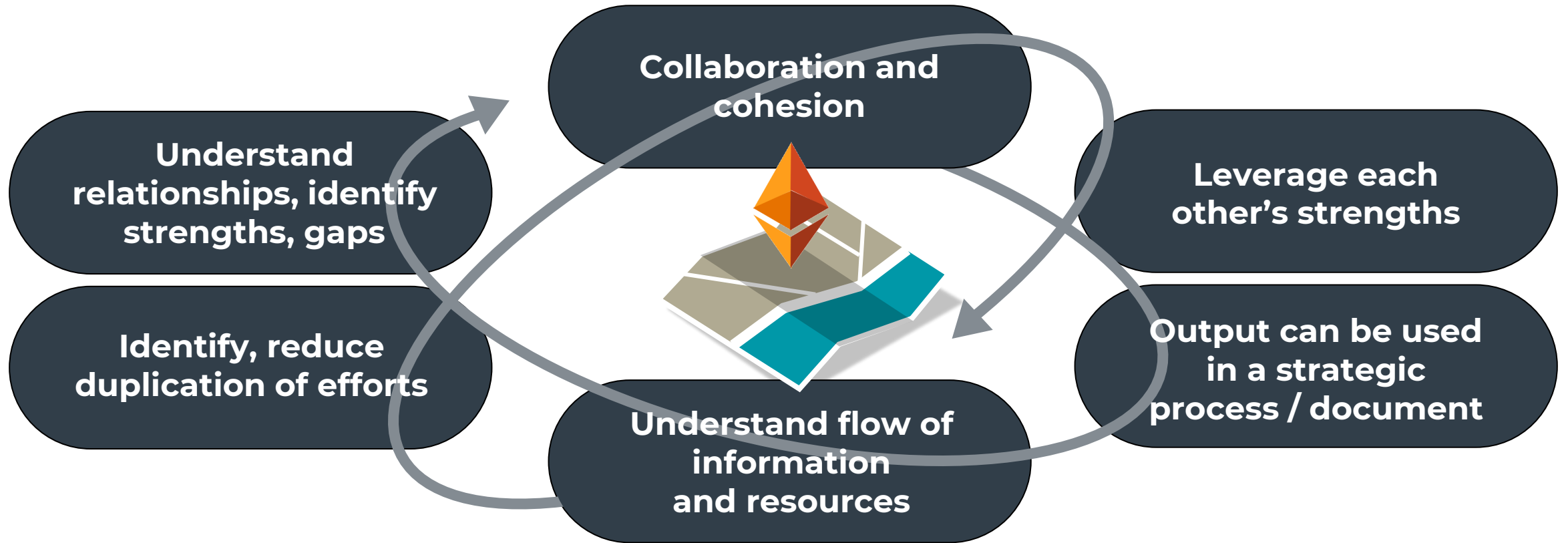




TOURISM WORKFORCE ECO SYSTEM

TOWARDS IMPROVED COORDINATION,
COHERENCE, COLLABORATION

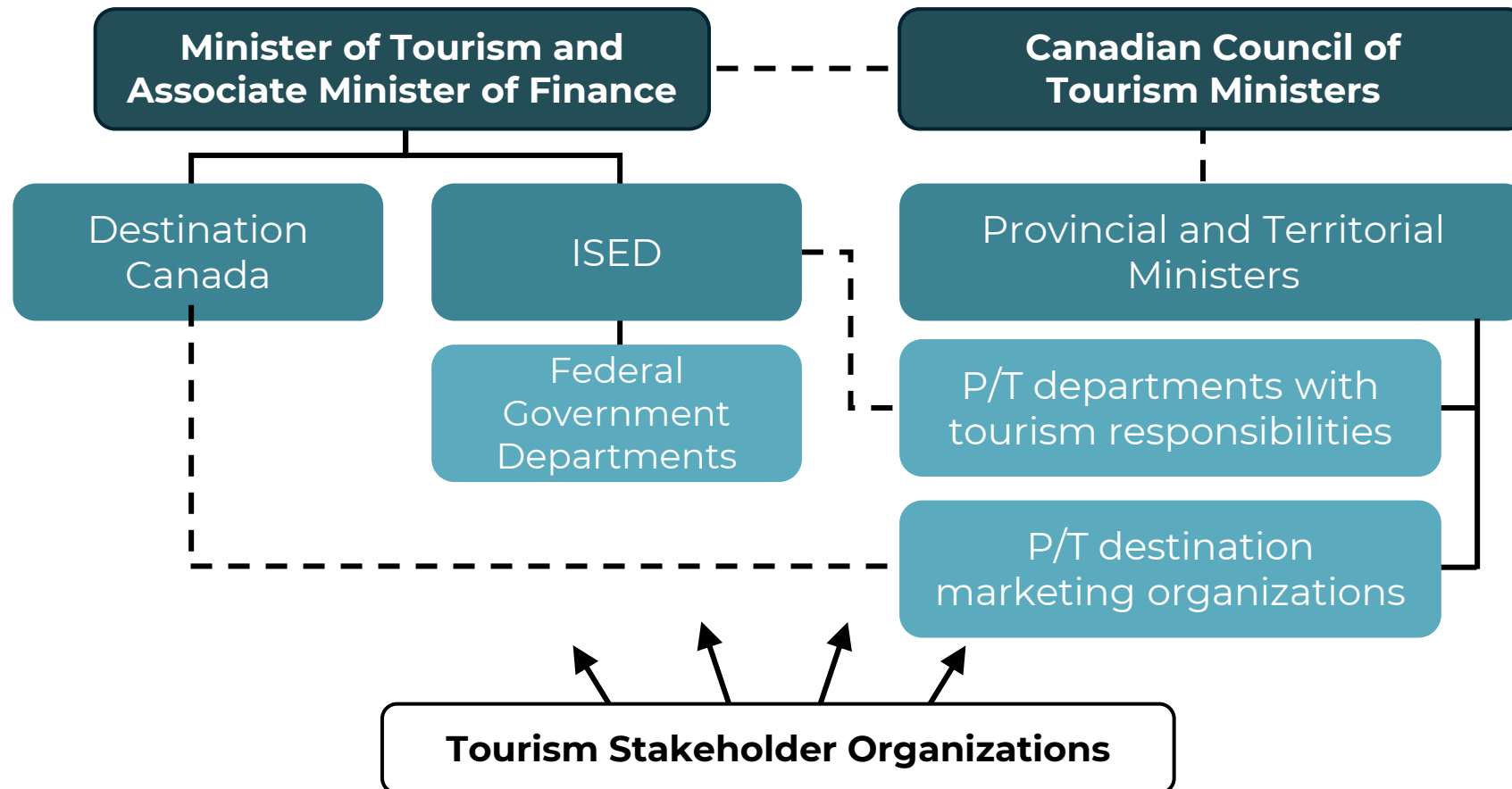
Why Map Your Ecosystem?



The Canadian Tourism Ecosystem

Organisational Chart of Tourism Bodies

OECD, Adapted from Department of Innovation, Science and Economic Development, **2022**



CANADIAN TOURISM (AND HOSPITALITY)

WORKFORCE ECOSYSTEM

A Dynamic and Complex Make Up of Many Parts

GOVERNMENTS	ASSOCIATIONS [Industry, Interest]	COMMUNITY STAKEHOLDERS	LABOUR MARKET SERVICE PROVIDERS
<ul style="list-style-type: none">• Federal• Provincial/territorial• Municipal	<ul style="list-style-type: none">• National• Provincial/territorial	<ul style="list-style-type: none">• Businesses• Business groups• Interest groups	<ul style="list-style-type: none">• Education and training• Workforce agencies

