

Adaptation and Innovation: Engaging New Canadians as a Crucial Driver in Tourism Recovery and Long-term Growth

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PART 01

Destination Employment Program

Intention and Introduction

Oludotun Adigun

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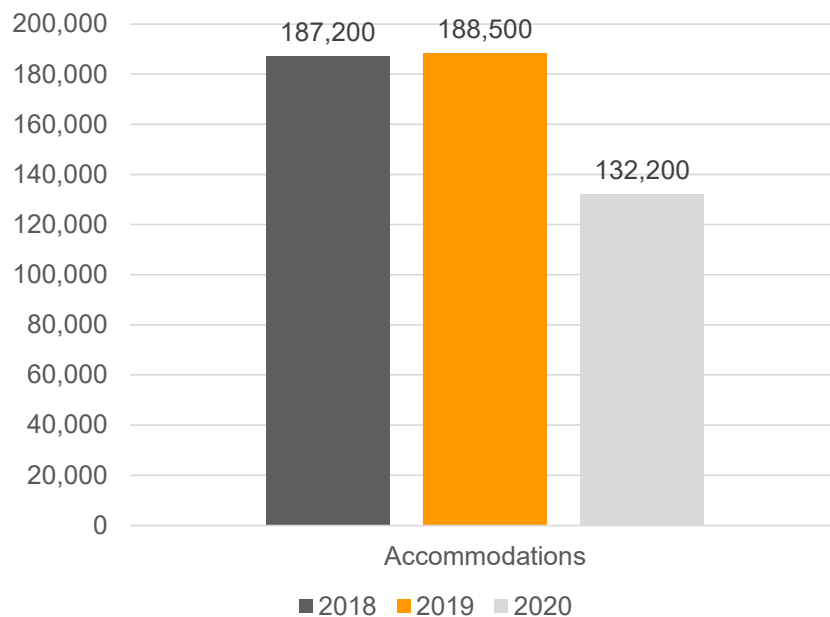


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Destination Employment Program

Intention – Employment in the Accommodation Industry



01

Decline in employment rate

02

An increase of 1,300 representing 0.70% in 2019 from 2018 and a decline of 56,300 representing 30% from 2019

03

The accommodation industry remain the hardest hit in the tourism sector due to the pandemic

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The Intention of Destination Employment

Intention – Key Project Goals



Contribute to the increase of **good paying, stable jobs** for new Canadians

Tourism-specific immigration pathway / Prioritization of the sector

Test a sustainable, systemic, and scalable model

Ability to tap into the immigrant workforce well-suited to hotel jobs; Reinforce value proposition

Improve human capital practices

Tools and support to help employers work with an increasingly diverse workforce

Strengthen partnership and build capacity

Improved coordination and influence: community services better aligned

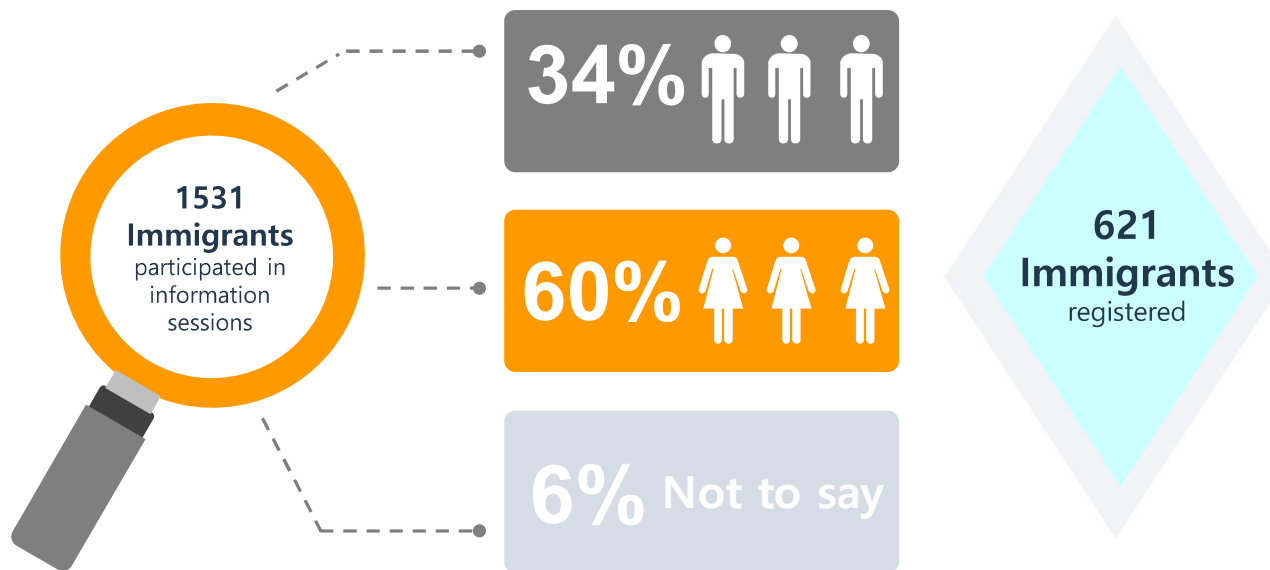
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Destination Employment Program

