



**Human Resource Module to the Canadian TSA:
Role as information source and
as instrument for training adjustment.**

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outline

- Human Resource Module - Background
 - What, why, when
- Applications
- Looking Ahead



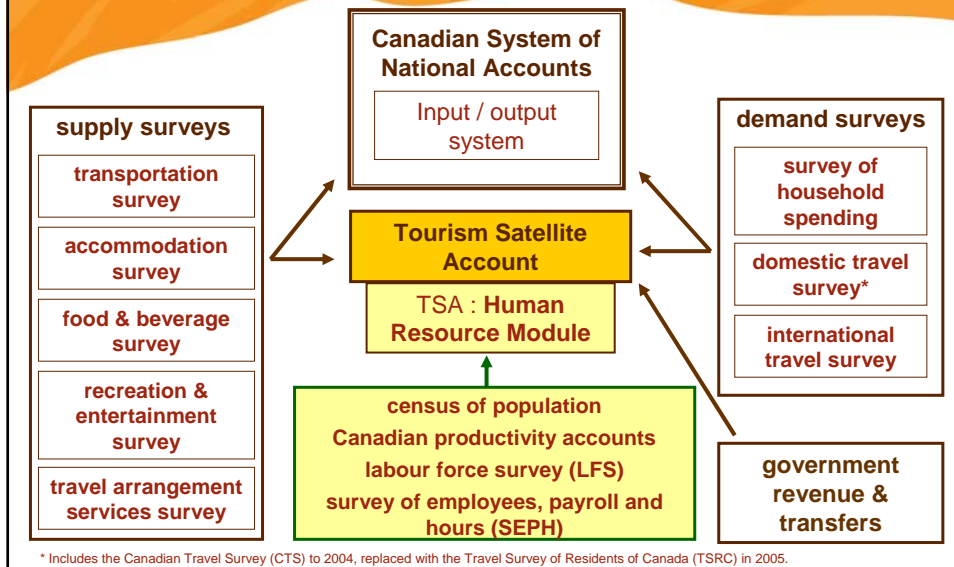
the Human Resource Module to the Canadian TSA

background

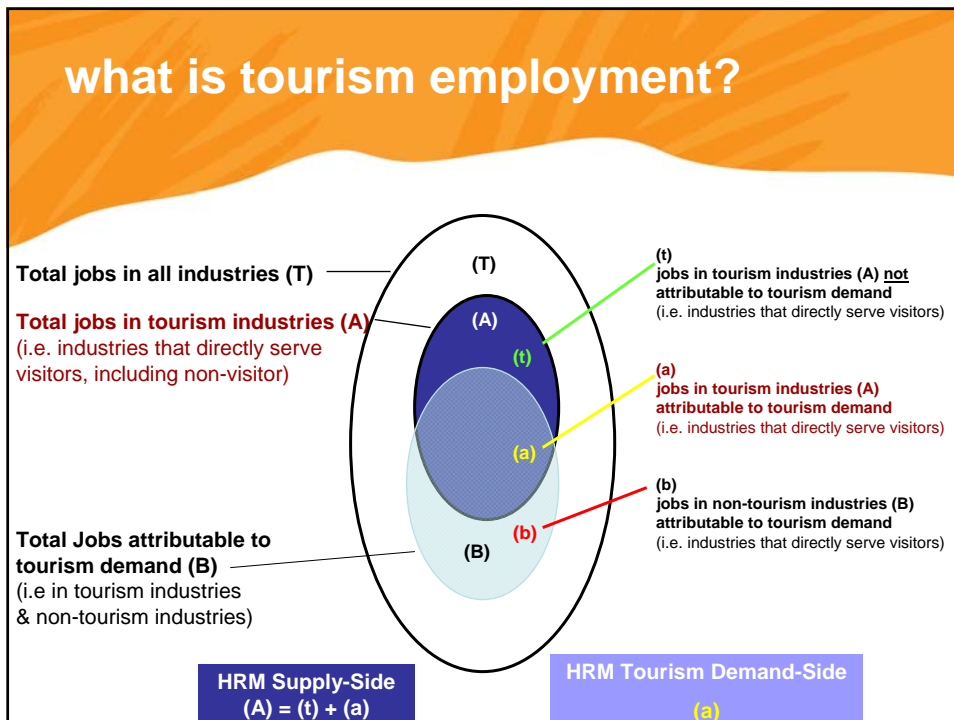
what is the Human Resource Module to the Canadian TSA (HRM)?

