

Ready and raring to work!

(Fredericton) The Tourism Industry Association of NB (TIANB) is offering a unique training experience for newcomers to the Fredericton area. In partnership with the Multicultural Association of Fredericton, TIANB is training people to work in the tourism industry. With an employment success rate of over 50%, this program gives people the transferable skills needed to fill the skilled labour shortages of the tourism industry.

It has been reported that by 2025, the shortage of skilled labour within our industry will create serious impediments to businesses throughout the province. The Ready to Work program actively seeks to counteract this imposing trend. The training is specially designed to create highly skilled and motivated employees for employers in the Fredericton area. In other locations where this program has been offered its success has garnered glowing reports from both the participants and the employers.

“This is a wonderful program that connects people who want to work and learn with employers who want professionally trained and skilled people for their businesses.” Says Joanne Bérubé-Gagné, President of TIANB. “We have worked hard to deliver this program which inevitably creates an experience that is rewarding for the participants and is very beneficial for the employers.” Continued Bérubé-Gagné.

The TIANB Ready to Work program has had 78 graduates so far this year and the Fredericton program is the 7th program since April, 2010.

The Tourism Industry Association of New Brunswick acts as the provincial tourism and hospitality organization of the province, existing to fulfill the needs of its membership, in cooperation with both private and public sector partners. As a representative and industry driven organization, the Association provides leadership and direction, aiming towards making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.

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