Introduction – Program Participation and Involvement



- ✓ 559 participants took **skills and needs assessment** representing 90%
- ✓ 526 immigrants participated in **English Language training** comprising of 345 females (65.6%) and 181 males (34.4%)
- ✓ 333 participants (**54%**) were **employed** in the program



Destination Employment Program

Introduction – Training and Professional Development

- Online learning tools (Babble, Cudoo)
- Job specific language skills and general soft skills language components
 - Existing language training services provided by local SPOs

Language

Pre-employment

- Emerit products; CWE and WOE
- Regional curriculum adaptation in transferable skills training
- Blended training delivery
- Training videos
- Learning aids

Mentorship

Create mentorship resources for facilitators, mentors, program participants, including

- Facilitator guides
- Training manuals/guides
- Participants' manuals/worksheets

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Destination Employment Program

Introduction – Training and Professional Development Outcome



Competence

- Using varied training resources
- Use of technology
- On the job learning for immigrants



Competitiveness

- New Canadians has improved their skills level to compete in the job market



Capacity

- Program Participants
- Program itself

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Destination Employment Program

Introduction – Partnerships and Collaboration



SPOs

Regional HROs established 151 formal and informal partnerships with SPOs.

Hotels

94 hotel properties joined the program with increased interest across regions

Regional Partners

- Sharing ideas and resources
- Adjusting delivery models regionally

SDI Recipients

Exploring areas of collaboration and sharing challenges and successes

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Introduction – Communications