- A separate Tourism Labour Force Account linked to the TSA
- Developed in partnership between
 - Statistics Canada
 - Canadian Tourism Human Resource Council (CTHRC)
 - Canadian Tourism Commission (CTC)
- Extension of the Canadian TSA
 - Same definitions and concepts
 - Data readily comparable to
 - Canadian TSA data
 - National Tourism Indicators (NTI) quarterly/annual data,
 - Benchmarked to the TSA
 - Canadian SNA data

the HRM is new extension to an integrated system of tourism statistics



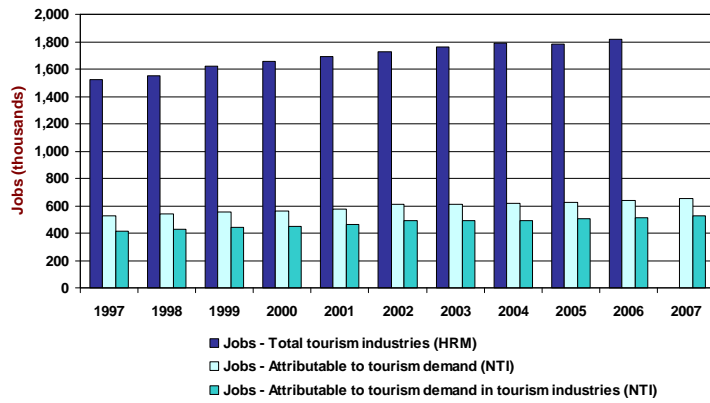
what is tourism employment?



Jobs in Tourism Industries: 28% attributable to tourism demand (2006)

Jobs Attributable to tourism demand: 80% in tourism Industries

**Total jobs in tourism industries
versus jobs attributable to tourism demand
1997-2006**



Source: Statistics Canada, National Tourism Indicators, Human Resource Module update to 2006

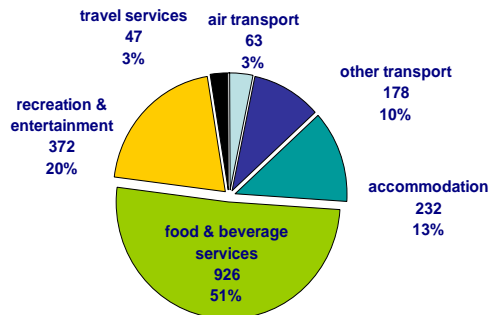
what information does the HRM provide?

**Distribution of jobs in tourism industries, Canada,
2006
(000's)**

Five aggregated industry groups

(29 industries at 4-digit 1997 NAICS)

1. Transportation (air, other)
2. Accommodation
3. Food & Beverage Services
4. Recreation & Entertainment
5. Travel Services



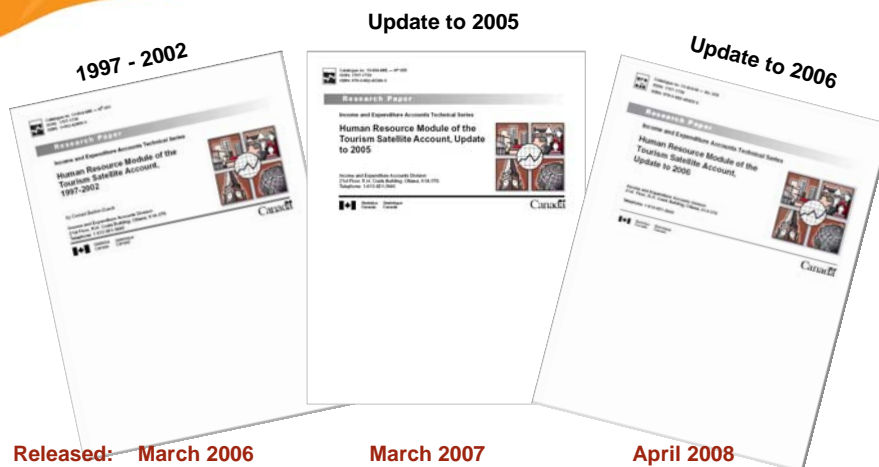
what information does the HRM provide?

Detailed information coverage:

1. Number of employee jobs (employee & self-employed), FT and PT
2. Hours worked
3. Labour Compensation
4. By occupation for employees (NOC-S 2006) & demographics:
 - i. Gender
 - ii. Age Groups
 - iii. Immigrant status



when was the HRM released?



why does the HRM matter?

1. Compatible and comparable to TSA, NTI and CSNA
2. Credible, coherent and consistent definitions and measures of tourism jobs and related data
3. Reconcile and clarifies two distinct views
 - demand and supply sides.
4. Benchmark data & conceptual framework serve as foundation to related statistical applications
5. Time series



the Human Resource Module to the Canadian TSA

applications



what are applications of the HRM?

