



# REBUILDING THE NOVA SCOTIA **TOURISM** WORKFORCE

## LABOUR MARKET FORUM PART I

½ Day Virtual Event February 23rd from 12:45-4pm

# WHAT YOU CAN DO TODAY

Tourism **HR**  
Canada



**RH** Tourisme  
Canada

# WHAT YOU CAN DO TODAY

1

## The Problem and The Impact

Overview of the labour crisis: just  
what are we talking about?

2

## Workforce Recovery Strategy

Ideas, Recommendations and  
What's Already Happening

Tourism **HR**  
Canada



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Canada

# Unprecedented **Labour Crisis**



## **Short Supply of Workers**

Today, 400,000+ fewer  
workers than  
pre-pandemic, with  
unfilled jobs in every region



## **Skills Mismatch**

25-40% without the skills  
needed = impacting  
productivity, retention, service  
quality, inability to compete

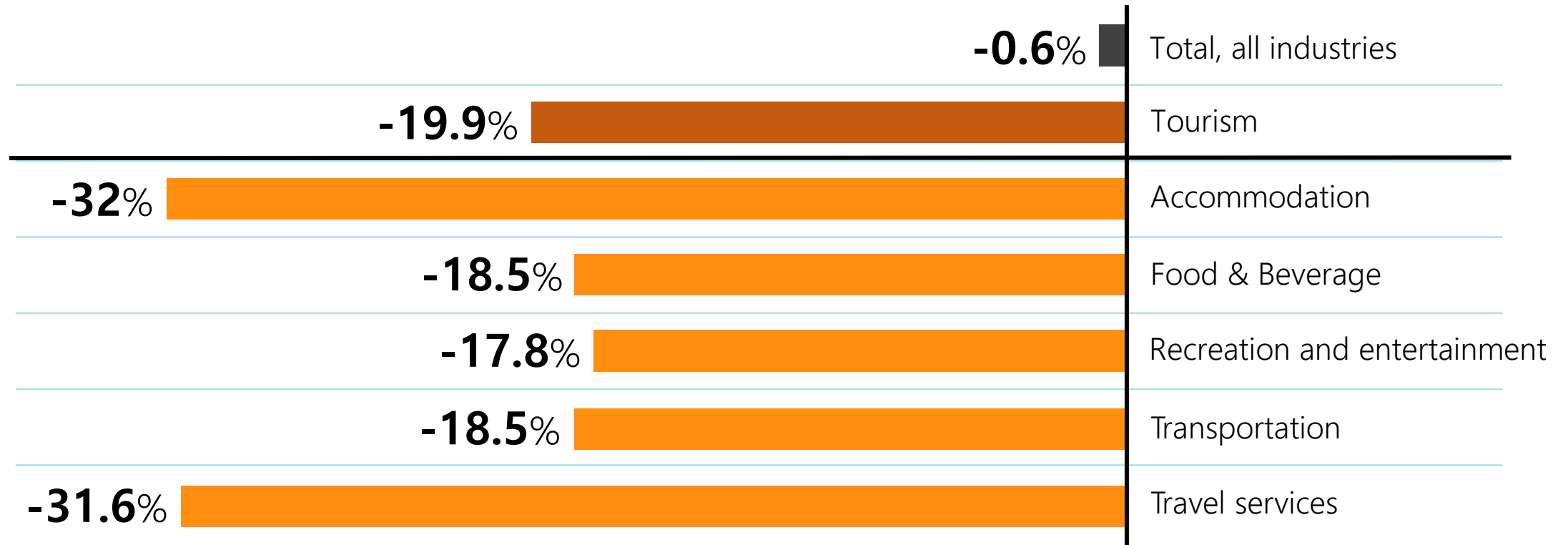


## **Mobility and Employment Barriers**

Structural constraints  
that inhibit job seekers  
from gainful  
employment in tourism

# Employment

(2021 compared to 2019)

