



Canadian Tourism  
Commission

Commission canadienne  
du tourisme

**2006** LEARNING ABOUT COMPUTERS, THE INTERNET  
AND E-BUSINESS: GUIDE TO FEDERAL  
GOVERNMENT COURSES AND SERVICES  
FOR SMEs

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# **Learning about Computers, the Internet and E-business: Guide to Federal Government Courses and Services for SMEs**

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Tips on what's available to help you conquer the world of e-business and make your small and medium-sized tourism business more profitable

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Library and Archives Canada Cataloguing in Publication

Learning about computers, the Internet and e-business [electronic resource] : guide to federal government courses and services for SMEs.

Electronic monograph in PDF format.

Mode of access: World Wide Web.

"Tips on what's available to help you conquer the world of e-business and make your small and medium-sized tourism business more profitable".

Issued also in French under title: L'informatique, Internet et les cyberaffaires, guide des cours et services offerts aux petites et moyennes entreprises (PME) par le gouvernement fédéral.

Issued also in printed form.

ISBN 0-662-43112-X

Cat. no.: Iu86-7/2006E-PDF

1. Electronic commerce--Study and teaching--Canada--Directories.  
2. Federal aid to small business--Canada--Directories. 3. Administrative agencies--Canada--Directories. 4. Tourism--Canada--Data processing.  
5. Small business--Canada--Data processing. I. Canadian Tourism Commission  
II. Title: Guide to federal government courses and services for SMEs.

G155C3L42 2006

354.2'7402571

C2006-980074-X

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# 1. Why a guide to e-business courses for SMEs

E-business, E-commerce, Web sites, the Internet ... For tourism and all industries, the electronic technologies and business tools are the most important ways of doing business today.

One of the main objectives of the Canadian Tourism Commission is to help “sustain a vibrant and profitable tourism industry.”

There is no doubt that, in today’s world, e-business is essential to a vibrant and profitable tourism industry.

Tourism stands out among industrial sectors because of the importance of small and medium-sized enterprises. It’s an industry where a *small* number of large businesses, providing transportation and accommodation infrastructure, are complemented by a *very large* number of small and medium-sized businesses, providing the great range of services that contribute to the tourism experience. Small and medium-sized businesses make up 95% of the tourism industry!

Tourism was one of the first business communities to understand the huge potential of information technologies and e-business. Our businesses embraced the technologies with enthusiasm – and the tourism and travel businesses have been leaders in showing how to incorporate the technologies into business practice.

Even so, some small and medium-sized enterprises (SMEs) in tourism have been left out of the e-business loop. It is fairly easy to imagine how this could happen.

It’s typical for operators of many tourism businesses to work full-time, 24-7, year round. When business is good, the pace of work is constant. There isn’t much down time for “extras” such as taking courses and acquiring skills that could help a business grow and prosper.

SMEs may not have the luxury of hiring staff who are expert in just a single aspect of business, such as managing a Web site. Small business owners have to be jacks of all trades.

Some SMEs are flying by the seat of their pants when it comes to adopting e-business. They’re doing the best they can, but they could do better. And by doing better, they could increase their profits and international competitiveness.

That is why we’ve put together this guide to courses and services that will help you upgrade your computer skills and make use of the e-business tools to let your business grow and prosper.

There is a wide variety of courses and programs, available in every part of the country, convenient for busy entrepreneurs, and affordable or even free of charge.

The guide brings together the information and contacts you need to find the best federal government program for you.

**Industry Canada** is the federal department responsible for services and programs for business. From providing loans and regulating competition to encouraging innovation, a number of Industry Canada’s programs are designed especially to assist SMEs (from tourism and other sectors) conquer the e-business world.

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One recent effort has been to encourage business sectors to get plugged in and adopt electronic business tools. The department was concerned that some SMEs were lagging behind.

#### **SMEs from all sectors and e-business**

- Fifty percent of Canadian SMEs had not adopted any form of e-business, not even an Internet connection.
- Even companies who were using the Internet were not really doing all they could to capitalize on the potential of e-business technologies.
- Among small firms (fewer than 20 employees), only 29% had Web sites.
- For medium-sized businesses (20 to 99 employees), about 66% of firms had Web sites.

*(Source: StatsCan Survey of Electronic Commerce & Technology, 2001-03)*

Note that the statistics above describe the situation for all SMEs. Small and medium-sized tourism businesses are doing better than SMEs as a whole. But still, there are tourism SMEs that have not had the time or opportunity to incorporate e-business tools. And even those who are using the Internet and have Web sites may not be doing all they can to really get the benefits.

### **Federal Government programs for SMEs**

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To find the government of Canada training program that suits you and your business best, you have to do a little digging. This guide shows where to dig. Don't hesitate to make the phone calls and send e-mails. These courses and programs are for you, but it is up to you to make the contact.

We've tried to make the task easier by providing basic information and toll-free phone numbers, e-mails, and Web sites.

**Canada Business** is the first place to look for information about courses and services. Appendix A, at the end of the guide, provides a full listing of centres, in every province and territory, with Web sites, addresses and other contacts.

**Student Connections** is the country-wide training program for SMEs to learn about computers and e-business. You can choose from a variety of short courses (2-3 hours), seminars, and presentations given in classrooms or even at your own place of business. Consult Appendix B for locations.

Four federal organizations – **Atlantic Canada Opportunities Agency, Canada Economic Development for Quebec Regions, FedNor, and Western Economic Diversification** – deliver a variety of programs and services in the regions of Canada.