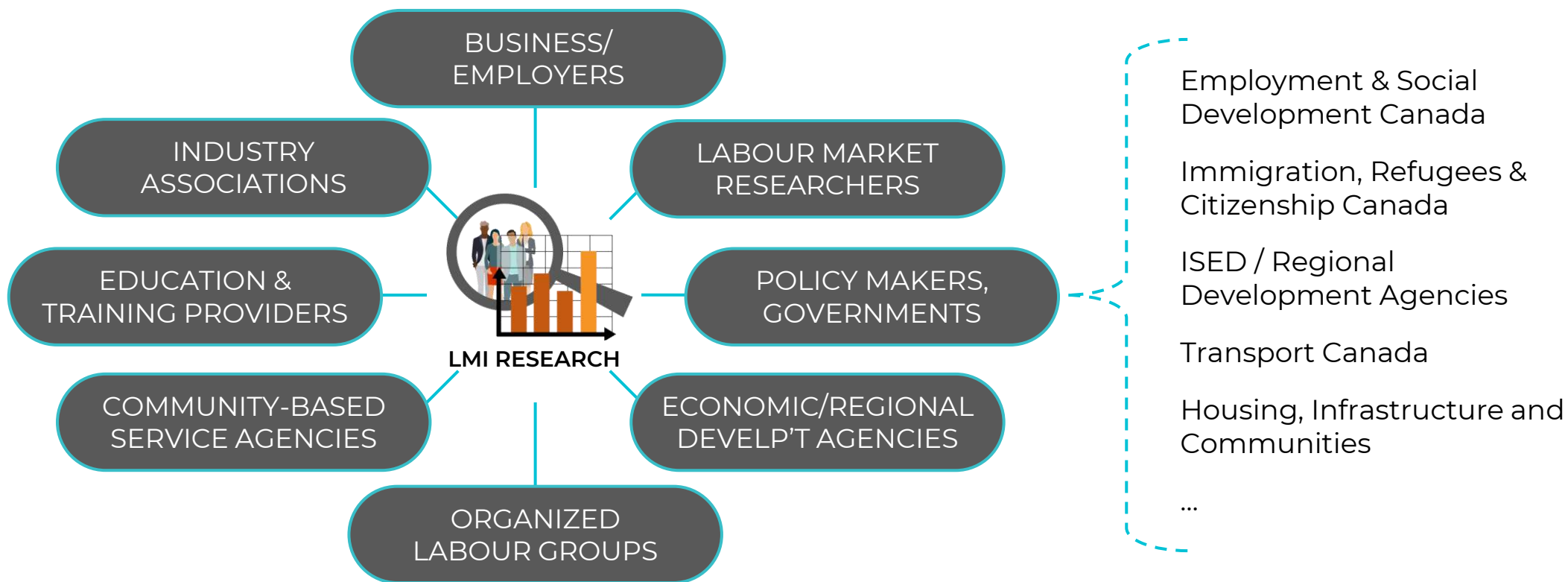
Coordination, Collaboration, Coherence

**Improved Visibility,
Identity, Reputation**

**Effective Advocacy,
Policy Development**

**Better Utilization/
Rationalization of Resources**

INCLUSIVE, REPRESENTATIVE WORKFORCE ECO-SYSTEM