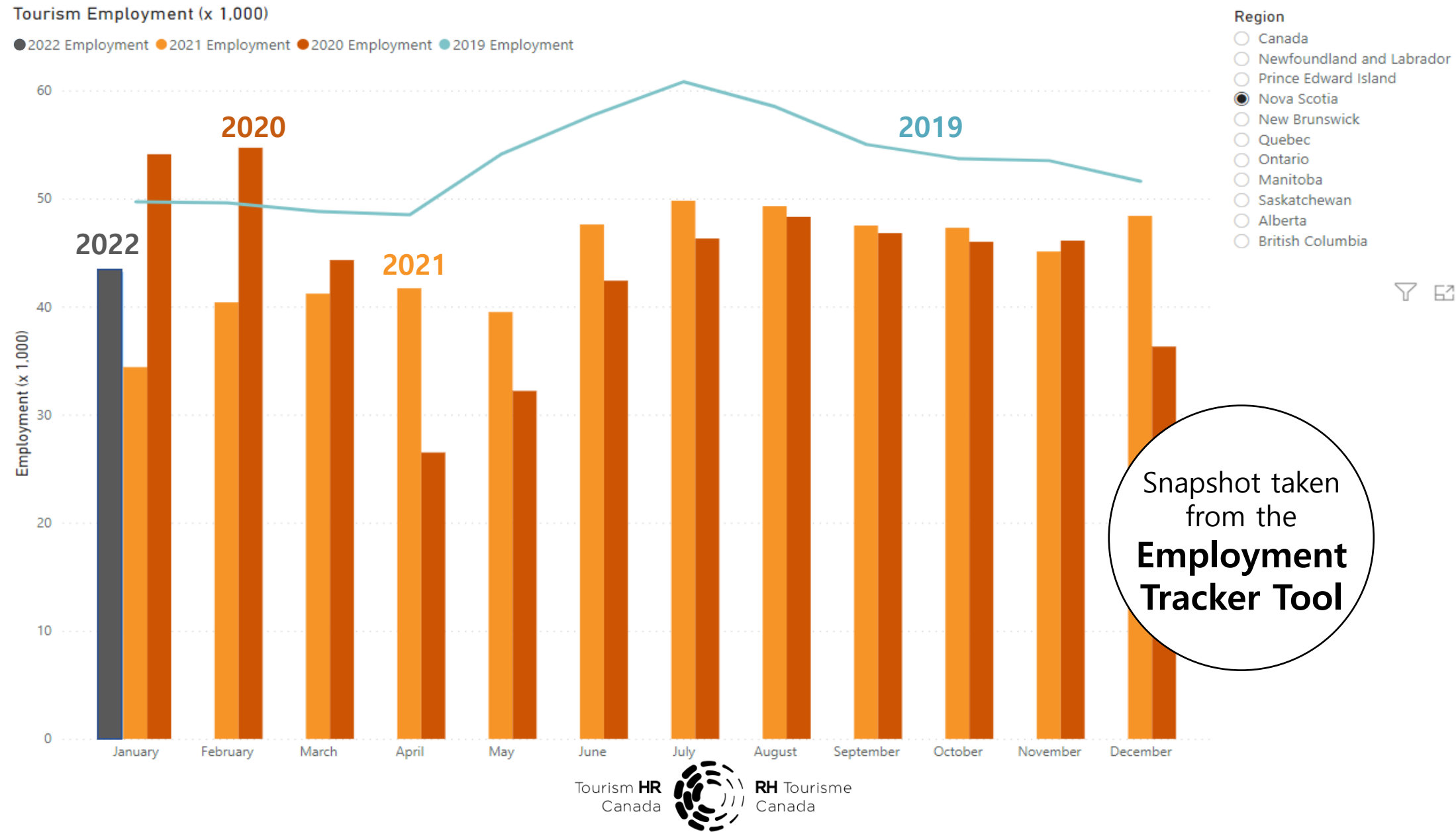


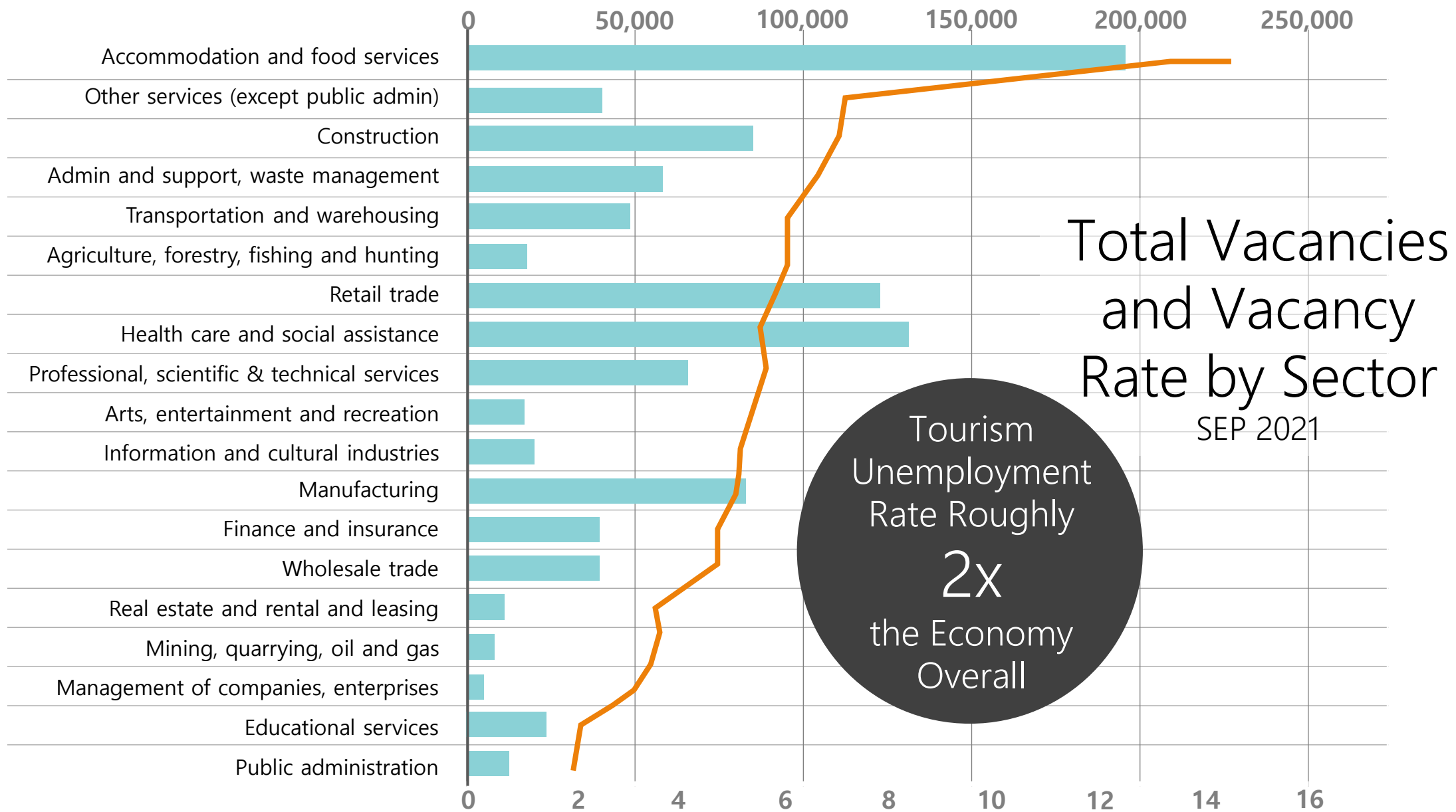
# Tourism Employment

Since 2010

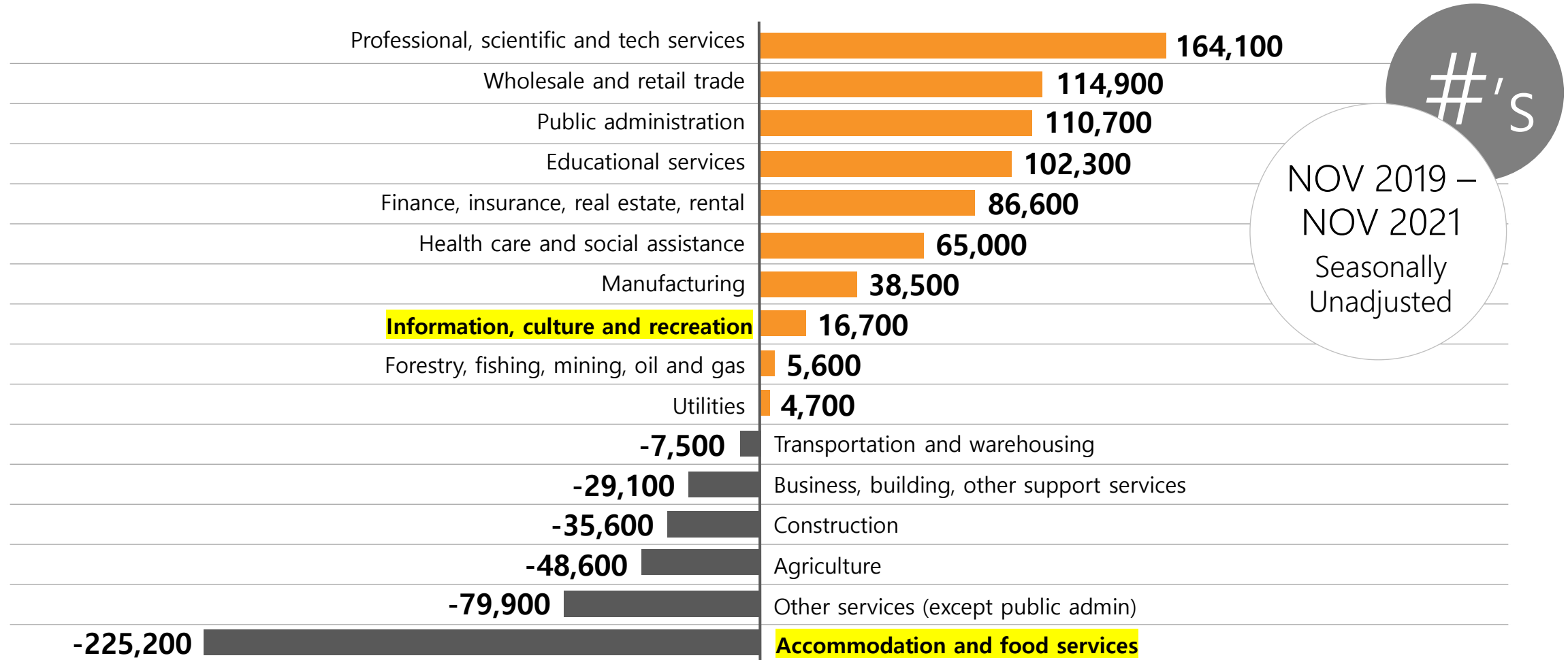


Chart 1: Tourism Employment by Province



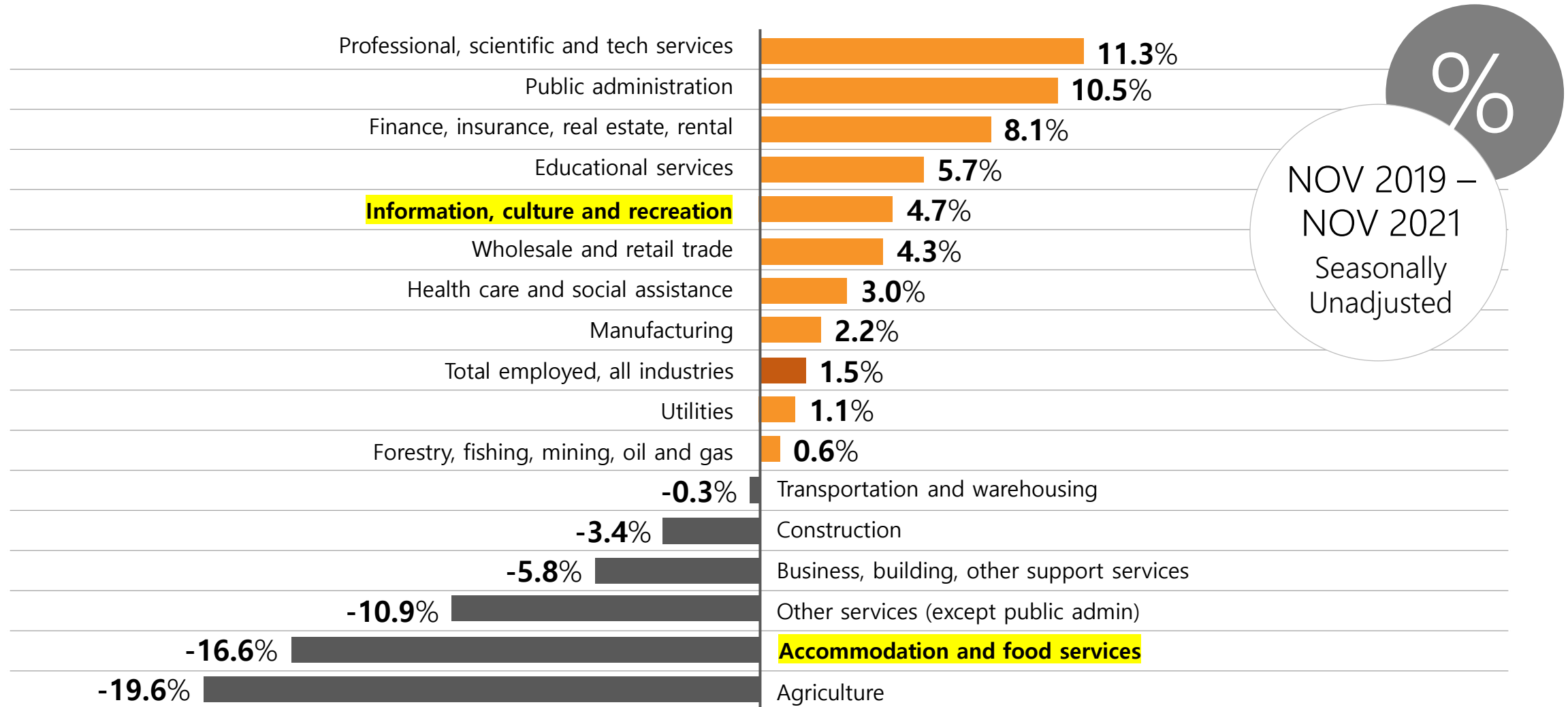