Other programs, such as **Community Access Program and Aboriginal Business Canada**, offer training and other support in many locations.

The **Canadian Heritage Information Network** provides non-profit heritage and cultural institutions with support for Internet training and marketing. Attractions such as galleries, museums, and botanical gardens may qualify.



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## **Who should use this guide**

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The guide is for all operators of tourism SMEs and their staff who want to learn more about computers, the Internet and e-business. There are courses, seminars, workshops, on-line learning, and Internet resources - and many are free.

Whether you are an absolute beginner, an advanced user or somewhere in between, there are computer and Internet courses and e-business training for you. So dig in.

### **E-business and tourism SMEs are a natural fit**

- E-business makes it easy for customers to research and book transportation, accommodation, tours, and other services on-line;
- E-business can help you manage your business more efficiently and effectively. E-business knows no geographic boundaries. Anyone in any country can access your business directly;
- The Internet and Web are great tools for marketing and promotion, especially when businesses join forces in sectoral groups or destinations;
- SMEs can communicate with each other (B2B) and do transactions on-line;
- The Internet helps SMEs manage customer relations (B2C) and keep customers informed of new products and services;
- On-line invoices and payments make for streamlined accounting.



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## 2. Canada Business

Here's where to start when you're researching courses, training, seminars, and other kinds of support for your business.

Canada Business is a network of centres which are the basic points of contact for information and programs for SMEs (from federal, provincial/territorial and local governments and partners).

### GET IN TOUCH

The easiest way is to phone the toll-free number. You will be connected to the centre in your province or territory.

Another good way is to go to the Web site. Click on the link to your province or territory (the provincial or territorial map at the bottom of the page).

<b>Telephone – Toll-free (information):</b>	1-888-576-4444
<b>Web:</b>	<a href="http://canadabusiness.ca">canadabusiness.ca</a>
<b>E-mail:</b>	<a href="mailto:cbsc@ic.gc.ca">cbsc@ic.gc.ca</a>

In person: Contact Canada Business to find a nearby office where you can consult the extensive library of publications, videos, and CD-ROMS. Canada Business works with business service organizations in 100s of communities to provide these resources.

For a full listing of coordinates for the provinces and territories (mailing address, phone, fax, toll-free, TTY for hearing impaired, e-mail, and Web site), consult the Web site above or Appendix A.

### PROGRAMS AND SERVICES

Canada Business is an excellent general source of information. The network delivers some programs themselves. They can direct you to other places that provide services.

1. Explain what you need. Enquire about e-business training and courses.
2. Staff know about all programs listed in other sections of this guide.
3. Some courses are designed for particular groups (rural businesses, women, youth, linguistic minorities, and aboriginal people). Ask about this possibility.
4. The following programs are widely available.
  - **Community Futures Development Corporations (CFDCs)** – the focus is on creating jobs outside major urban areas. CFDCs deliver technical and advisory services, loans, and other programs for entrepreneurs.
  - **Interactive Business Planner** – an on-line tool to draw up a business plan.

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- **On-line Small Business Workshop** – gives techniques and information for taking a business idea all the way from start up to financing and marketing.
  - **Info-Guides** – are brief overviews of services and programs, organized by topic, free of charge.
  - **Aboriginal Business Service Network** - provides information and resources to help entrepreneurs get access to capital and launch or develop businesses.
  - **E-Future Centres** - community-based resources and services to help entrepreneurs adopt new technologies, in the four Western provinces.
  - **Other services** - Some locations offer consultations with business counsellors on e-business subjects. Note: Canada Business never recommends one business over another and does not compete with the private sector.

**Cost:** Core services are free of charge. Other services carry a fee.

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### 3. Student Connections

Student Connections (SC) is a nation-wide training program for SMEs. The purpose is to teach small and medium-sized businesses about computers, the Internet and e-business.

Since SC started in 1996, more than 175,000 people have taken courses, workshops and one-on-one training sessions.

The courses are delivered by technology-savvy post-secondary students through 15 community colleges and universities.

The program works this way: Student Connections trains and employs Student Business Advisors to deliver customized, hands-on training and courses. The Business Advisors are advanced college and university students majoring in computer technology and business.

#### GET IN TOUCH

<b>Web site:</b>	<a href="http://www.studentconnections.ca">www.studentconnections.ca</a> Click on your province or territory to find the location nearest you.
<b>Toll-free phone:</b>	1-888-807-7777
<b>Telephone:</b>	613-957-8255
<b>Fax:</b>	613-954-5463
<b>E-mail:</b>	<a href="mailto:sc-ebb@accc.ca">sc-ebb@accc.ca</a>
<b>Mail:</b>	Student Connections, Industry Canada 235 Queen Street, Room 438 B, Ottawa, Ontario K1A 0H5

#### PROGRAMS AND SERVICES

**Internet courses** (partial list of subjects) - Internet Training, beginner to advanced, modules on: Computer Basics, Introduction to the Internet, Electronic Mail, Internet Applications and On-line Transactions.

**E-commerce First Step Services** (partial list of subjects) - Web site Planning, Web site Evaluation, Internet security, Creating E-newsletters, On-line Promotion, and Selling On-line.

**Student Connections Web site Planning** – consultations help businesses devise action plans for building a Web presence. Topics include: content and format, Web solution providers and Web marketing strategies. The Student Business advisor works with you to develop a blueprint for you to use when you hire a private company to build your Web site.

