



Demonstrating Quality in Tourism Training

SMART Accreditation is Canada's national tourism training standard

Developed in conjunction with businesses, educators and government departments, Tourism HR Canada's SMART Accreditation Program is Canada's first and only national recognition model for tourism training programs.

Using flexible, industry-aligned criteria, SMART Accreditation recognizes exceptional learning programs.

SMART Accreditation— for today and tomorrow

Canada's tourism labour market is evolving rapidly. Sector spending is expected to increase by \$100 billion by 2035, yet a large number of retirements and high rates of turnover are expected to create shortages of skilled workers.

To address this challenge, the tourism sector must further professionalize itself by preparing competent, job-ready workers. Canada's colleges, universities and training institutions—the organizations that recruit learners and teach to professional standards—play an increasingly important role in sustaining the industry's growth. They must achieve, and be recognized for, the highest standards of professional development.

They must get SMART Accredited.

SMART Accreditation helps you stand out

In today's competitive recruitment market, attracting top-quality, committed learners is harder than ever. SMART Accreditation is a clear market differentiator for institutions with tourism training programs.

SMART Accreditation attracts the best and most-qualified learners from across Canada and across the world, giving them the confidence that your program has important links to industry, and helps develop adaptable and skilled tourism professionals.

Ted Rogers School of Hospitality and Tourism Management is SMART Accredited



This accreditation reaffirms our school's commitment to providing the education and experience to empower our students to be nimble and agile business leaders in today's fast-paced tourism economy.

— Frederic Dimanche, Director of the
Ted Rogers School of Hospitality and
Tourism Management



What does SMART mean?

SMART Accreditation recognizes quality. Is your tourism training program:

Standards-based

Does it evaluate program success against industry-aligned standards?

Measurable

Does it use indicators to assess defined training expectations?

Adaptable

Does it ensure curricula remain current?

Responsive

Does it react to labour-market needs?

Tourism-focused

Does it provide relevant education and training?

If so, SMART Accreditation may be within reach. **Apply today.**

SMART Accreditation is flexible

Any institution in Canada that delivers a tourism training program is eligible for SMART Accreditation. Programs can earn the SMART designation by demonstrating their adherence to a series of descriptive criteria. You have the flexibility to choose which proof points you wish to use to illustrate program excellence.

Those programs that meet a baseline set of criteria will earn SMART Accreditation; those that exceed those criteria may earn the SMART + Premium designation.

SMART values your unique program structure.

SMART: A new professional standard

SMART Accreditation is the new gold standard for those institutions that deliver tourism-training curricula. It is proof positive of your organization's commitment to providing the highest standards of programming in the country, and a clear tool to help differentiate your organization as a leading training provider.

Learn more by contacting Tourism HR Canada at Accreditation@TourismHR.ca or apply today.

Built by tourism experts for tourism excellence

Tourism HR Canada is a national, non-profit organization that works to identify and address labour market issues within the Canadian tourism sector. SMART Accreditation is one of the many tools that works to improve the quality and mobility of the tourism workforce, and supply tourism businesses with the market intelligence they need to address resource challenges.

Learn more at TourismHR.ca