# Employment Change by Industry

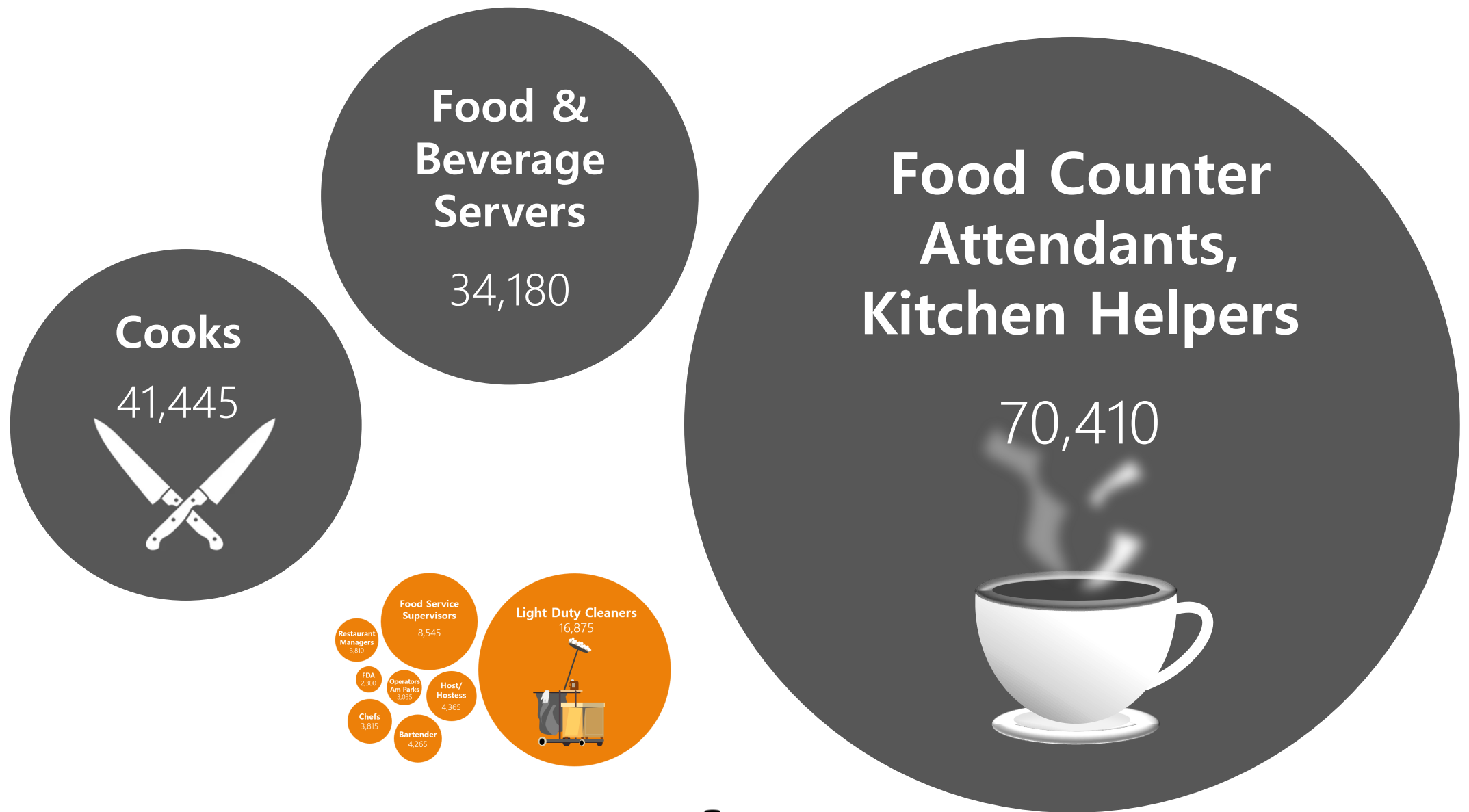




# Employment Change by Industry







# Occupations in Demand

OCCUPATIONS EMPLOYERS REPORT AS HARDEST TO FILL, AND TO RETAIN



## TRAVEL SERVICES

Travel Agency  
Managers



## ACCOMMODATION

Light Duty Cleaners/  
Housekeepers  
Front Desk Agents  
Cooks  
Chefs/Kitchen  
Managers  
Food & Beverage  
Servers



## RECREATION & ENTERTAINMENT

Program Leaders/  
Instructors  
Operators/Attendants  
Counter Attendants/  
Kitchen Helpers



## TRANSPORTATION

Retail Salespeople  
Air Pilots/Flight  
Engineers/Instructors  
Ramp Attendants  
Motor Vehicle  
Mechanics  
Bus Drivers



## FOOD & BEVERAGE

Chefs, Executive Chefs,  
Kitchen Managers  
Food & Beverage  
Servers  
Food Service  
Supervisors and  
Managers  
Counter Attendants/  
Kitchen Helpers