LM RESEARCH PROJECT CONTEXT



GLOBAL FACTORS

Economic
Geopolitical
Environmental

GENERAL POPULATION

Perceptions
Sentiment
Awareness

GOVERNMENT

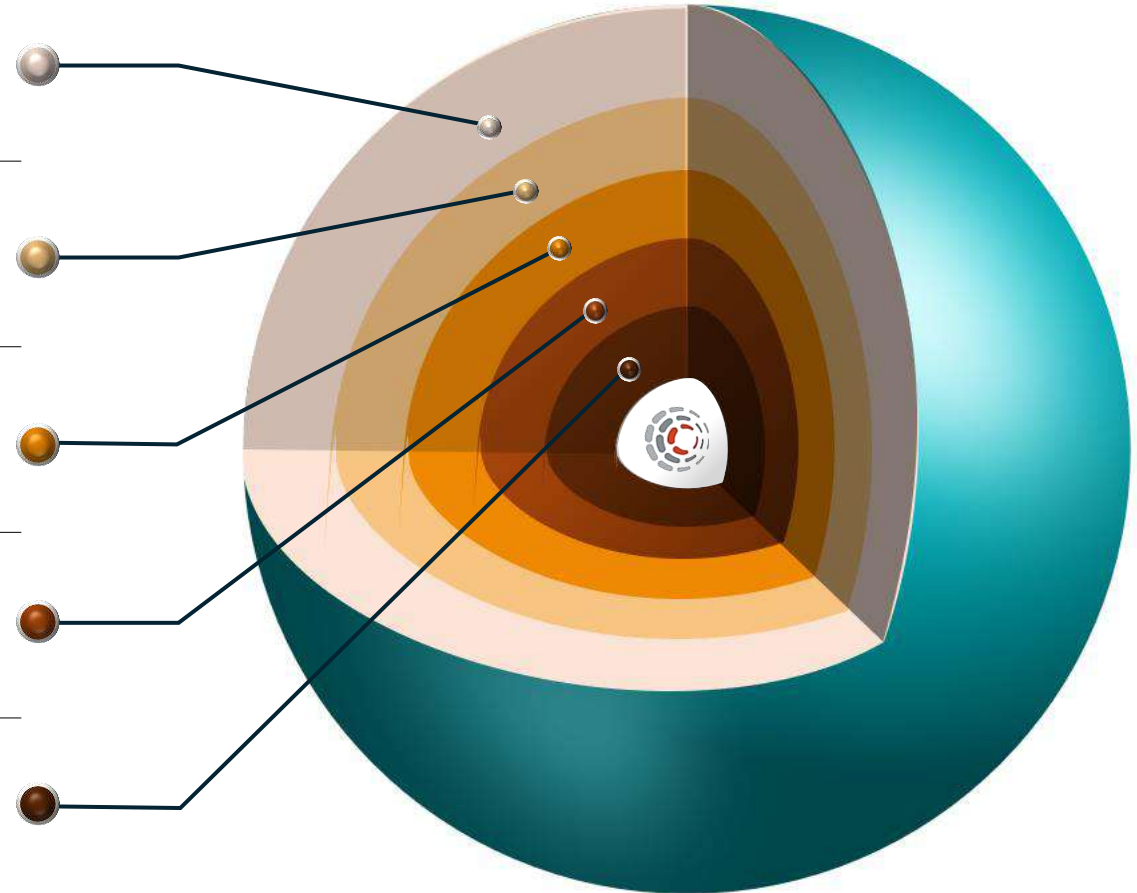
Policy
Programs
Multiple Levels

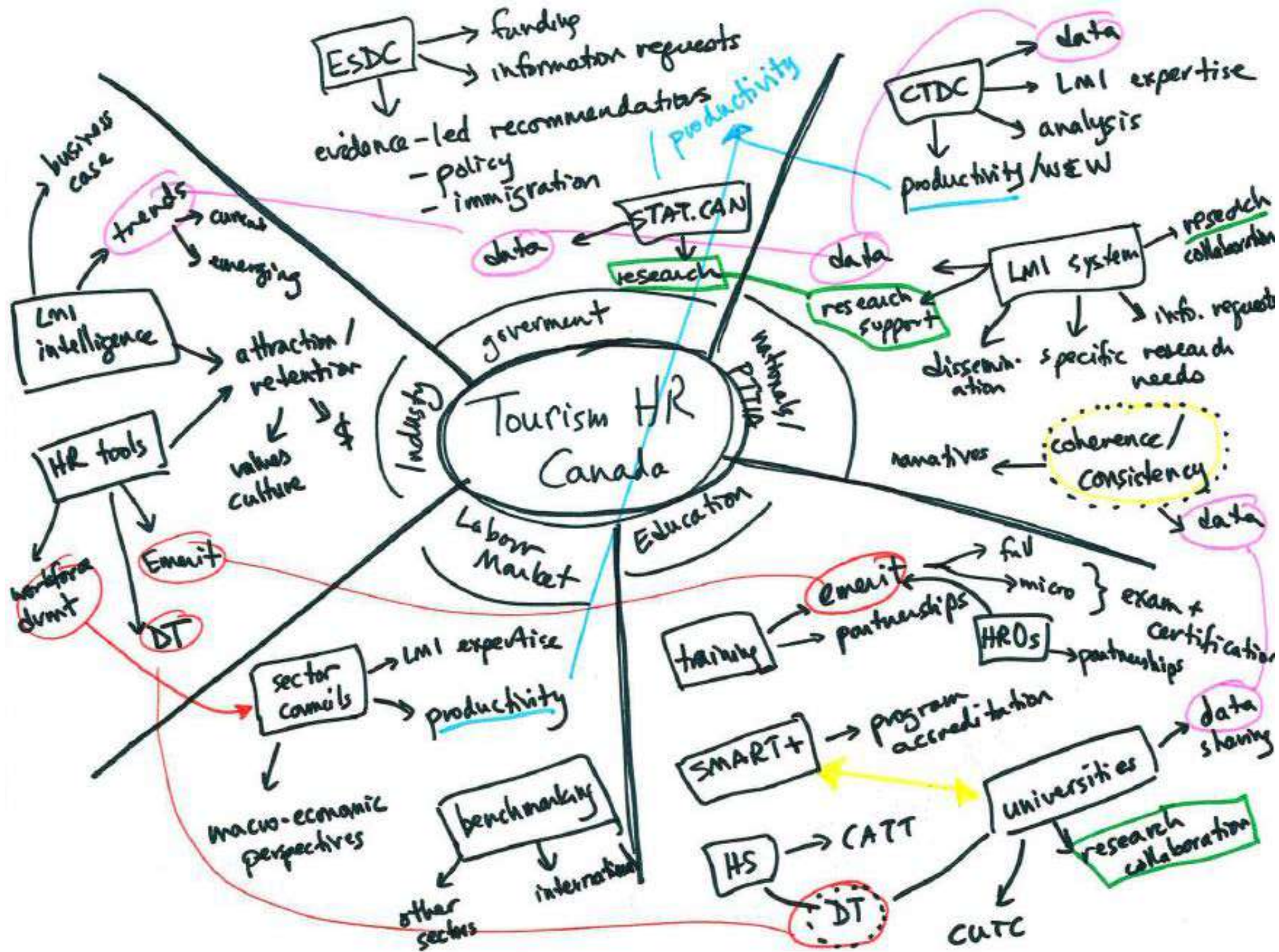
EDUCATION

Post-secondary
