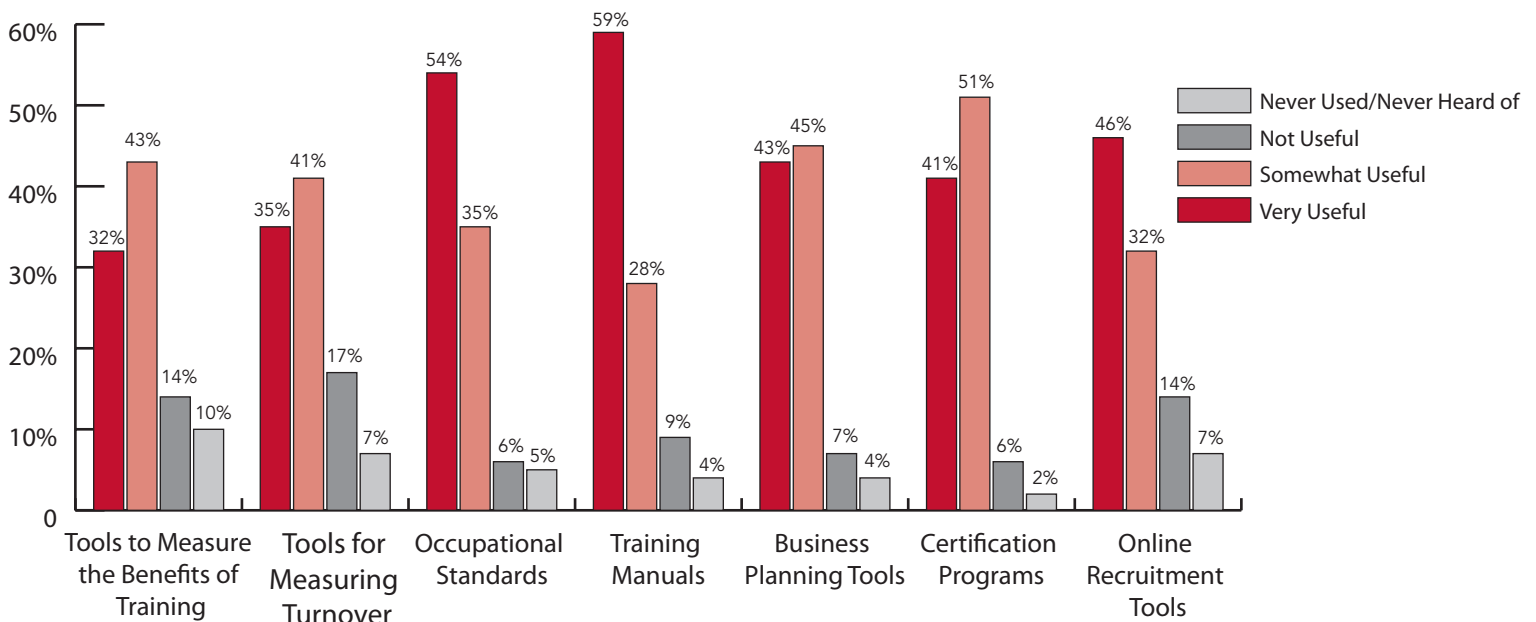


Having the tools to implement good human resource practices is essential in today's business environment. Recently, the Canadian Tourism Human Resource Council (CTHRC) asked panellists about the different types of human resource products offered by a range of organizations in order to determine which were most important to them in their work as tourism professionals.

### Usefulness of Human Resource Products

Panellists were asked to rate several human resource products as very, somewhat, or not useful to them as tourism professionals (Figure 1). The majority of respondents found all products to be either very or somewhat useful. Training manuals received the highest rating; over half (59%) of respondents indicated that training manuals were very useful and 28% reported they were somewhat useful. Occupational standards describing the skills and attitudes necessary to be competent in a given occupation were also rated highly. Fewer respondents viewed certification programs as very useful (41%), but 51% indicated they found certification somewhat useful, giving it the highest combined rating. Other tools that tourism professionals found useful but were not listed in the survey included webinars for specific positions, local symposiums, visitor statistics and trends, and information on compensation through gratuities.

Figure 1. Usefulness of Human Resource Products for Tourism Professionals



### Access to Tourism Training Programs and Tools

Respondents were split on the ease with which they could access human resource tools specific to the tourism sector. Forty percent of respondents thought that accessing training tools was somewhat easy, but 37% believed it to be somewhat or very difficult, which suggests that new approaches and avenues should be explored to see if reach and knowledge of training tools can be expanded amongst this audience.

## Post-secondary Institutions and Tourism Training

To determine which organizations are viewed as providers of tourism training programs, respondents were asked to identify the organizations or programs they associated with tourism training and certification tools. Seventy percent of respondents selected local colleges, making these institutions most commonly associated with tourism training and certification programs. Universities were not as commonly thought of as tourism training institutions, with just 42% of respondents associating their local universities with tourism education programs. Although colleges are considered more likely to provide tourism related courses, several universities do offer degrees or certificates related to tourism and hospitality management.

Universities that offer courses related to tourism are listed in the [Programs of Study Database](#), a tool provided by the Association of Universities and Colleges of Canada. Typing “tourism” or “hospitality” into the tool’s search field allows users to look for tourism-related programs offered at universities across Canada. A broader database, the [Education and Training Search Engine](#), is available at [discovertourism.ca](#) and allows users to search for tourism-related programs at universities, colleges and alternative education institutions across Canada. These tools aid the tourism sector by helping interested employees find ways to further their education—and thus their careers—in their chosen field or occupation. With the looming labour shortage, every employee the tourism sector can retain in career-focused paths will make a difference.

## Organizations Associated with Training and Certification

After colleges, the organization most associated with tourism training and certification was the Canadian Tourism Human Resource Council (CTHRC) (52%), followed by the Emerit brand (51%). The Red Seal apprenticeship program, an interprovincial recognition of qualifications earned through provincial apprenticeship training in more than 50 designated trades, was recognized by 44% of respondents. Currently, a Red Seal endorsement can be attained for the tourism occupations of Baker and Cook. However, apprenticeship training exists for other tourism occupations in several provinces. Saskatchewan, for example, has an apprenticeship program for food and beverage servers. To search for available apprenticeship programs in your province, [click here](#).

Only 30% of panellists recognized their provincial not-for-profit human resource organization (HRO) as a source of tourism training material. These provincial and territorial organizations deliver Emerit® resources within their own jurisdiction. HROs also offer other region specific tools and information to tourism businesses in their jurisdictions. A list of provincial organizations is [available here](#).

Not-for-profit organizations, such as the CTHRC, industry associations and provincial human resource organizations will continue to develop resources for the sector. Panellist feedback indicates continued demand for a range of human resource tools—particularly occupational standards and training manuals. The CTHRC along with its partners will continue to develop these programs, products and services to provide the most relevant and comprehensive tourism human resource information and tools anywhere in Canada.

For more information on the resources available to you, visit [www.cthrc.ca](http://www.cthrc.ca) or contact your provincial human resource organization.

### ABOUT THIS STUDY

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