# Demand Increase 2019 - 2035

**15 – 20%**

**21 – 25%**

**26 – 30%**

**31 – 40%**

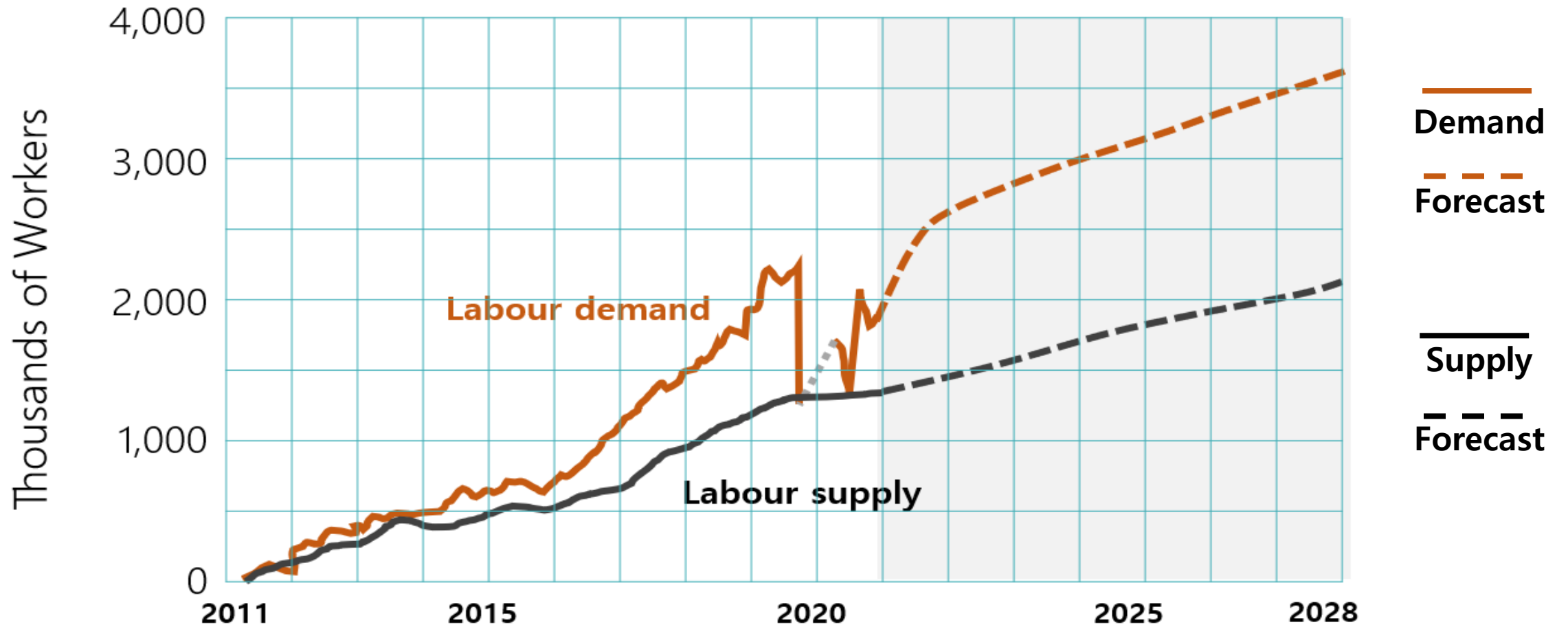
<b>Food &amp; Beverage Servers</b>	Railway conductors	<b>Bakers</b>	<b>Attendants Amusement Parks</b>
<b>Cashiers</b>	Dining Rm Hosts/Hostess	<b>Janitors, Superintendents</b>	Recreation Program Leaders
Bartenders	Security Employees	<b>Front Desk Agents</b>	Rec & Sport Program Directors
<b>Cooks</b>	<b>Casino Occupations</b>	<b>Light Duty Cleaners</b>	<b>Delivery Drivers</b>
<b>Airline Service Agents</b>	Accom Service Managers	<b>Restaurant Managers</b>	<b>Food Service Supervisors</b>
Aircraft Mechanics, Inspectors	<b>Bus &amp; Subway Drivers</b>	Travel Counsellors	<b>Air Transport Ramp Attendants</b>
Landscaping, Grounds Keepers	Vehicle Mechanics	Museum Technical Roles	
<b>Retail Salespersons</b>	Transport Managers	Pilots, Flight Instructors	
<b>Counter Att, Kitchen Helpers</b>	<b>Taxi &amp; Limo Drivers</b>	Retail Trade Managers	
<b>Flight Attendants</b>		<b>Chefs</b>	
Railway Engineers			



All sectors are impacted;  
*'high volume occupations'* often hardest to fill

# Cumulative Change in Labour Demand and Supply

Since April 2011 (all sectors, not tourism-specific)



# Tourism and Hospitality Emergency Recovery

## COVID-19 Tourism Workforce and Business Impacts Reports

# Post-COVID Future of the Tourism Workforce

# The Global Survey on Perspectives of Service Delivery and Traveller Priorities

# Has COVID Affected Canadians Perception of Tourism and Tourism Jobs?

## COVID Impact and Recovery

## Census Data: Who Works Tourism?

# Human Resource Module

# Rapid reSearch Tool

## Tourism Facts

## Tourism by Federal Riding

# Tourism Labour Force Survey

# 2019 Tourism Sector Compensation Study

Labour Market Information

# Tourism Employment

## Insights into COVID-19's Impact

The Labour Force Survey (LFS), conducted by Statistics Canada, is the source of LFS sample size is approximately 56,000 households, covering 100,000 individuals

