

Gros Morne Institute for Sustainable Tourism (GMIST)
Edge of the Wedge - Experiential Tourism Training Course
March 1-3 , 2006 / March 6-8, 2006

"Simply the best tourism training course I have ever taken."

Terri McCulloch - Bay of Fundy Tourism Partnership

"It was engaging and inspirational. I would suggest a trip to GMIST."

Taylor Redmond - The Destination Gallery, Parrsboro

GMIST

The Gros Morne Institute for Sustainable Tourism is a tourism training institute supported by Tourism Atlantic and each of the four tourism industry associations of Atlantic Canada. The Institute offers a number of courses related to sustainable tourism, risk management and experience development in Gros Morne National Park Newfoundland.

Edge of the Wedge is a unique experiential tourism training course designed to highlight the importance of developing tourism experiences using traditional and non traditional resources in your community then packaging, marketing and selling them. It addresses many of the uncertainties associated with experiential tourism and dissects the challenges of involving non traditional resources in the tourism industry (e.g., how much to pay, how to address potential quality issues).

While the **Edge of the Wedge** course is suited for individual operators, its true value is linked to the synergies of groups attending from the same area. This approach complements the provincial Tourism Destination Area initiative and supports the decision to provide provincial funding to participants engaged in tourism destination development.

What will I get out of the course?

Unlike many other tourism training opportunities, the **Edge of the Wedge** course is 'hands on'. Groups involved in tourism destination planning are introduced to emerging trends in experiential tourism. A highly qualified and engaging trio of Canadian experiential tourism operators/educators create unique travel experiences using non traditional resources (e.g., the local story teller, the chef, the wildlife biologist) and then invite participants to experience, critique and discuss each experience with all those involved in the process. It is a course that must be experienced to be believed. Tourism operators who have attended the **Edge of the Wedge course** have found it enlightening and relevant, particularly considering increasing visitor demands for authenticity and for 'value added' experiences that can differentiate destinations and provide a competitive advantage.

How much will it cost?

In general, including course registration, 3 nights accommodation, meals not provided during the course, travel and HST, individual costs are in the range of \$1700. After GMIST

funding through Tourism Atlantic / ACOA (60%) and Provincial Tourism funding (20%), remaining costs total approximately \$300-\$350 per participant. During the last **Edge of the Wedge** course, some participants chose to share accommodation and car pool, resulting in lower costs.

How does the funding process work?

All eligible individuals or groups can register with GMIST and submit receipts for travel accommodation and meals for a 60% GMIST subsidy. Participants from Nova Scotia are also able to apply for an additional 20% subsidy through the Industry Development program of the Tourism Division. This additional subsidy requires the following process be followed:

1. The province requires a formal ask for funding assistance to attend the GMIST **Edge of the Wedge** course. A letter outlining the name of the group applicant plus the names of each participating community member must be identified in advance of attending the course as must a community/group contact person.
2. Following the completion of the course, group receipts must be organized by the community/group contact person and sent to GMIST for 60% funding. GMIST receipts must then be sent as one package with a covering page identifying costs to the Tourism Division for the provincial subsidy of 20% (representing 50% of remaining costs after the GMIST subsidy).

It is highly recommended that groups interested in attending the **Edge of the Wedge** courses review the course information on the GMIST web site. Early registration directly with GMIST is encouraged as courses fill up quickly. <http://www.gmist.ca/courses.asp>

Tourism staff are available to assist with this process. Please contact me if your group is interested and do not hesitate to call with any questions.

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"Wow! What an educational adventurous way to learn."

Lisa Strong-MacDougall, Cape Chignecto Provincial Park, Advocate Harbour

"We were creating our own experience - it was hands on."

Rose MacAloney, Fundy Geological Museum, Parrsboro