**Business presentations** – Student Connections can adapt to the needs of different kinds of SMEs and create seminars and presentations. This service is ideal for tourism groups and associations.

- Courses are short (most classes are just 2-3 hours long), so they are manageable for people who are busy running their businesses.
- Suitable for groups or individuals.
- Learning is hands-on with lots of practical experience.

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- There is a variety of courses and modules to choose from.
  - Student Connections can customize course content to suit your needs.

**Cost:** Costs vary, but in general are affordable. On average, SC training programs cost approximately \$25 per hour.

**Locations** Student Connections offices are in major cities. In some provinces there are satellite offices.

**Availability** Student Connections have the capacity to respond to increased demand and are enthusiastic about working with tourism businesses. Training sessions may take place at a client's place of work when that is most convenient.

\* Note: Student Connections does not compete with the private sector. On the contrary, the program aims to help businesses acquire the knowledge they need to make informed decisions when they hire private sector firms for their information technology needs.

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## 4. Regional Organizations

Four federal government organizations are dedicated to the business and economic needs of particular regions of Canada.

Their programs differ, sometimes considerably, because economic conditions vary from one region to the other.

Contact the organization in your region to find out if they offer e-business training, courses, workshops, and seminars. If not, enquire about funding that may be available to help defray the costs of training.

### **Atlantic Canada Opportunities Agency (ACOA)**

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ACOA recognizes tourism as a key economic sector in the four Atlantic provinces. This federal economic development agency works in partnership with provincial governments, tourism industry associations, and the private sector to deliver programs and services for tourism SMEs in Atlantic Canada.

#### **GET IN TOUCH**

<b>ACOA</b>	
<b>Web site:</b>	<a href="http://www.acoa-apeco.gc.ca">www.acoa-apeco.gc.ca</a>
<b>Toll-free Phones:</b>	
ACOA Head Office:	1-800-561-7862
New Brunswick:	1-800-561-4030
Prince Edward Island:	1-800-871-2596
Newfoundland and Labrador:	1-800-668-1010
Nova Scotia:	1-800-565-1228
Enterprise Cape Breton Corporation:	1-800-705-3926

#### **PROGRAMS AND SERVICES**

##### **1. Business Development Program**

This ACOA program consists of many different elements to meet the needs of entrepreneurs throughout the Atlantic region. There is assistance for infrastructure, marketing, preparing business plans, and skills training. Some services, such as the Women in Business Initiative, target specific groups.

Tourism SMEs may also be eligible for Seed Capital Program financing with loans for start-ups and expansions as well as business skills training and counselling.

For information on the Seed Capital Program, visit ACOA's Web site ([www.acoa.gc.ca/seed](http://www.acoa.gc.ca/seed)) or call Canada Business at 1-800-668-1010.

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## **2. TourismTechnology.com (Atlantic Canada only)**

This is a strategic partnership between the Tourism Atlantic branch of ACOA and the four Atlantic provincial industry associations. Research carried out by TourismTechnology.com has found that while a healthy 86% of tourism operators in Atlantic Canada have Web sites, many of the sites are not as effective as they could be.

In order to address this and other technology-related challenges, TourismTechnology.com provides:

### **▪ Basic services for tourism SMEs in Atlantic Canada**

Each provincial tourism industry association employs a full-time resource person who operates a help-desk during regular business hours. In addition to answering your questions, the resource person can provide a list of e-business consultants, with a proven track record, interested in working with tourism operators.

The emphasis is on training, seminars, and workshops, especially related to e-business, Web sites, and marketing.

### **▪ Training**

The Susan Sweeney Internet Marketing Boot Camp is an intensive two-day program for tourism operators to learn how the Internet can help their businesses grow. Some businesses that take part are eligible for funding to help pay the cost of a Web site upgrade and marketing advice.

### **▪ Workshops**

Pan-Atlantic Tourism Best Practices Workshops take place in all four Atlantic Provinces. Each workshop is a two-day course that covers everything you need to know about designing Web sites, planning, marketing, and e-business. Also, the workshops provide opportunities to meet with a facilitator and other valuable resources.

**To find out more about TourismTechnology.com services, consult the contacts at the end of the ACOA section.**

## **3. Innovation and Leadership Series**

The Innovation and Leadership Series 2005-2006 is a professional development program aimed at helping tourism owners and managers in New Brunswick improve their bottom line. The nine customized, full-day seminars bring tourism experts from across North America to New Brunswick to address the concerns of business. These include disciplines such as marketing, product development, business management, technology leadership, and research. The seminar leaders are available as personal business mentors and provide up to 1.5 hours of follow-up consultation to help participants apply what they have learned in their own businesses.

The Tourism Industry Association of New Brunswick (TIANB) delivers the Series in collaboration with its partners: the Department of Tourism and Parks, ACOA, the Canadian Tourism Commission, the Regional Development Corporation, and Training and Employment Development.

For more information, visit the Web site at [www.innovation-leadership.ca](http://www.innovation-leadership.ca) or contact TIANB at (506) 458-5646, toll-free at 1-800-668-5313, or by e-mail at [info@tianb.com](mailto:info@tianb.com).