1. Informs
 1. Industry stakeholders
 2. Policy makers – Industry Canada, Service Canada, HRSDC, OECD
 3. Accountability – CTC, CTHRC
 4. Benchmarking - compensation studies
2. Productivity analysis
3. Benchmarking & Conceptual framework to tourism human resource management models
 - Instrument to adjust training programs

3. instrument to adjust training programs

- Canadian Tourism Human Resource Council (CTHRC)
 - facilitates HR development and collects Labour Market Information for the Canadian tourism industry.
- Current tourism labour context:
 - Recent narrowing of the gap between tourism labour supply & demand
 - Growing **long-term imbalance between labour demand and labour supply**, resulting from continued growth in tourism G&S and the combined effect of lower fertility rates and an aging baby boomer population.
- Tool required to effectively deliver programs targeted to sectors most vulnerable to labour shortage...

3. instrument to adjust training programs

Tourism Labour Supply and Demand Projections Model

- Developed by the **Conference Board of Canada (CBoC)** for the **CTHRC**
- Macroeconomic model
 - to analyze labour demand and supply in tourism industries; and
 - to forecast potential shortage or surpluses on an industry group and occupational basis at both provincial/territorial and national levels.
- Completed in 2008

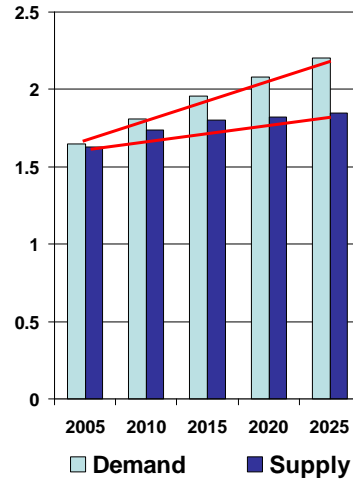
*A project manager's job is to look forward
with consistent glances behind"*
(Andrew Gemino, Segal Business School)

3. characteristics of the Tourism Labour Supply and Demand Projections Model

- Integrate information from the HRM in two ways:
 - The HRM **Conceptual Framework** serves as foundation to the model, incorporating the same industries, demographics and occupational details and applies it to the provincial level
 - HRM data serve as **Benchmark** to project future supply and demand levels.
- Integrates NTI demand data for tourism G&S
- Forecasts produced by the CBoC.
- Imputation procedure allocates HRM employment data to provinces, by industry and occupations.

results of potential labour shortage

- Growing tourism labour supply and demand imbalance/gap
- Potential labour shortage of 348,000 jobs by 2025
- Most in Food & Beverage industry
- Surplus in Travel Services



Source: 2008 Results, CTHRC's Tourism Labour Supply/Demand Projections Model

forecasted labour demand and occupational shortage

potential labour demand in Canadian tourism sector 2005-25

Industry groups	Jobs - 2006	Jobs 2025	change
Accommodation	228	294	29%
Food & Beverage services	837	1162	39%
Recreation and entertainment	304	387	27%
Transportation	238	301	26%
Travel services	45	59	29%

Top 5 potential Occupational shortage 2005 -2025

1. Food counter attendants & kitchen helpers *
2. Food & beverage servers *
3. Cooks *
4. Bartenders *
5. Restaurant & food service managers

* Figures combine labour shortages in food & beverage and accommodation industries

Source: Labor Shortages in Canada's Tourism Sector: Draft Report, CBoC, 2008

policy relevance of the Tourism Labour Supply and Demand Projections Model

Clarifies the dynamics of the tourism labour market:

1. How is demand for workers in tourism going to change in the next five years?
2. How is the supply of workers going to change in the next five years (also ten, fifteen, twenty or twenty-five years)?
3. Is retirement a major issue for the tourism sector?
4. Can the supply of tourism workers be increased by improving productivity?
5. Is targeted immigration a solution for lower skilled occupations?
6. Can the supply of tourism workers be increased by improving wage rates?

policy relevance of the Tourism Labour Supply and Demand Projections Model

The model reveals a precise and in-depth view of current trends, situations and outlook within the tourism sector

- that is relevant to human resource issues and
- that assists the Canadian tourism industry in facilitating the delivery of **training adjustment** programs and **policies** to effectively address HR issues.



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looking ahead

potential and future work

- Use of compensation data by **Immigration Canada** on policies related to immigration and **temporary foreign worker permits**
- Inputs to Statistics Canada and Human Resources and Skills Development Canada review and update of the **2011 National Occupational Classification System(s)**
 - in particular suggested changes to promote consistent treatment of management and supervisory positions across all tourism industry groups
 - suggested new occupational categories for meeting & convention planners and managers
- Development of quarterly NRI HRM Indicators

conclusion

- HRM - A new tool available to monitor trends and address issues in the tourism labour market.
- Offers an authoritative, credible, coherent and consistent definitions and measures of tourism jobs to inform and to set foundation to develop other statistical applications.
- It is an effective instrument to reveal a precise and in-depth view of current trends, situations and outlook within the tourism sector, which can assist adjust training programs for the tourism sector.

thank you
merci

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