



COALITION DES UNIVERSITÉS
CANADIENNES EN TOURISME
(CUCT)

CANADIAN UNIVERSITY
TOURISM COALITION
(CUTC)

Hiring Tourism & Hospitality (T&H) Graduates: A Strategic Advantage



Cutting Corners Costs More

Hiring untrained staff may seem like a cost-saving move, but there are hidden expenses to taking this shortcut.

The Invisible Costs

- Extended onboarding: 3–6 months of full-salary training
- Lower initial productivity
- Operational errors and customer dissatisfaction
- High turnover and attrition costs, loss of institutional knowledge

T&H Graduates Deliver Immediate Value

Performance Metric	T&H Graduate	Internally Trained Employee
Job readiness	Productive from day one	3 to 6 months ramp-up
Training cost	Already covered	15 to 25% of annual salary
Service quality	Professional standards, customer focus	Trial and error learning
Innovation capacity	Industry insight, modern tools	Limited to internal context
Retention	High (70–85%)	Medium to low
Profitability	Higher	Lower and unstable



Six Reasons T&H Graduates Outperform



Multifunctional expertise

Adaptable across hotels, catering, events



Team stability

Strong commitment reduces turnover



Quality-driven mindset

Skilled in customer experience and problem-solving



Credibility

Trusted by clients, partners, and certifiers



Tech-savvy and sustainable

Proficient in digital tools and eco-conscious practices



Strategic insight

Contributes to growth beyond daily operations

Tourism **HR**
Canada



RH Tourisme
Canada