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### Contacts for Tourism Technology.com

Web site:	<a href="http://www.tourismtechnology.com">www.tourismtechnology.com</a>
Main office:	Tourism Technology.com PO Box 2050 Charlottetown, Prince Edward Island C1A 7N7
Phone:	902-566-5008
Fax:	902-368-3605

### Contacts at the provincial tourism industry associations:

Prince Edward Island Kim Doyle 902-566-5008 <a href="mailto:kdoyle@tiapei.pe.ca">kdoyle@tiapei.pe.ca</a>	Nova Scotia Brian Hicks 902-496-7481 <a href="mailto:brian.hicks@tians.org">brian.hicks@tians.org</a>
Newfoundland and Labrador Craig Foley 709-722-2000 <a href="mailto:cfoley@hnl.ca">cfoley@hnl.ca</a>	New Brunswick Bernard Gauvin 506-344-0183 <a href="mailto:Bernard@tianb.com">Bernard@tianb.com</a>

### Canada Economic Development for Quebec Regions (CED)

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Canada Economic Development delivers programs and services through a network that covers fifteen regions of the province.

#### GET IN TOUCH

Web site at [www.dec-ced.gc.ca](http://www.dec-ced.gc.ca)

Click through to your region for regional coordinates and e-mail. Explain your needs and enquire about the programs listed below.

Head Office:	Tour de la Bourse 800 Victoria Square Suite 3800, PO Box 247 Montreal, Quebec H4Z 1E8
Phone:	514-283-6412
Fax:	514-283-3302

#### PROGRAMS AND SERVICES

1. The program **IDEA-SME** targets the SME sector. One of the key aims of this financial assistance program is to help SMEs move into e-business and make good use of information technologies.

While IDEA-SME does not offer courses, under some conditions it may provide funding for training and Web site development.

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The most important qualification is that training fits with a business's strategic plan for growth. (Training to help businesses cope with immediate needs is not eligible for funding).

Funding for training may be delivered through one of the province's fifteen regional tourism associations. Groups and sectoral associations are eligible for financial support for activities such as seminars and workshops if the training is part of a group's strategic plan.

2. The national **Community Futures Program** is an umbrella for local economic development programs in urban and rural areas of the province.

Tourism operators may be able to take advantage of services offered by Community Futures Development Corporations, Community Economic Development Corporations, and Business Development Centres.

## **FedNor**

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FedNor is a federal regional development organization serving northern, eastern and rural Ontario. FedNor works with a variety of partners to help create an environment in which communities can thrive and businesses can grow.

To stimulate higher levels of tourism activity and tourism revenues, FedNor supports the tourism industry through infrastructure development, marketing and promotions, product development, training and education.

### **GET IN TOUCH**

Web site:	<a href="http://fednor.ic.gc.ca">fednor.ic.gc.ca</a>
Toll-free Phone:	1-877-333-6673

### **PROGRAMS AND SERVICES**

Take the time to explore FedNor's Web site for information and links to the organization's many programs. In addition, these two programs are of special interest to tourism SMEs.

#### **1. TourismKeys.ca**

This is a business training program for SMEs, developed with support from FedNor, the Canadian Tourism Commission, Ontario Tourism Marketing Partnership Corporation, and the Rainbow Country Tourism Association. It is an intensive course that covers all the bases to give tourism SMEs an excellent understanding of important subjects such as effective marketing tools, newsletters, data management, how search engines work and how to maximize their effectiveness.

To learn more about the course and to take an on-line tutorial, visit the first Web site below.

Information about future courses and workshops is available from the second site below.

[www.tourismkeys.ca/tutorials.htm](http://www.tourismkeys.ca/tutorials.htm)  
[www.tourismkeys.ca](http://www.tourismkeys.ca)

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## 2. Community Futures Program

Funded by Industry Canada through FedNor, the Community Futures Program (CF) supports 61 Community Futures Development Corporations (CFDCs) throughout northern, eastern, and rural Ontario. These community-based, not-for-profit organizations deliver a wide variety of programs supporting community economic development and small business growth.

For information about programs such as repayable financing, business-related services for SMEs, and strategic community planning, call toll-free 1-877-333-6673. Or visit one of these sites:

[cfdc-ontario.ig.gc.ca](http://cfdc-ontario.ig.gc.ca)  
[www.fednor.ig.gc.ca](http://www.fednor.ig.gc.ca)

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## Western Economic Diversification Canada (WD)

WD offers a variety of programs and services for SMEs and entrepreneurs in the four western provinces. All business services are delivered through the Western Canada Business Service Network.

The Network includes more than 100 points of service in most rural and urban centres in the West. Canada Business (mentioned earlier) is connected to the network.

Programs such as Community Futures Development Corporations, Women's Enterprise Initiative (WEI), and Francophone Economic Development Organizations operate within the Network and offer some courses and seminars for business owners.

### GET IN TOUCH

Web site at [www.wd.gc.ca](http://www.wd.gc.ca)

Click on Western Canada's Business Service Network on the left margin.

You will see a listing of the major programs. Click on the program of your choice: Community Futures Development Corporations, Canada Business Service Centres, Women's Enterprise Initiatives, Francophone Economic Development Organizations, and Western Economic Diversification regional offices.

Or click on **Business Service Database**. Type in the name of your town. Then click on your province. A full listing of coordinates for all services will appear. You may then phone or contact the program that interests you to enquire about courses and other training services.

