



TOP CONCERNS FOR THE TOURISM WORKFORCE IN 2021

**labour**  
market  
**forum**



**forum** sur le  
marché du  
**travail**



MANDATE

# Building a **Resilient, Competitive, and Inclusive** Labour Market

# Issues?



**SUPPLY**

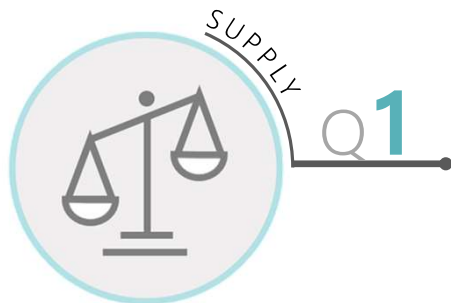


**SKILLS**



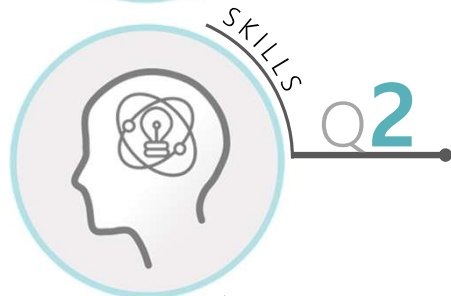
**MOBILITY**

# 3 Burning Questions



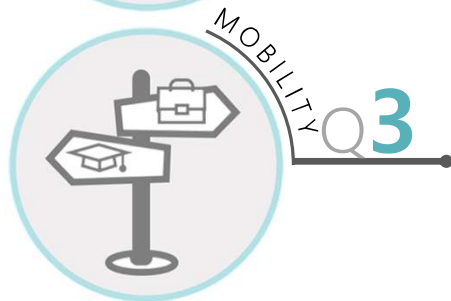
Q1

How can we be short of workers when businesses are closed, or they are operating at a reduced capacity?



Q2

What skills are needed for recovery?



Q3

Why is mobility an issue?



There are people  
without jobs  
(because there are  
no jobs)

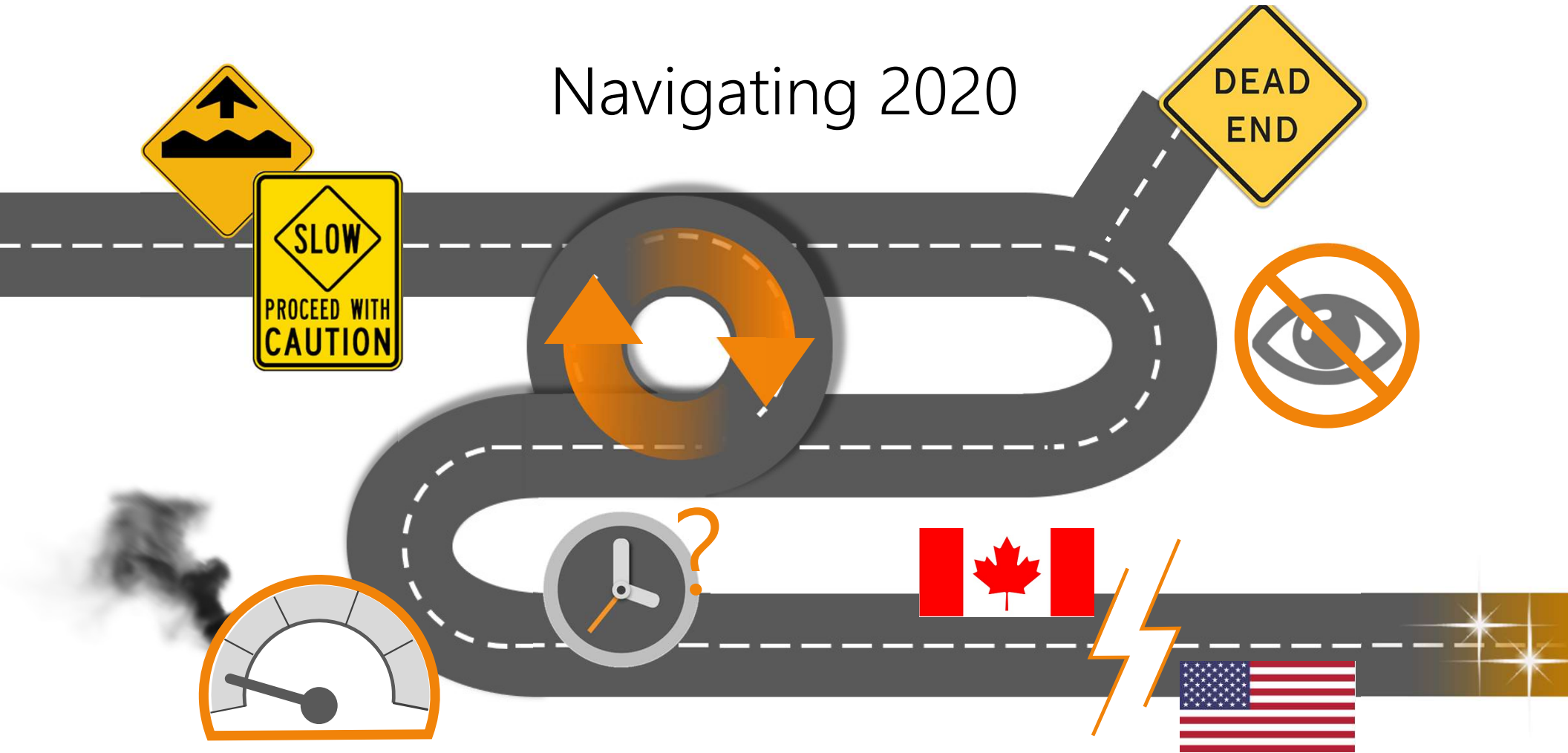
There are jobs  
without people

Agreement: **long and protracted recovery**

This means more jobs are on the line and  
**the most vulnerable of workers  
are among those most impacted**

**Disruption to the tourism labour market will have  
long-term impacts and hamper recovery**

# Navigating 2020



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Canada



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Canada

VIDEO



"Can't afford to hold on to them, can't afford to lose them."