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PART 02

Destination Employment's Successes and Challenges

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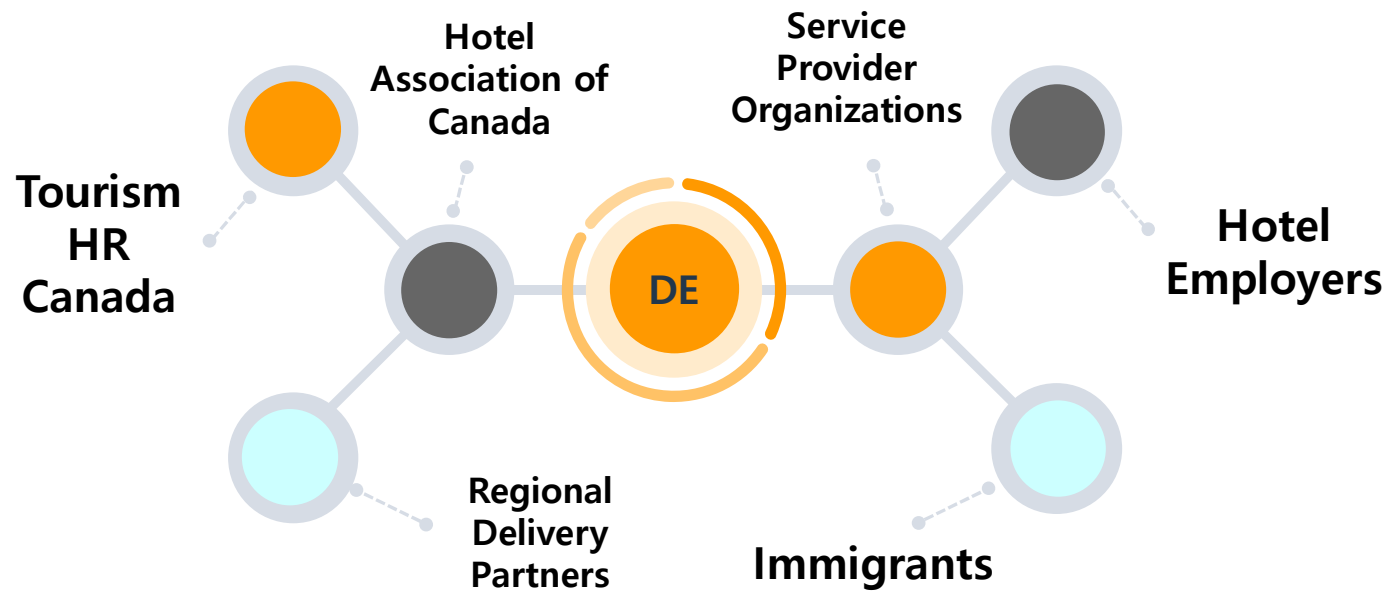


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Destination Employment's Successes and Challenges

Program Successes



Destination Employment's Successes and Challenges

Program Challenges



Sector Perspective

Limited wage competitiveness with other sectors



Participants Recruitment

- Low rate of recruitment of newcomers
- Financial support from government decreased participants' interest in searching jobs



Program Delivery

- Time arrangement of pre-employment training cycles
- Low updates on mentorship sessions
- Competing with other government-funded programs



COVID Impact

- Alberta partner's operational challenges
- Limited job opportunities in accommodation industry
- Disruption of program delivery

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Destination Employment's Testimonials



PART 03

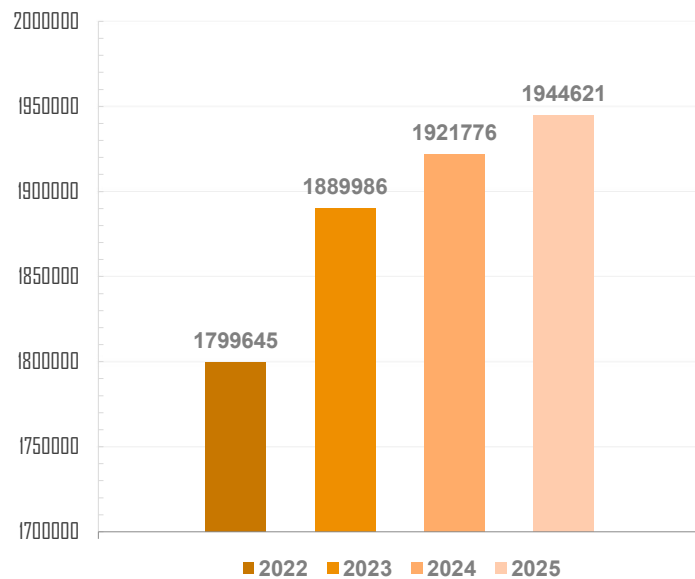
Immigrant Workforce for Tourism's Future Recovery