Toll-free Phone: 1-888-338-9378

WD offices, mailing addresses, phone and fax numbers:

### **WD British Columbia**

**Vancouver**  
700 - 333 Seymour Street  
Vancouver, BC V6B 5G9  
Phone: (604) 666-6256  
Fax: (604) 666-2353

### **WD Alberta**

**Edmonton**  
Suite 1500, Canada Place  
9700 Jasper Avenue  
Edmonton, AB T5J 4H7  
Phone: (780) 495-4164  
Fax: (780) 495-4557

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**Calgary**

Suite 400, 639 5th  
Avenue SW  
Calgary, AB T2P 0M9  
Phone: (403) 292-5458  
Fax: (403) 292-5487

**WD Saskatchewan****Saskatoon**

P.O. Box 2025  
Suite 601, 119 4th  
Avenue South  
Saskatoon, SK S7K 3S7  
Phone: (306) 975-4373  
Fax: (306) 975-5484

**Regina**

First floor, 1925 Rose  
Street  
Regina, SK S4P 3P1  
Phone: (306) 780-8080  
Fax: (306) 780-8310

**WD Manitoba****Winnipeg**

P.O. Box 777  
Suite 712, The Cargill Building  
240 Graham Avenue  
Winnipeg, MB R3C 2L4  
Phone: (204) 983-4472  
Fax: (204) 983-3852

**WD Ottawa****Head Office**

Gillin Building  
141 Laurier Avenue West  
Suite 500  
Ottawa, ON K1P 5J3  
Phone: (613) 952-2768  
Fax: (613) 952-9384

**PROGRAMS AND SERVICES**

- 1. Community Futures Development Corporations (CFDCs)** offer a range of business counselling and training services for rural SMEs.
- 2. Women's Enterprise Initiative (WEI)** sponsors business training, mentoring, financing, and other programs for women entrepreneurs.
- 3. Francophone Economic Development Organizations (FEDOS)** These independent organizations support francophone entrepreneurs with training, mentoring, networking, marketing advice, and information services.
- 4. E-business Centres** help SMEs adopt Internet technologies and get affordable training. They sponsor workshops, courses and activities in major cities and smaller centres. The Pan-Western E-Business Team includes:
  - Manitoba E-Future Centre, Winnipeg
  - Saskatchewan E-Future Centre, Saskatoon
  - Alberta E-Future Centre, Edmonton
  - e-Business Connection (eBC), Vancouver

For more information, consult these Web sites:

[www.e-future.ca](http://www.e-future.ca)

[www.e-future.ca/alberta/about/pan-western.asp](http://www.e-future.ca/alberta/about/pan-western.asp)

[www.e-bc.ca/home.asp](http://www.e-bc.ca/home.asp)

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## 5. Canadian Heritage Information Network (CHIN)

The department of Canadian Heritage has programs for heritage and cultural **not-for-profit** institutions – and some tourism SMEs are eligible.

The main program of interest is the Canadian Heritage Information Network, also called CHIN. CHIN offers financial support for Internet access and training for its members.

Membership in CHIN is free. Museums, galleries, botanical gardens, and many other institutions – *as long as they are not-for-profit* - are eligible to join the network that now includes more than 1200 members.

### GET IN TOUCH

<b>Web site:</b>	<a href="http://www.chin.gc.ca">www.chin.gc.ca</a>
<b>Help desk:</b>	<a href="mailto:service@chin.gc.ca">service@chin.gc.ca</a>
<b>Phone:</b>	(819) 994-1200 1-800-520-2446 (toll free)
<b>By mail:</b>	CHIN, 15 Eddy Street, 4th Floor, Gatineau, QC K1A 0M5

### SERVICES

1. Internet access and training: CHIN reimburses members for expenses related to training and Internet support.
2. The Help Desk line provides expert technical support.
3. Training seminars allow members to upgrade skills and knowledge.
4. Marketing initiatives raise the profile of cultural and heritage attractions on Web sites in Canada and abroad.
5. Members may take part in programs aimed at potential visitors and clients. These include the Virtual Museum of Canada (VMC) and Community Memories Program.



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## 6. Community Access Program (CAP)

This program provides public access to computers and the Internet to all residents of Canada, no matter where they live. There are 1000s of CAP locations, in cities, towns and rural areas, at schools, libraries, community centres and other public places.

More than just computer access, CAP offers basic and advanced training in computer skills and use of the Internet.

CAP is open to everyone, including tourism business people.

### GET IN TOUCH

Web site: [cap.ic.gc.ca](http://cap.ic.gc.ca)

Go to the Web site, choose **Contact Us** and go to the **Regional Contact** for your area.

When you phone, write or e-mail for information, give your **postal code** so that the office can direct you to the nearest CAP location.

Or refer to the **Regional Contacts** listed below.

### PROGRAMS AND SERVICES

1. Services vary from location to location.
2. All provide at least basic computer and Internet training.
3. Some provide advanced training, for a fee.
4. Because there are so many CAP locations (more than 900 in Ontario alone), there's a good chance of finding a CAP location with the training you seek. To find CAP offices near you, contact the regional office.

