

Understanding the tourism labour market is essential for businesses that wish to follow appropriate human resource practices. One mandate of the Canadian Tourism Human Resource Council (CTHRC) is the dissemination of this information to the sector. Recently, the CTHRC asked members of the Workplace Matters Panel what labour market information was most important to them and how easy it was to access. The findings are presented below.

The Information Industry Needs

Panellists were most interested in obtaining information on local compensation rates for tourism occupations—86% of respondents indicated they were very interested in this type of data. When asked what types of tourism research they had tried to access in the previous six months, 63% of respondents indicated they had sought compensation information.

Respondents also showed a high level of interest in information on economic trends and outlooks for Canadian tourism (65%), the monetary benefits of training and retention (64%), and the effects of turnover on their tourism business (55%). Demographics of the tourism labour force and labour shortages were slightly less popular (49% and 48% of respondents indicated a high level of interest, respectively), although in each case a further 43% indicated they were somewhat interested in this type of labour market information. (Figure 1).

Despite these high interest levels, only three types of data were sought by the majority of respondents during the six months prior to the survey. Besides compensation research, 61% of respondents tried to access information on labour trends or economic trends and outlooks. Of these pieces of information, economic trends and outlooks were most accessible with 38% of respondents having found them easily, while 22% indicated access was difficult. Compensation data was harder to find; almost one-third (30%) of panellists reported that this information was difficult to access, compared to 17% who found it easily. A further 16% of respondents tried to access compensation data but were unable to do so. This suggests that relevant tourism research needs to be made more accessible. Most respondents had not tried to access information on turnover (23%) or the monetary benefits of training (29%). Of those who had looked for information on the monetary benefits of training and retention, a full 80% found it difficult to access or were simply unable to find the information. (Figure 2)

Figure 1. Level Of Interest in Labour Market Information

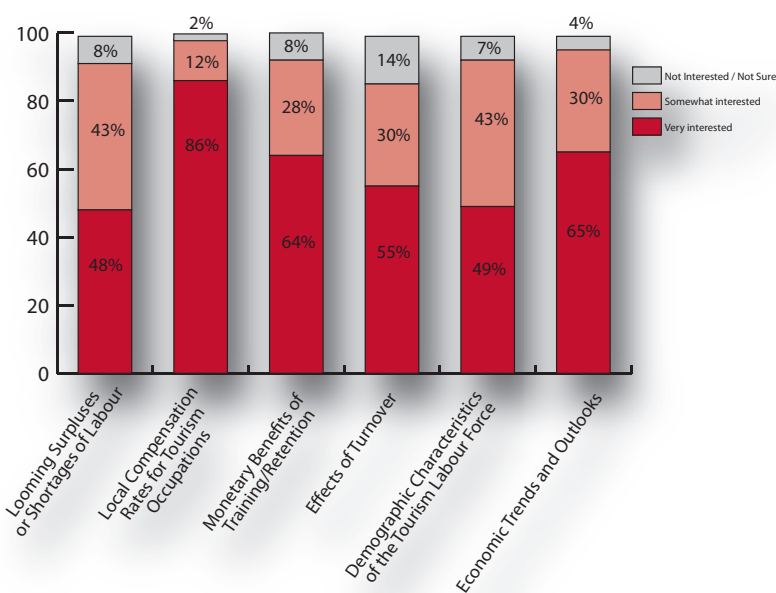


Figure 2. Accessibility of Tourism Labour Market Information

	Accessed Easily	Accessed, but with Difficulty	Tried to Access but Could Not	Did Not Try to Access
Labour Availability in Your Locality	20%	26%	1%	52%
Local Compensation Rates	17%	30%	16%	36%
Monetary Benefits of Training & Retention	7%	13%	9%	71%
Demographic Characteristics of the Tourism Labour force	9%	14%	3%	74%
Effects of Turnover	7%	10%	6%	77%
Economic Trends and Outlooks	38%	22%	1%	39%
Labour Trends	30%	22%	9%	39%

Finding Data for Canada's Tourism Sector

A wealth of information is available, but access to it requires improvement. To help panellists access information, the CTHRC has compiled the following list of recent tourism labour market research. Although not all available tourism data is presented here, the CTHRC will continue to direct tourism stakeholders to its own labour market information as well as research from government and industry, through newsletters and reports. The CTHRC web site will continue to provide pertinent labour market information and provide ease of access for downloading relevant information. Specific inquiries can be directed to info@cthrc.ca.

Compensation Information

The CTHRC produces a [biennial compensation study](#) for the entire tourism sector that includes an analysis of compensation, benefits, and salary/wage data for 31 occupations. The report presents aggregate data for Canada, each province and sub-region, and is freely available to sector stakeholders. Study participants receive access to more detailed information, upon request.

The Alberta Hotel and Lodging Association (AHLA) conducts a [biennial wage survey](#) for 52 occupations in hotel and lodging facilities within Alberta. Results are free for participants, \$350 for AHLA members and \$650 for non-members.

The National Golf Course Owners Association has created a [Compensation & Benefits Report](#) that provides detailed information on 15 key management positions within the golf industry.

The Association des restaurateurs du Québec carries out an [annual compensation survey](#) of Quebec's food and beverage services industry that provides wage data for 13 benchmark jobs (management and front-line).

Economic Trends and Outlooks

National Tourism Indicators (NTI)

Produced by Statistics Canada, the NTI ([available here](#)) provides quarterly and yearly estimates of tourism demand, employment generated by tourism spending, and tourism gross domestic product (GDP). It should be noted that the NTI bases its estimates for jobs and GDP on spending by visitors only, not local residents. While this is useful for industries such as accommodations or travel services, which rely heavily on tourists, it may be less indicative of what is occurring in industries such as food and beverage services where the majority of business comes from local residents.

The Future of Canada's Tourism Sector

Every two years, the CTHRC quantifies how long-term demographic and economic trends will impact the labour supply in Canada's tourism sector. Research has found that the aging of Canada's population, combined with increasing demand for tourism goods and services, will create growing labour shortages that will impede the growth of the tourism sector if innovative human resource solutions are not implemented. To view the full report, [click here](#).

The Monetary Effects of Training and Turnover

The CTHRC is currently conducting research in employee training and turnover using its online [Return on Training Investment Tool \(ROTI\)](#) and [Employee Turnover Cost Calculator](#). The ROTI tool allows employers to compare the costs invested in training to the benefits achieved through increased sales, reduced turnover and increased productivity. The Employee Turnover Cost Calculator allows employers to measure their total expenses associated with turnover. Both tools are free for businesses to use. In return, the CTHRC reserves the right to compile user data in order to report on industry trends.

General Information

The [Canadian Tourism Commission](#) conducts its own research and also supplies links to publications from other tourism organizations, including Statistics Canada. Material can be accessed by signing up for a free CTC account.

Similarly, the CTHRC reports on current tourism news and research. These news briefs can be accessed by signing up to the [member news section](#) on the CTHRC's website.

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
To become a member, please visit
<http://www.join.workplacematterspanel.ca>

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