Jasmine Qi



Tourism's post pandemic recovery needs resilient workforces

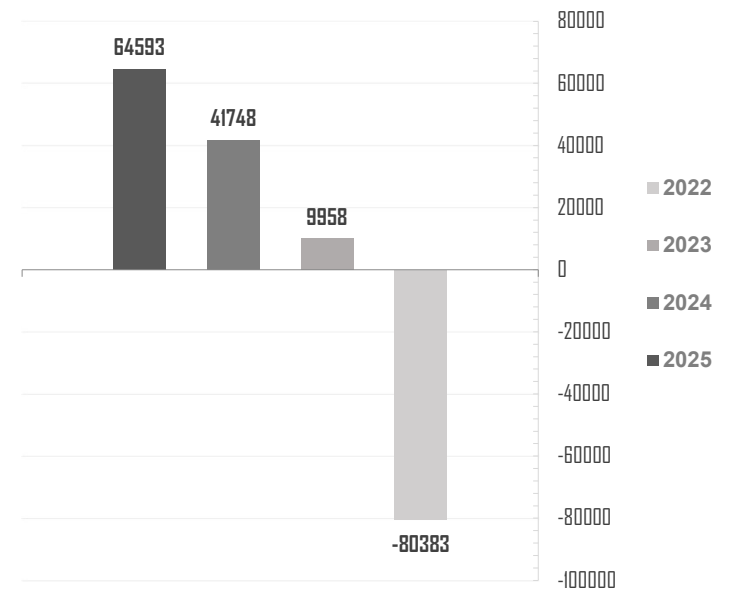
Employment Projection within Tourism Sector



Impact of COVID-19 on Tourism Sector Employment in Canada

Average Annual Jobs

2022
To
2025



Tourism Sector Employment Estimates

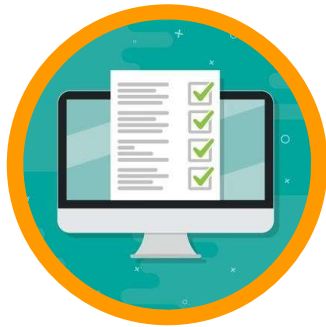
Difference in the number of annual jobs, relative to 2019

Source:

- Briefing: COVID-19 Impact on Tourism Sector Employment and Revenues / The Conference Board of Canada/ September 14, 2020

Tourism's post pandemic recovery needs resilient workforces

Assessing Perceptions of Tourism as a Place of Employment in Canada



Leger

Web survey using computer-assisted Web interviewing (CAWI) technology



Timeline

November 6th to November 29th, 2020



Sampling

5,055 Canadians 15 years of age or older, randomly recruited. Sampling was designed to include representation from key target audiences:

- Young people (15-24)
- Indigenous peoples
- Visible Minorities
- New Immigrants (those living in Canada for less than 5 years)



Participants

Twenty percent of respondents had worked in the tourism sector in the past, and six percent were currently working in the sector.

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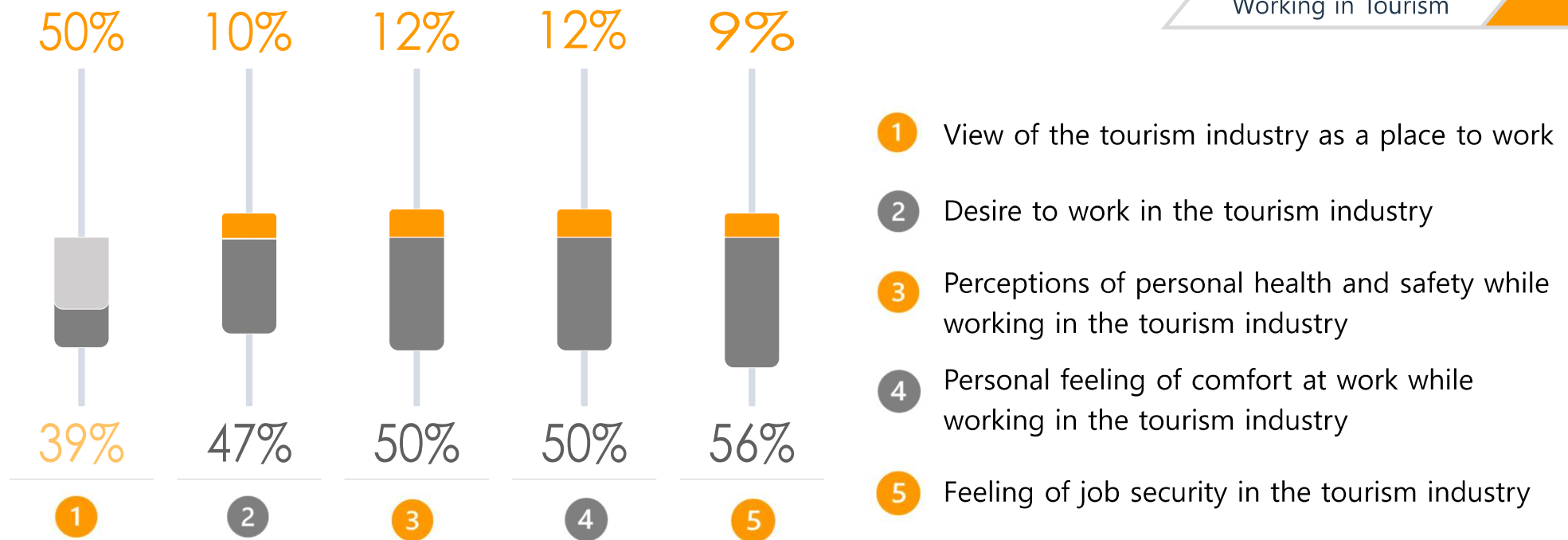


