

Research Agenda 2017 – 2020

Your Labour Market **Information Needs**



1

Principal Statistics

Tourism is not recognized within the North American Industry Classification (NAICs) structure, making tourism-specific data difficult to access. Tourism HR Canada will collect data from Statistics Canada and other organizations by requesting and purchasing customized tabulations of existing data. Information on 29 individual industries must be combined to produce a picture of tourism and its component industry groups. This data can then be compared with other sectors of the Canadian economy. Tourism HR Canada will disseminate the information through reports, presentations, and our online Rapid ReSearch tool, and in response to stakeholder requests.

2

Annual Forum

This consultation event (planned for March each year) is envisioned as building on the first forum held in March 2016. It will be a facilitated, two-day stakeholder consultation event. Each forum will focus on priorities identified by research and in response to policy directives. With an agenda based on four to six prevailing themes, participants will work together to discuss the issues and formulate solutions and recommendations. Those recommendations will be documented and will form the basis of an action plan against which we can measure progress on the strategies.

3

Salary and Wage Trends

Attracting talent and retaining trained staff is a challenge for human resource professionals in any organization. In tourism, many frontline occupations are seasonal and part-time, resulting in the need for ongoing recruitment initiatives. This study provides employers with accurate compensation data to help make decisions concerning competitive pay ranges and benefits. This study also allows for the collection of information on the provision of benefits and perks, and can be used to measure the impact of other issues affecting businesses, such as minimum wage and employment policy changes.

4

Labour Supply

Identifying occupations that could experience labour shortages, due to skills mismatches or a lack of available workers, allows governments, industry associations and businesses to adopt policies that ensure workers are available to fill those jobs, keeping tourism sustainable. The labour supply and demand study estimates future workforce shortages. The 2016 report showed 240,000 jobs would go unfilled under workforce conditions prevailing at the time. Projections are subject to events, some of which are beyond our control. As factors such as exchange rates, immigration policies, and technology change, it is important to have up-to-date estimates so that policy is based on the best data possible.



5

Human Resource Module

The Provincial-Territorial Human Resource Module (P-THRM) is a foundational dataset that addresses labour market information needs. It provides information on the number of jobs in tourism industries and provides the underlying data for estimating future labour supply. Originally commissioned as the Human Resource Module (HRM), this dataset provides comparable, detailed information on jobs, hours of work and labour earnings. This update of the P-THRM will take advantage of Statistics Canada’s receipt of funding to update the Provincial-Territorial Tourism Satellite Account, significantly strengthening the data.

6

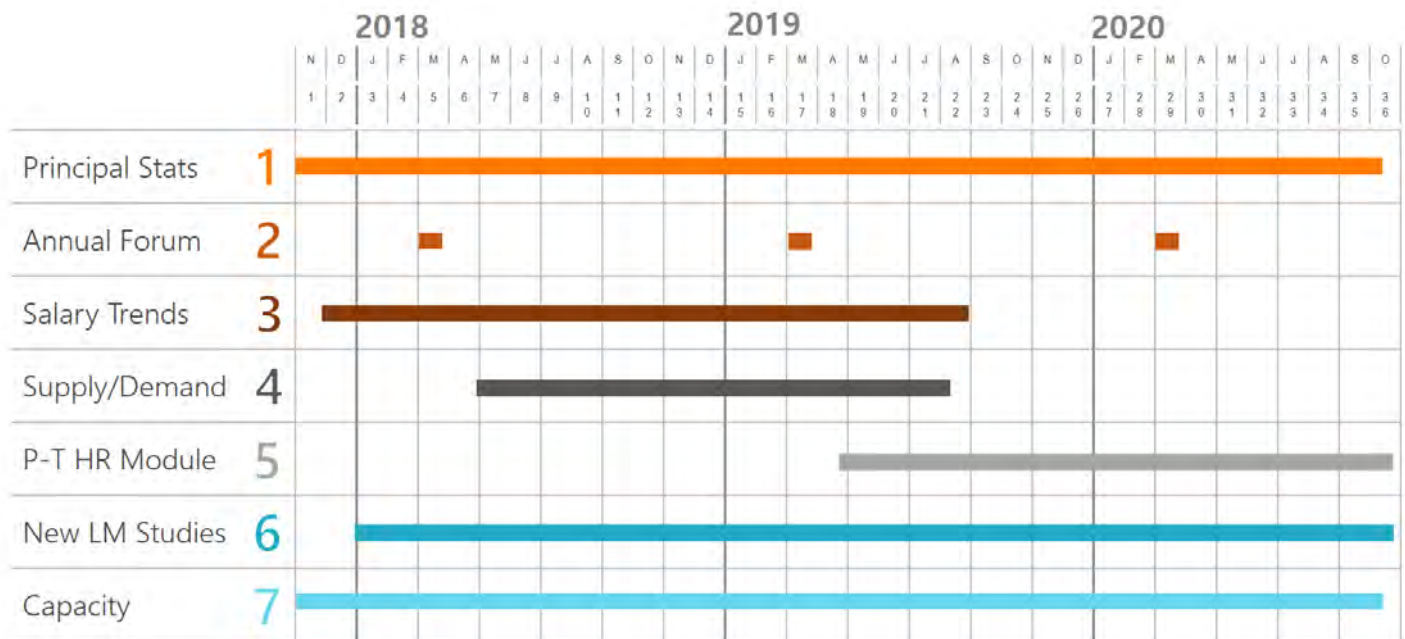
NEW Industry/Regional Studies

These projects will conduct primary and secondary research that will inform strategies for addressing systemic tourism workforce issues. The specific focus of these studies are not yet decided upon, but could include skill imbalances, factors creating labour shortages, or the influence of technology and its impact on a rapidly changing workplace. Select regions and industries will be chosen for the research based on acute needs and unique issues. Tourism HR Canada is seeking input from our partners and stakeholders on the specific subjects to be studied, and will look to leverage other projects and funding to expand these studies where needed.

7

Increased Research Capacity

The labour market is constantly evolving and adjusting. The need for reliable, timely and accurate labour market information is more important than ever. Tourism HR Canada is the source for tourism labour market data, and the demands for new information have grown. With a rapidly changing workforce and social/cultural, political and economic influences increasingly driven by globalization, there is a need to invest in capacity to be able to effectively respond. Research capacity is characterized by investing in technology to help facilitate the collection and dissemination of information, make data directly available to stakeholders, and serve as a storehouse for tourism labour market information.



For more information, please contact info@tourismhr.ca.