### Contents

Tourism Employment

Unemployment Rate

Tourism Business Openings and Closures

Entry and Exit from the Tourism Labour Force

Total Actual Hours Worked

Gross Domestic Product

Employment by Demographic Groups

Employment by Type of Geographic Region

Employment by Occupational and Industry Earnings

Economic Indicators

Mobility

Additional Tourism Resources

English

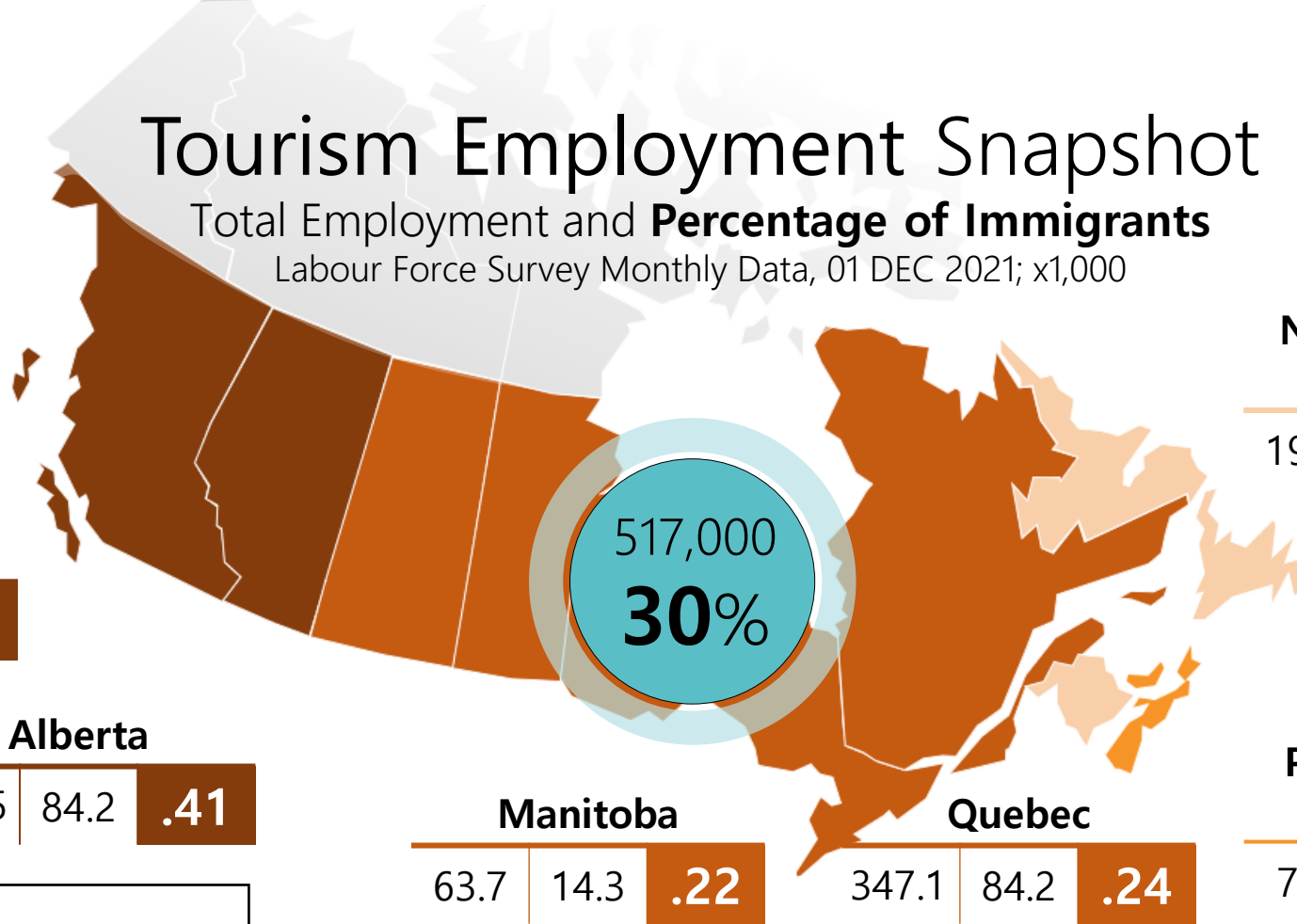
We Can Help



# Tourism Employment Snapshot

## Total Employment and **Percentage of Immigrants**

Labour Force Survey Monthly Data, 01 DEC 2021; x1,000



### British Columbia

298.6	105.7	<b>.35</b>
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### Alberta

203.5	84.2	<b>.41</b>
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### Manitoba

63.7	14.3	<b>.22</b>
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### Quebec

347.1	84.2	<b>.24</b>
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### Newfoundland & Labrador

19.7	1.8	<b>.09</b>
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### New Brunswick

25.5	1.7	<b>.06</b>
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### Prince Edward Island

7.1	1.2	<b>.16</b>
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### Saskatchewan

49.5	11.9	<b>.24</b>
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### Ontario

680.1	206.3	<b>.30</b>
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### Nova Scotia

48.4	5.6	<b>.12</b>
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#### KEY

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**% immigrants**

**# of landed immigrants**

**Total tourism employment**

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## ECONOMIC, SOCIAL, AND POLITICAL IMPACTS OF THE WORKFORCE

A critical shortage of skilled labour hampers growth and recovery and contributes to higher operating costs and reduced profits. Without workers, businesses forego investments, lose their ability to compete, burn out staff, and ultimately anger and turn off customers.  
(This is not the image we want for Canadian tourism.)