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Tourism's post pandemic recovery needs resilient workforces

Workforce Challenges within the Tourism Sector

Impact of COVID-19 on
Working in Tourism



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Tourism's post pandemic recovery needs resilient workforces

Workforce Challenges within the Tourism Sector

Perceptions of Employment in the Tourism Industry



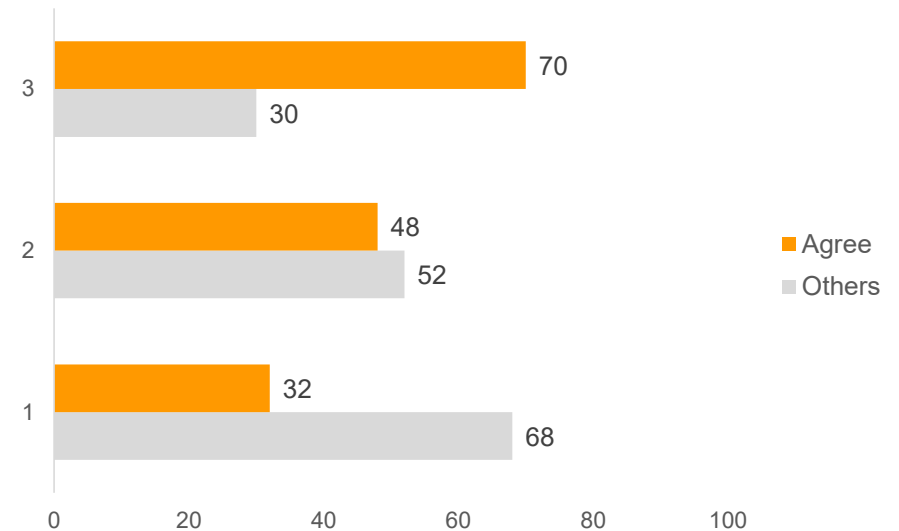
I plan to avoid places where there is close contact with people I don't know for the next few months



Fears of contacting COVID-19 would prevent me from working in the tourism industry



Working in the tourism industry is an excellent opportunity for those who have lost their job due to COVID-19



