



HOSPITALITY & TOURISM FUTURE SKILLS

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HOSPITALITY & TOURISM FUTURE SKILLS

Macro Labour Market Shifts



HTM Implications



Educational Directions

MACRO LABOUR MARKET SHIFTS

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LABOUR MARKET SHIFT #1



Digitization

By 2030 nearly one-third of all current work activities in Accommodation & Food Services in Canada could be displaced by automation

Learning Nation: Equipping Canada's Workforce with Skills for the Future. Advisory Council on Economic Growth 2017

LABOUR MARKET SHIFT #2



Socio-Emotional

Industry demand for Social & Emotional Skills will outpace that for STEM skills over the coming 20 years

(Source: Learning Nation Report; OSS Implementation Workbook- SRDC unpublished working paper)

LABOUR MARKET SHIFT #3 TRANSFERABILITY

RE-SKILLING & UP-SKILLING

Product
development

Business
innovation

New
technology

Strategies for
stability

Risk
management

LABOUR MARKET SHIFT #4



Inclusivity

The increasingly diverse workforce is an opportunity to appeal to new Canadians, Indigenous peoples, youth, to increase labour participation and innovation

HTM IMPLICATIONS



IMPLICATIONS FOR HTM

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- **Innovation & technology:** online events, digital marketing, programming, system mgt, POS systems
- **Beyond operations:** ownership, lending, development, accounting, real estate
- **Leadership:** managing teams/projects, empathy, sustainability, EDI, human rights
- **Service culture:** customer behaviour, social & emotional skills
- **Entrepreneurship:** business start-up
- **Beyond hotels & restaurants:** resorts, tourism, food/wine specialists, M&C, spa

AREAS FOR IMPROVEMENT

RECENT ALUMNI FOCUS GROUPS

- Industry Relevancy
 - more curriculum integration
 - network with industry
 - Co-ops, mentorships, internships
- Curriculum Content
 - More focus on managing, coaching, training, how to be professional
 - Better data analytics, comprehension of P&L reports, PMS, excel skills, KPIs, general problem-solving skills
 - More future focused.

AREAS FOR IMPROVEMENT

HTM RECENT ALUMNI FOCUS GROUPS

- Curriculum Structure
 - Better balance of HTM courses across years
 - Better integration of HTM with core marketing/accounting/etc courses
 - Incorporate work experience, mentorship, alumni engagement, strengthen industry relevance
- Build on Strengths
 - alumni connections
 - Co-op program
 - extra-curricular and exchange opportunities
 - the streams allow for focus
 - Guelph is known for hospitality

EDUCATIONAL DIRECTIONS



STRATEGIES TO ADVANCE EDUCATION

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- **Messaging:** identify career paths, breadth of jobs (i.e. spa, airlines), not just operations
- **Targeting:** HS recruitment, international reach, social media
- **Industry connectivity:** internships, mentorships, memberships, co-op, summer jobs, placements
- **Experiential learning:** applied, hands-on labs

CURRICULUM CONTENT

- Data analytics
- Comprehend P&L reports
- PMS
- Excel skills
- KPIs
- Problem-solving



- Managing people
- Coaching
- Training
- Professional
- Communication
- Teamwork



DISCUSSION

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