# propelcareers.ca



## Post-Secondary Students

Access paid work-integrated learning opportunities in the travel, tourism, and hospitality sector.

[Click to Learn More](#)



## Employers

Connect with early talent interested in working in the industry, plus significant assistance with their wages.

[Click to Learn More](#)



## Post-Secondary Institutions

Complement your existing work-integrated learning programming with new partnership opportunities across Canada.

[Click to Learn More](#)



Government  
of Canada

Gouvernement  
du Canada



# Set your business up for success.

Get the knowledge and resources you need to confidently manage your workforce and rebound from COVID-19.

**The COVID-19 Tourism Workforce Recovery Toolkit** is a practical, no-cost web program designed to help tourism operators succeed during this unprecedented crisis – now and into the future. Drawing from a myriad of public-domain, academic and business resources, this Toolkit – which includes presentations, checklists and downloadable content – will be frequently updated to support tourism operators at every stage of their journey.

## Workforce

Tourism is a 'people first' industry. It is about making connections between people, place, and culture, and providing gainful employment to millions of people within that context.

[View All Resources](#)





**Now Hiring**

WHAT **YOU**  
CAN DO **TODAY**



**Now Hiring**

A Guide to Help Employers  
**Attract and Retain Workers**  
in a Post-Pandemic Environment



# Essential HR Practices: New and Tried Strategies



- |   |   |    |   |
|---|---|----|---|
| 1 | Build a blended workforce                           | 9  | Optimize your current workforce             |
| 2 | Overhaul your recruitment strategies                | 10 | Get good at and prioritize partnerships     |
| 3 | Diversify your workforce                            | 11 | Use unconventional, flexible work schedules |
| 4 | Invest in digitalization to build up your workforce | 12 | Increase your HR IQ                         |
| 5 | Rethink and rework work arrangements                | 13 | Emphasize the Total Compensation Package    |
| 6 | Work on retention strategies                        | 14 | Tap into government supports                |
| 7 | Pay attention to your HR/employer brand             | 15 | Be connected, get active: advocacy matters  |
| 8 | Be a centre of meaningful learning                  |    |   |



# Practical Forms and Checklists to Help Tackle Key Issues

- 1 Develop Workforce Action Plan
- 2 Rethinking Work, Workforce, and Workplace
- 3 Manage Remote Workforce
- 4 Helping Employees Transition Back to Work or to New Job Roles
- 5 Build Strategic Community Partnerships
- 6 The Real Cost of Replacing People
- 7 Measuring Employee Engagement
- 8 Guidance on Terminating Employees



# Pan Canadian Workforce Recovery and Growth Task Force

## GUIDING PRINCIPLES, OVERALL AIMS

Alignment with sectoral strategies: national, P/T, government

Alignment with UN Sustainable Development Goals

Special attention re: Indigenous workforce matters

Inclusive and respectful of diverse ideas

Openness and transparency

Objective recommendations



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MANDATE

Building a  
**Resilient, Competitive, and Inclusive**  
Labour Market

# Thank You

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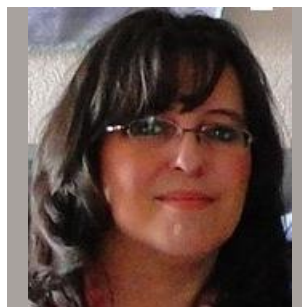
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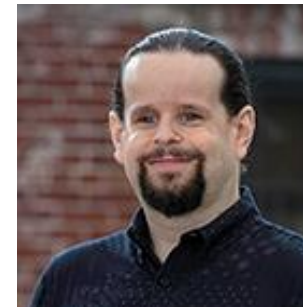
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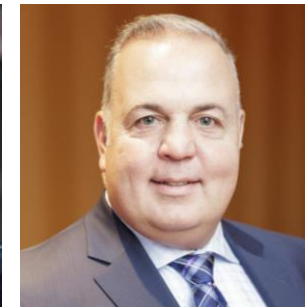
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Tourism HR Canada

Tourism HR Canada is a pan-Canadian organization with a mandate aimed at building a world-leading tourism workforce. Tourism HR Canada facilitates, coordinates, and enables human resource development activities that support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce.

Tourism HR Canada is your source for current human resources issues and solutions, and works with the industry to attract, train, and retain valuable tourism professionals by giving them the tools and resources they need to succeed in their careers and entrepreneurial endeavours.

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