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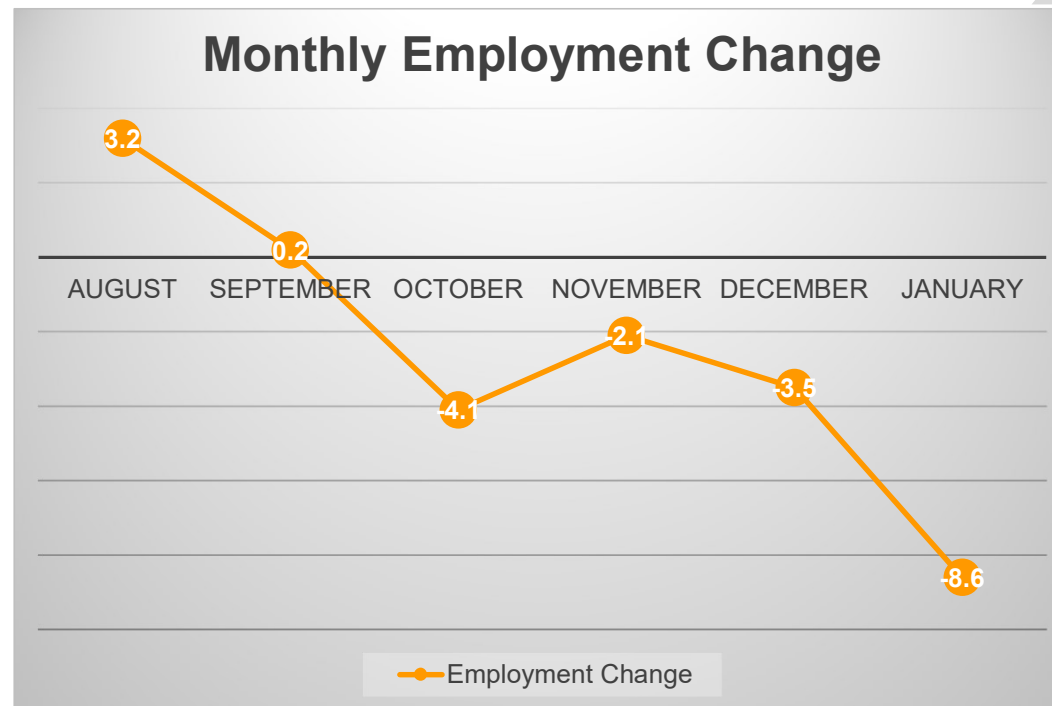


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Tourism's post pandemic recovery needs resilient workforces

Workforce Challenges within Tourism Sector

Shrinking Tourism
Workforce



Source:

- Ongoing Tourism Job Losses Will Impede Recovery Efforts/ Tourism HR Canada/ Feb 10, 2021

Immigrants' Perception of Tourism Sector

The Tourism Experience

23%

Reasons for Working in Tourism

- New immigrants were significantly more likely to have worked in tourism as a result of the positive perception of the industry

18% & 13%

Reasons for Never Working in Tourism

- New immigrants know too little about the career opportunities available
- They think there are not enough opportunities for advancement/promotion






32% & 30%

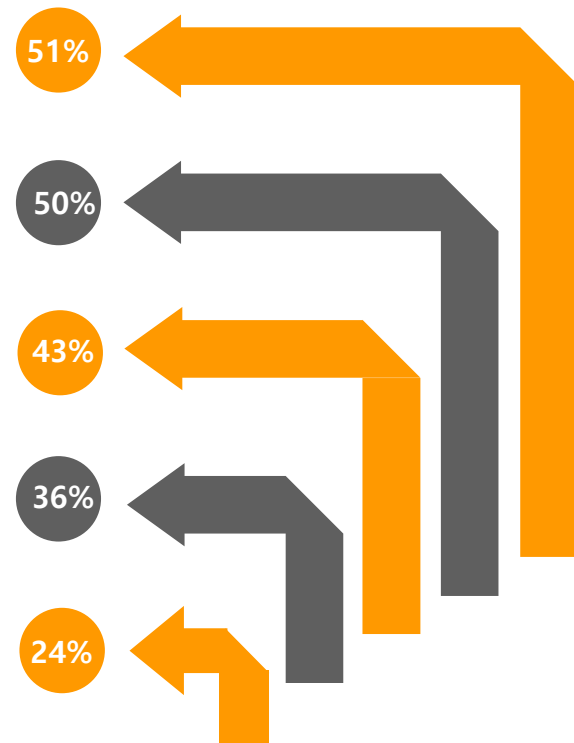
How to Increase Willingness to Work in Tourism

- 24% of participants who have not worked in tourism noted that higher pay/competitive wages would increase their willingness to work in the tourism industry
- Higher pay was significantly more important for visible minorities (32%) and new immigrants (30%) when considering their willingness to work in the tourism industry

Immigrants' Perception of Tourism Sector

Perceptions of The Tourism Industry as A Place for Employment

-  New immigrants were more likely to agree that a career in tourism is attractive.
-  New immigrants were significantly more likely to agree that tourism is a good way for new immigrants to enter the Canadian job market.
-  New immigrants (regardless of whether they had worked in tourism) view it as an excellent career opportunity.
-  Visible minorities (18%) and new immigrants (18%) were significantly more likely to agree that they would pursue a full-time career in tourism.
-  New immigrants agree that they are likely to pursue a temporary career in tourism.