### REGIONAL CONTACTS

#### British Columbia & Yukon

Paulo Eusebio, Regional Manager  
Industry Canada  
318-816 Government Street  
Victoria, British Columbia V8W 1W9  
Phone: (250) 363-0403  
Fax: (250) 363-0208  
E-mail: [eusebio.paulo@ic.gc.ca](mailto:eusebio.paulo@ic.gc.ca)

#### Alberta & Northwest Territories

Mariel Perrin, CAP Manager,  
Alberta/NWT  
Suite 725, Canada Place  
9700 Jasper Ave.  
Edmonton, AB T5J 4C3  
Phone: (780) 495-5723  
Cell: (780) 717-9984  
Fax: (780) 495-6501  
E-mail: [perrin.mariel@ic.gc.ca](mailto:perrin.mariel@ic.gc.ca)

#### Saskatchewan

Ron Tonita, Saskatchewan CAP  
Coordinator, Industry Canada  
600-1945 Hamilton Street  
Regina, Saskatchewan S4P 2C7  
Tel: (306) 780-5009  
Fax: (306) 780-6506  
E-mail: [tonita.ron@ic.gc.ca](mailto:tonita.ron@ic.gc.ca)

#### Manitoba & Nunavut

Ghislaine Beaulieu, CAP  
Coordinator/Manitoba and Nunavut  
Industry Canada  
4th Floor - 400 St. Mary Avenue  
Winnipeg, Manitoba R3C 4K5  
Phone: (204) 984-6808  
Fax: (204) 984-2658  
E-mail: [beaulieu.ghislaine@ic.gc.ca](mailto:beaulieu.ghislaine@ic.gc.ca)

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### **Ontario**

Lise Beauchamp-Gauthier, Regional  
Manager, Industry Canada  
320 Harwood Avenue South  
South Ajax, Ontario L1S 2J1  
Phone: (905) 428-2887  
Fax: (905) 428-8722  
E-mail: [cap-pac.ont@ic.gc.ca](mailto:cap-pac.ont@ic.gc.ca)

### **Quebec**

Robert Delorme, Industrial  
Development Councillor, Industry  
Canada  
2665 King Ouest, Bureau 600  
Sherbrooke, Quebec J1L 1C1  
Phone : (819) 564-5540  
Fax : (819) 564-5541  
E-mail : [Delorme.Robert@ic.gc.ca](mailto:Delorme.Robert@ic.gc.ca)  
Toll Free : 1-888-237-3037 (outside  
Montréal)

### **Newfoundland and Labrador**

Dawn Lemessurier, Commerce Officer,  
Partnering and Outreach  
Industry Canada  
P.O. Box 8950  
10th Floor, 10 Barter's Hill  
St-John's, Newfoundland and Labrador  
A1B 3R9  
Phone: (709) 772-6748  
Fax: (709) 772-5093  
E-mail: [lemessurier.dawn@ic.gc.ca](mailto:lemessurier.dawn@ic.gc.ca)

### **New Brunswick**

Paul Patterson, Commerce Officer,  
Partnering and Outreach  
Industry Canada  
Unit 103, 1045 Main Street  
Moncton, New Brunswick E3B 5H1  
Phone: (506) 851-6487  
Fax: (506) 851-6429  
E-mail: [patterson.paul@ic.gc.ca](mailto:patterson.paul@ic.gc.ca)

### **Nova Scotia**

Raymond Provencher, Commerce  
Officer, Partnering and Outreach  
Industry Canada  
P.O. Box 940, Station M  
Suite 1605, Maritime Centre  
1505 Barrington Street  
Halifax, Nova Scotia B3J 2V9  
Phone: (902) 426-9905  
Fax: (902) 426-2615  
E-mail: [provencher.raymond@ic.gc.ca](mailto:provencher.raymond@ic.gc.ca)

### **Prince Edward Island**

Tim Wartman, Commerce Officer,  
Partnering and Outreach  
Industry Canada  
P.O. Box 40  
Royal Bank Building  
100 Sydney Street  
Charlottetown, Prince Edward Island  
C1A 7K2  
Phone: (902) 368-0500  
Fax: (902) 566-7098  
E-mail: [wartman.tim@ic.gc.ca](mailto:wartman.tim@ic.gc.ca)

### **CAP National Headquarters**

155 Queen Street  
7th Floor  
Ottawa Ontario  
K1A 0H5  
Fax : (613) 952-8711  
Phone : 1-800-575-9200  
TTY : 1-800-465-7735  
E-mail: [comaccess@ic.gc.ca](mailto:comaccess@ic.gc.ca)



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## 7. Aboriginal Business Canada

Aboriginal Business Canada (ABC) helps entrepreneurs start new enterprises, expand their existing businesses, and improve business practices. Tourism is one of ABC's key business sectors.

Although ABC does not provide training, there may be support for training activities under certain circumstances.

ABC has offices in all provinces and territories.

### **GET IN TOUCH**

#### Web sites

[www.abc-eac.ic.gc.ca](http://www.abc-eac.ic.gc.ca)

[strategis.ic.gc.ca/epic/internet/inabc-eac.nsf/en/home](http://strategis.ic.gc.ca/epic/internet/inabc-eac.nsf/en/home)

Once you enter, follow the menu on the left margin and click on **About Us**. On the drop down menu, click **Office Locations**. A map of Canada will appear. Click on the appropriate location to find the office near you.

<b>Or contact head office:</b>	Aboriginal Business Canada Floor 1, West Tower, 235 Queen Street Ottawa, ON K1A 0H5
<b>Phone:</b>	613-954-4064
<b>Fax:</b>	613-957-7010

### **PROGRAMS AND SERVICES**

Non-repayable contributions towards eligible costs for start-ups and established businesses are the main service. There may be financial support for training when such training is needed to achieve goals such as market expansion and innovation, as identified in the business plan.

Enquire to find out if your tourism business is eligible.



