay and a small island is visible under a sunset sky. The sun is low on the horizon, creating a warm glow and lens flare effects.

Thank You  
from  
CBITTN