Immigrants' Perception of Tourism Sector

Recommend a Career in Tourism to Others

58%

New Canadians are significantly more likely to recommend a career in tourism.



Respondents who identified as a visible minority and/or new immigrant reported significantly greater interest across all careers shown, both prior to and post COVID-19



Desirability of Careers in Tourism

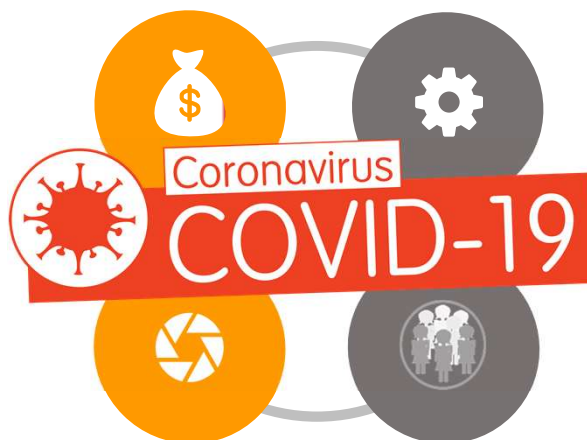
COVID-19's impact on immigrants

Financial Impact

Stronger impact on visible minority participants' ability to meet financial obligations or essential needs than for White participants

Social Impact

- Greater risk of more severe illness from COVID-19
- Increased stigma, discrimination and violence
- More challenges in social distancing



Employment/Labour Market

- Employment dropped, in relative terms, for landed immigrants at nearly twice the rate of their Canadian-born counterparts.
- Slower job recovery rate-40% vs. 72%

Immigrant Women

- Facing more prominent economic and social challenges than those of other groups.
- Suffered the worst job losses
- Slowest Job Recovery for Female Immigrants
- Increased care work

Source:

- Economic impact of COVID-19 among visible minority groups/ Statistics Canada/July 6, 2020
- Most vulnerable to be hardest hit by the COVID-19 economic downturn/ The Conference Board of Canada/March 23, 2020
- Differential Impacts during COVID-19 in Canada: A Look at Diverse Individuals and Their Businesses/Canadian Public Policy/Volume 46 Issue S3, October 2020, pp. S261-S271
- Immigrant Employment in Sectors Most Affected by COVID-19/Labour Market Information Council/Sep 1, 2020
- Beyond sex and gender analysis: an intersectional view of the COVID-19 pandemic outbreak and response/ Olena Hankivsky, PhD | Anuj Kapilashrami, PhD

