

To determine if the CTHRC is providing the appropriate resources in the proper format to help tourism employers meet the upcoming worker shortage, members of the Workplace Matters Panel were recently surveyed about their use of *emerit* resources.

The survey found that 28% of respondents had used *emerit* products. Those *emerit* users cited training workbooks, National Occupational Standards and professional certification as resources they used most. However, when asked which type of resource they would prefer to use in the future, respondents identified online training as the clear favourite. Forty-six percent of respondents said that if they were to use only one *emerit* resource, it would be online training. Professional certification ranked second with 20% of respondents saying they would be most interested in using it in the future. The preference for online training over other resources was greatest among non-users of *emerit* products (48% were interested in online training), but it also occurred among existing users.

Since many respondents mistook certification for a training program, the desire for training resources may be even more pronounced than survey results indicate. When asked what first comes to mind upon seeing the term, “*emerit* professional certification”, 46% of all respondents identified the correct definition: “recognition of an individual who has met an industry-recognized standard of competence in a given occupation”. One-quarter (27%) incorrectly described certification as a training program. Those who had used *emerit* resources were more likely than non-users to know the difference. Sixty-two percent of respondents who had used *emerit* selected the correct definition compared to only four in ten (39%) non-users. Moreover, one-third of non-users thought that certification was a training program. These results point out the need to more clearly distinguish training from certification and to more effectively communicate how each type of resource can contribute to increasing attraction, retention and productivity in the workplace.

The results of this survey support the premise that becoming an *emerit*-certified employee positively impacts a person’s ability to continue in his or her chosen tourism career. More than six out of ten respondents (61%) said that if they received two résumés that were equal in all ways except that one applicant was *emerit*-certified and the other was not, they would hire the *emerit*-certified employee. However, when asked if they would increase the wages of an employee who completed the certification process, respondents were divided. While 43% said they were somewhat or very likely to provide a salary increase, 31% responded “not very likely” and 17% said they were not at all likely.

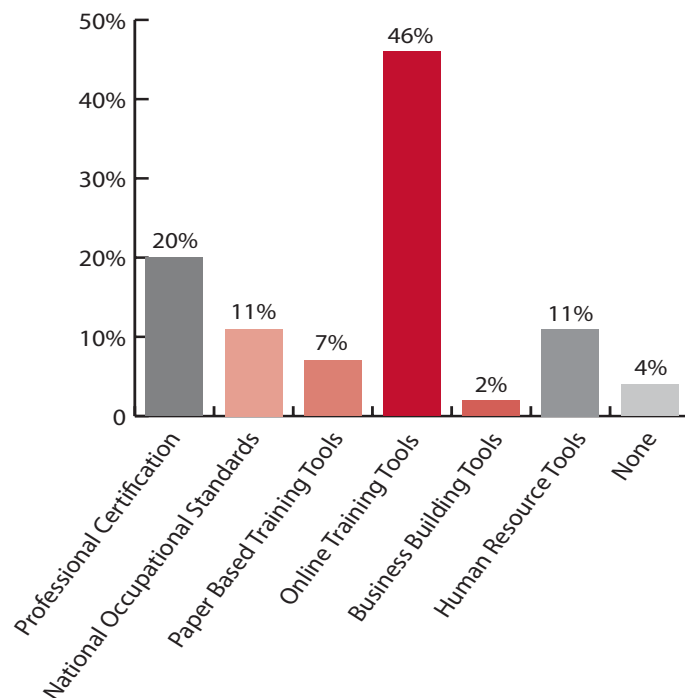
Respondents who have used *emerit* were more willing to compensate employees for becoming certified vis-à-vis those who have not used *emerit*. Among *emerit* users, 62% were either very or somewhat likely to provide a wage increase. Among non-users, only 36% said that they were somewhat likely to provide a salary increase, while 48% said they were “not very likely”, or “not at all likely” to do so. A further 16% of non-users stated that they did not know if they would provide a salary increase, which may be linked to their lack of experience with certification products. As the number of employers willing to reward *emerit* certified employees climbs, there is an increased incentive for employees to seek certification, raising the overall professionalism of the sector.

Overall, the use of *emerit* among respondents was fairly low. This suggests that further consultation with tourism business owners and operators is necessary to ensure that the CTHRC is providing appropriate training resources, in the right format, to meet the needs of the sector. To augment the results of this survey, the CTHRC, in partnership with Delta Hotels & Resorts, will be hosting a series of industry consultations through the winter and spring of 2011. An expected outcome of these meetings is an improved ability to deliver the materials needed to address human resource challenges in the tourism sector.

For more information, or to participate in the upcoming industry consultations, please contact Calum MacDonald at [cmacdonald@cthrc.ca](mailto:cmacdonald@cthrc.ca).

For more information on *emerit* resources, [click here](#).

If you were to use *emerit* training and professional certification products in the future, which would you be most interested in?



### ABOUT THIS STUDY

Workplace Matters Panel reports are written solely by the CTHRC, and do not reflect the opinions of Ipsos. For More Information go to [www.cthrc.ca](http://www.cthrc.ca). To become a member, please visit <http://www.join.workplacematterspanel.ca>

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This project is funded by the Government of Canada Sector Council Program