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## 8. **Strategis and ebiz.enable**

[strategis.ic.gc.ca](http://strategis.ic.gc.ca)

This is the business and consumer Web site maintained by Industry Canada.

Go on-line and look over the Subjects and Strategis Guides on the left margin. Choose the guide “Using Electronic Commerce.” It provides links to other sites including ebiz.enable.

“ebiz.enable” is a portal, a gateway to information. Take your time to explore to see what it offers. There is useful information about the benefits of e-commerce, how to implement e-business, how to choose an Internet Service Provider (ISP), and other resources.



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## 9. Conclusion

The power of e-business, the Internet, and computer technologies has truly opened up a world of possibilities to the tourism industry. With just a click of the mouse, you can have access to new customers, in any city, country or continent. But it is up to every tourism business to make the connection.

That is why we have brought together this guide to government of Canada resources for courses and training in computers, the Internet and e-business.

Whatever your level of expertise, there is something here for you:

*For beginners, there are courses in computer, Internet and e-business basics.*

*If you want to improve your skills, there are courses in marketing, writing electronic newsletters, and Web site design.*

*And if you are well on your way to maximizing the potential of e-business, you may be interested in seminars and workshops.*

This guide provides the general information and the Web sites, e-mails, addresses and phone numbers. But it is up to you to make contact and find the course that suits you and your business needs.

The Canadian Tourism Commission is dedicated to working on behalf of small and medium-sized businesses to help them achieve their potential. The success of SMEs is essential to creating a vibrant and profitable tourism industry in Canada.



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## **10. Contacts: Web sites and Phone numbers**

### **Aboriginal Business Canada (ABC)**

<http://abc-eac.ic.gc.ca>

1-613-954-4064 (head office)

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### **Atlantic Canada Opportunities Agency (ACOA)**

<http://www.acoa-apeco.gc.ca>

1-800-561-7862 (head office)

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### **Canada Business**

<http://CanadaBusiness.ca>

1-888-576-4444 (toll-free information)

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### **Canada Economic Development for Quebec Regions (CED)**

<http://www.dec-ced.gc.ca/>

1-514-283-6412 (head office)

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### **Canadian Heritage Information Network (CHIN)**

<http://www.chin.gc.ca/>

1-800-520-2446

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### **Community Access Program (CAP)**

<http://cap.ic.gc.ca/>

1-800-575-9200

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### **FedNor**

<http://fednor.ic.gc.ca>

1-877-333-6673 (toll-free information)

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### **Strategis and e.bizenable**

<http://strategis.ic.gc.ca>

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### **Student Connections**

<http://www.studentconnections.ca/>

1-888-807-7777 (toll-free information)

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### **Western Economic Diversification (WD)**

<http://www.wd.gc.ca/>

1-888-338-9378 (toll-free information)

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## 11. Appendix A: Canada Business Centres

### **Alberta**

#### **The Business Link Business Service Centre**

Suite 100, 10237-104 Street NW  
Edmonton, Alberta T5J 1B1  
Tel: (780) 422-7722  
Toll Free: 1-800-272-9675  
Fax: (780) 422-0055  
TTY – Toll Free for the Hearing Impaired: 1-800-457-8466  
Internet: [www.cbosc.org/alberta](http://www.cbosc.org/alberta)  
E-mail: [buslink@cbosc.ic.gc.ca](mailto:buslink@cbosc.ic.gc.ca)

#### **Small Business BC**

601 West Cordova Street  
Vancouver, British Columbia V6B 1G1  
Tel.: (604) 775-5525  
Toll Free: 1-800-667-2272 (B.C. region only)  
TTY – Toll Free for the Hearing Impaired: 1-800-457-8466  
Fax: (604) 775-5520  
Internet: [www.smallbusinessbc.ca](http://www.smallbusinessbc.ca)  
Business Questions: [askus@smallbusinessbc.ca](mailto:askus@smallbusinessbc.ca)  
Web site Comments: [comments@smallbusinessbc.ca](mailto:comments@smallbusinessbc.ca)

### **Manitoba**

#### **Canada/Manitoba Business Service Centre**

250 - 240 Graham Avenue  
P.O. Box 2609  
Winnipeg, Manitoba R3C 4B3  
Tel.: (204) 984-2272  
Toll Free: 1-800-665-2019  
Fax: (204) 983-3852  
TTY – Toll Free for the Hearing Impaired: 1-800-457-8466  
Internet: [www.cbosc.org/manitoba](http://www.cbosc.org/manitoba)  
E-mail: [manitoba@cbosc.ic.gc.ca](mailto:manitoba@cbosc.ic.gc.ca)

#### **Canada/New Brunswick Business Service Centre**

570 Queen Street  
Fredericton, New Brunswick E3B 6Z6  
Tel.: (506) 444-6140  
Toll Free: 1-800-668-1010 (Atlantic region only)  
Fax: (506) 444-6172  
Hearing Impaired only TTY: (506) 444-6166  
TTY – Toll Free for the Hearing Impaired: 1-800-457-8466  
Internet: [www.cbosc.org/nb](http://www.cbosc.org/nb)  
E-mail: [cboscnb@cbosc.ic.gc.ca](mailto:cboscnb@cbosc.ic.gc.ca)

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**Canada/Newfoundland and Labrador Business Service Centre**