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PART 04

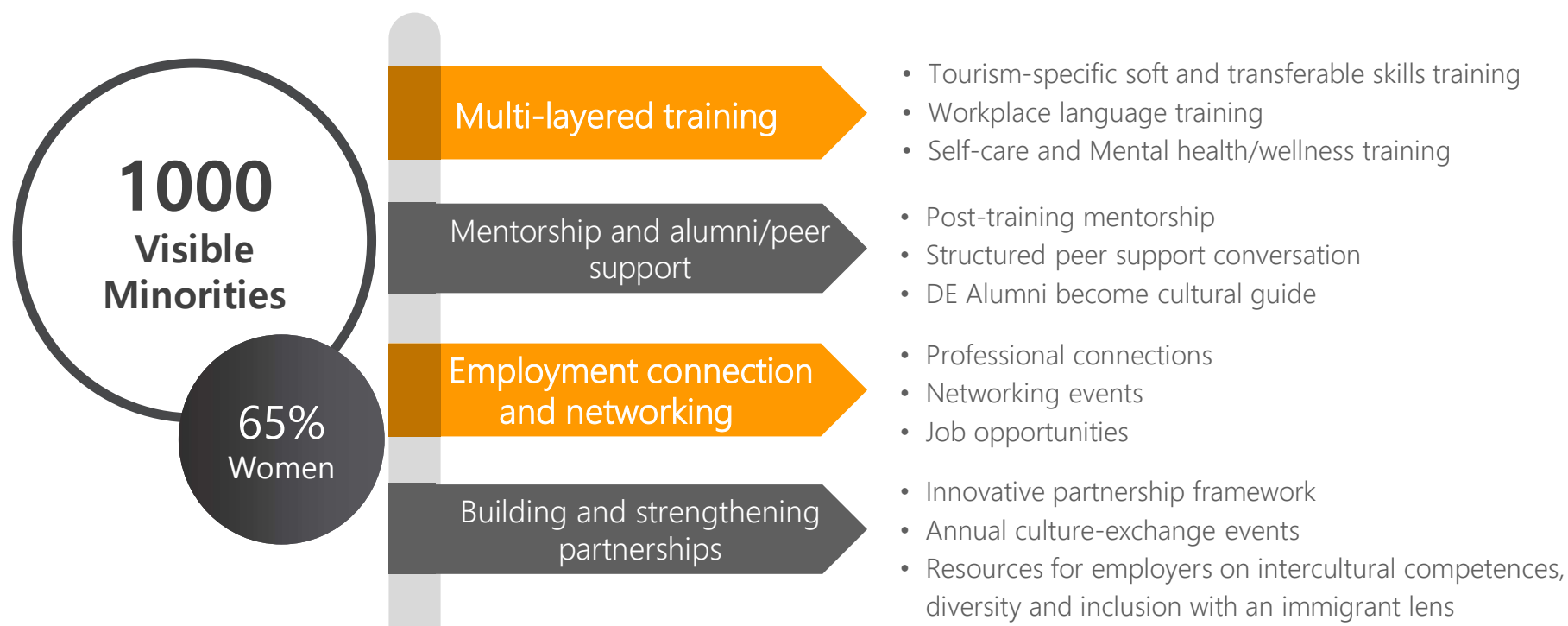
Improving Employment Outcomes for Immigrants in Tourism During Economic Recovery

Jasmine Qi



Improving Employment Outcomes for Immigrants in Tourism During Economic Recovery

Key Activities



Improving Employment Outcomes for Immigrants in Tourism During Economic Recovery

Program Methodologies

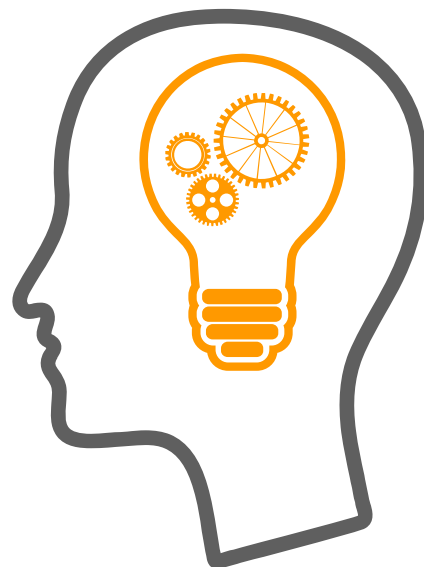
Build more strategic partnerships to utilize each partner's strengths and expertise



Program expansion to the broader tourism sector across Canada



Revamp training based on industry recovery and immigrants needs



Connecting participants with employers in versatile ways



Targeted support to immigrant women



Evaluation improvement



Strengthen mentorship and alumni engagement

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Collaboration To Overcome The Challenges

Strategic Partnership

Industry Associations, Settlement
Service Providers, Language training
providers, Employers, Individual
volunteers etc.



Tackle the challenges

Holistic, not segmentary



Innovation

Disruptive ideas
Experiment learning



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labour
market
forum



forum sur le
marché du
travail

Thank You

**We want to hear
from you.**

Please share your
thoughts with us.

Click on to the link
in the Chat function