Research
Partnerships

INDUSTRY

Associations
Stakeholders
Operators

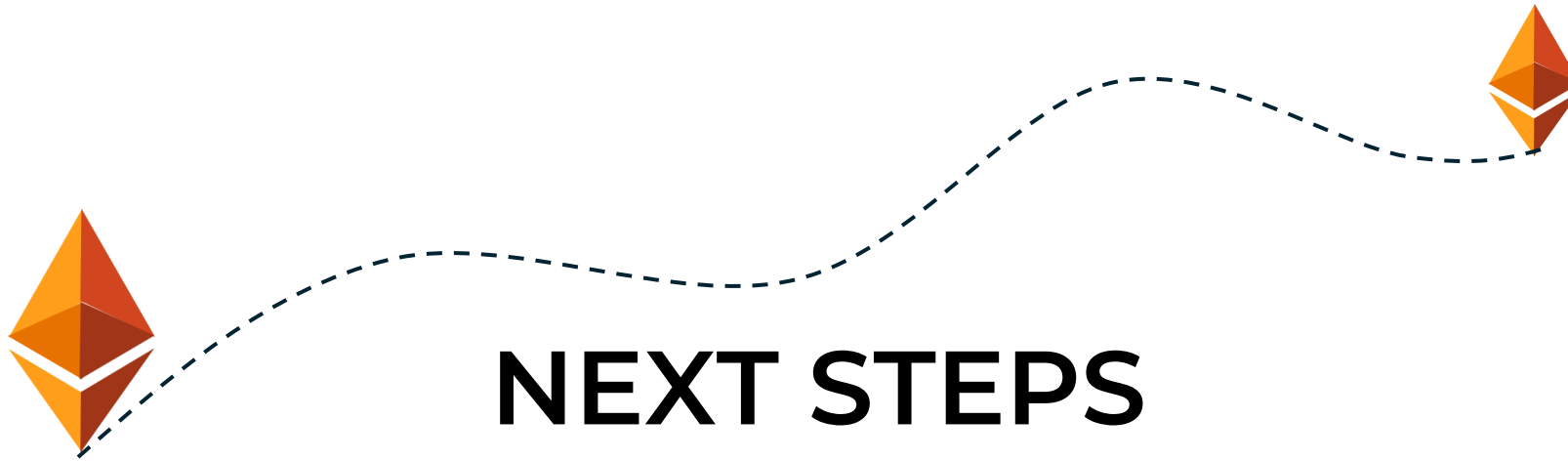




MAPPING YOUR OWN ECO SYSTEM



MAPPING YOUR OWN ECO SYSTEM



NEXT STEPS

Evolving, Living Document

MAPPING YOUR OWN ECO SYSTEM



NEXT STEPS

Evolving, Living Document