Tourism **HR**  
Canada



**RH** Tourisme  
Canada

## CONCERN FOR VULNERABLE WORKERS

The economic and social implications  
of an unequal and slow recovery  
will impact tourism disproportionately  
(with more persistent underemployment of vulnerable workers)



# Supply

**Worker retention strategies**

**New program to recall workers**

**Wage subsidy for seasonal workers**

**Dedicated immigration pathway**

**Student Work Placement Program**

**Incentivized learner and worker mobility**



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Supply

## **PRIORITY**

New Canadians, Immigrants  
Indigenous Peoples

## **ESSENTIAL, BUT DWINDLING**

Youth

What we heard...

- Must overcome reputational problem
- Need for special programs, incentives, supports for under-represented groups
- Dedicated immigration pathways are essential
- Education reform with a focus on employer engagement as part of the solution

# Skills

**Expanded online learning**

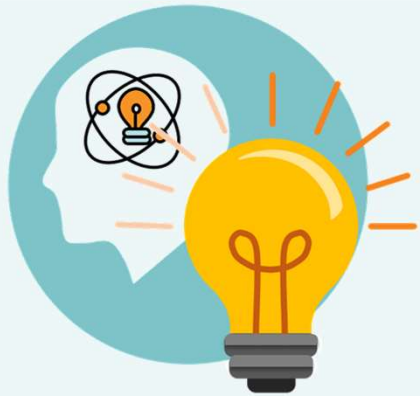
**Increased focus on Workforce  
Management Engine**

**Programs for target populations  
(the most vulnerable)**



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Skills

## **SKILLS MATTER**

Retention

Attraction

Recovery, Resilience

Competitiveness

## **SOME SKILLS ARE MORE IMPORTANT THAN OTHERS**

Transferable skills

Anti-oppressive practices, cultural  
diversity, inclusion

Business skills

## RAPID JUST-IN-TIME LEARNING RESPONSE

The tourism industry is going to rely heavily on accessible virtual learning that enables job-seekers and workers to obtain micro-credentials and tailored learning products  
(i.e., just-in-time, cost-effective learning responsive to market and employer demands)



# Sentiment

**Promote continued LMI  
research**

**Establish 'guaranteed  
standard of practice'**

**Launch employment campaign**

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## THEY ARE NOT COMING BACK

Many workers are not going to return to jobs once they are restored, causing some of the greatest labour shortages ever seen and hampering recovery.

(COVID has heightened and accelerated systemic issues and barriers to employment in this sector.)



Sentiment

**Damaged  
Reputation**

1  
Safety  
Health  
Workplace Conditions  
Precarity of  
Employment

**Impact on  
Enrolments**

2  
Diminished sense of  
career options and  
job stability;  
Limited work  
placements

**Community  
Partnerships are  
Essential**

3

**Employer's Role  
re: Mental Health  
A Key Concern  
and Priority**

4





# Strategy

**Develop pan-Canadian  
workforce strategy**

**Create National Workforce  
Recovery Panel**

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## **WORK HAS STARTED**

Various LM studies or plans are underway

## **COORDINATION AND COHERENCE MATTERS**

Common voice, consistent messages

Shared resources and intelligence

Comparative data, analytics



# Strategy

## **AND A CONCERNING MATTER...**

Government-funded initiatives to train workers  
from this sector for jobs elsewhere

- Travel Services
  - Destination Marketing Organization
  - Hotels, Convention Centre
  - Restaurant
  - Retail, Shopping Centre
  - Taxi Company
  - Tour Guide
  - Concert
  - Museum
- 
- College, University
  - Career Services
  - Immigrant Serving Agency
  - Tourism HR Organizations
  - Government Services



# Tourism Eco System

- Travel Services
- Destination Marketing Organization
- Hotels, Convention Centre
- Restaurant
- Retail, Shopping Centre
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- Tour Guide
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- Museum

- College, University
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- Government Services



# Tourism Eco System



# Tourism Eco System

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Often, labour is not at the policy table

And often tourism is not taken seriously  
when talking about workers or good  
employment prospects

This needs to change and it takes all of us



# Thank You

## TOURISM HR CANADA BOARD OF DIRECTORS



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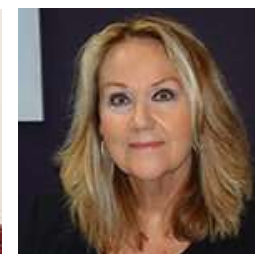
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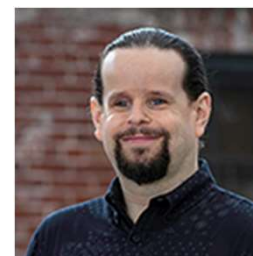
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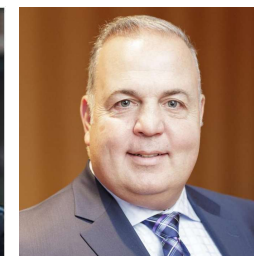
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Tourism HR Canada

# Thank You

Wishing you and your family good health during these uncertain and unprecedented times

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