90 O'Leary Avenue

P.O. Box 8687

St. John's, Newfoundland and Labrador A1B 3T1

Tel.: (709) 772-6022

Toll Free: 1-800-668-1010 (Atlantic region only)

TTY – Toll Free for the Hearing Impaired: 1-800-457-8466

Fax: (709) 772-6090

Internet: [www.cbosc.org/nf](http://www.cbosc.org/nf)

E-mail: [info@cbosc.ic.gc.ca](mailto:info@cbosc.ic.gc.ca)

**Northwest Territories**

**Canada/Northwest Territories Business Service Centre**

701 - 5201 50th Avenue

Yellowknife, NT X1A 3S9

Tel.: (867) 873-7958

Toll Free: 1-800-661-0599

TTY – Toll Free for the Hearing Impaired: 1-800-457-8466

Fax: (867) 873-0573

Internet: [www.cbosc.org/nwt](http://www.cbosc.org/nwt)

E-mail: [yel@cbosc.ic.gc.ca](mailto:yel@cbosc.ic.gc.ca)

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## **Nova Scotia**

### **Canada/Nova Scotia Business Service Centre**

1575 Brunswick Street

Halifax, Nova Scotia B3J 2G1

Tel.: (902) 426-8604

Toll Free: 1-800-668-1010 (Atlantic region only)

Fax: (902) 426-6530

Hearing Impaired only TTY: (902) 426-4188

TTY – Toll Free for the Hearing Impaired: 1-800-457-8466

Internet: [www.cbsc.org/ns](http://www.cbsc.org/ns)

E-mail: [halifax@cbsc.ic.gc.ca](mailto:halifax@cbsc.ic.gc.ca)

## **Nunavut**

### **Canada-Nunavut Business Service Centre**

Toll Free Phone: 1-877-499-5199

Toll Free Fax: 1-877-499-5299

TTY – Toll Free for the Hearing Impaired: 1-800-457-8466

Web site: [www.cbsc.org/nunavut](http://www.cbsc.org/nunavut)

E-mail: [cnbsc@gov.nu.ca](mailto:cnbsc@gov.nu.ca)

### **Inuksugait Plaza**

P.O. Box 1000, Station 1198

Iqaluit, Nunavut X0A 0H0

Tel.: (867) 975-7860

Fax: (867) 975-7885

### **Siniktarvik Building**

Bag 002

Rankin Inlet, Nunavut X0C 0G0

Tel.: (867) 645-5067

Fax: (867) 645-2346

### **Hamlet of Cambridge Bay**

Box 16

Cambridge Bay, Nunavut X0B 0C0

Tel.: (867) 983-2337

Fax: (867) 983-2193

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## **Ontario**

### **Canada-Ontario Business Service Centre**

Toronto, Ontario M5C 2W7

Tel.: (416) 775-3456

Toll Free: 1-800-567-2345

Fax: (416) 954-8597

TTY – Toll Free for the Hearing Impaired: 1-800-457-8466

Internet: [www.cbosc.org/ontario](http://www.cbosc.org/ontario)

E-mail: [ontario@cbosc.ic.gc.ca](mailto:ontario@cbosc.ic.gc.ca)

## **Prince Edward Island**

### **Canada/Prince Edward Island Business Service Centre**

75 Fitzroy Street

P.O. Box 40

Charlottetown, Prince Edward Island C1A 7K2

Tel.: (902) 368-0771

Toll Free: 1-800-668-1010 (Atlantic region only)

TTY – Toll Free for the Hearing Impaired: 1-800-457-8466

Fax: (902) 566-7377

Internet: [www.cbosc.org/pei](http://www.cbosc.org/pei)

E-mail: [pei@cbosc.ic.gc.ca](mailto:pei@cbosc.ic.gc.ca)

## **Quebec**

### **Info entreprises**

380 St-Antoine West local 6000

Montreal, Quebec H2Y 3X7

Tel.: (514) 496-INFO (4636)

Toll Free: 1-800-322-INFO (4636)

Fax: (514) 496-5934

Toll-free Fax: 1-888-417-0442

TTY – Toll Free for the Hearing Impaired: 1-800-457-8466

Web site: [www.infoentrepreneurs.org](http://www.infoentrepreneurs.org)

E-mail: [infoentrepreneurs@cbosc.ic.gc.ca](mailto:infoentrepreneurs@cbosc.ic.gc.ca)

## **Saskatchewan**

### **Canada/Saskatchewan Business Service Centre**

#2 - 345 Third Avenue South

Saskatoon, Saskatchewan S7K 1M6

Tel.: (306) 956-2323

Toll Free: 1-800-667-4374

Fax: (306) 956-2328

TTY – Toll Free for the Hearing Impaired: 1-800-457-8466

Internet: [www.cbosc.org/sask](http://www.cbosc.org/sask)

E-mail: [saskatchewan@cbosc.ic.gc.ca](mailto:saskatchewan@cbosc.ic.gc.ca)

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## **Yukon**

### **Canada/Yukon Business Service Centre**

Suite 101 - 307 Jarvis Street

Whitehorse, Yukon Y1A 2H3

Tel.: (867) 633-6257

Toll Free: 1-800-661-0543

Fax: (867) 667-2001

TTY – Toll Free for the Hearing Impaired: 1-800-457-8466

Internet: [www.cbsc.org/yukon](http://www.cbsc.org/yukon)

E-mail: [yukon@cbsc.ic.gc.ca](mailto:yukon@cbsc.ic.gc.ca)