



24 FEBRUARY 2023 · LANGUAGES CANADA 16TH ANNUAL CONFERENCE

Language, Integration, and Work in Tourism and Hospitality A Pilot Project

MANDATE

Building a
Resilient, Competitive, and Inclusive
Workforce

Tourism **HR**
Canada



RH Tourisme
Canada

MANDATE

Building a
Resilient, Competitive, and Inclusive
Workforce



LABOUR
MARKET
INTELLIGENCE



PROFESSIONAL
CERTIFICATION



SERVICES FOR
PUBLIC
EDUCATION



E-LEARNING+

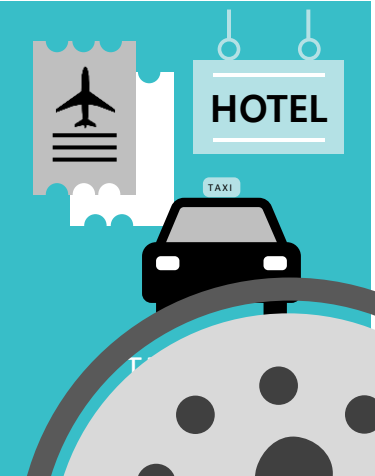


ATTRACTION &
RETENTION
PROGRAM



Canadian **Tourism Workforce**

2.1 MILLION; 5th largest sector → \$105 billion in GDP; 225,000 SMEs



15 – 24 years old

25 – 65 years old

JOBS

CAREERS



* 2019

Exponential Shortfall

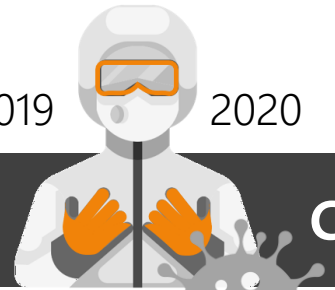
A TOURISM WORKFORCE IN CRISIS

2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

BC (Before COVID)

HAMPERED GROWTH;
SYSTEMIC, GRADUAL
ERODED WORKFORCE

2019



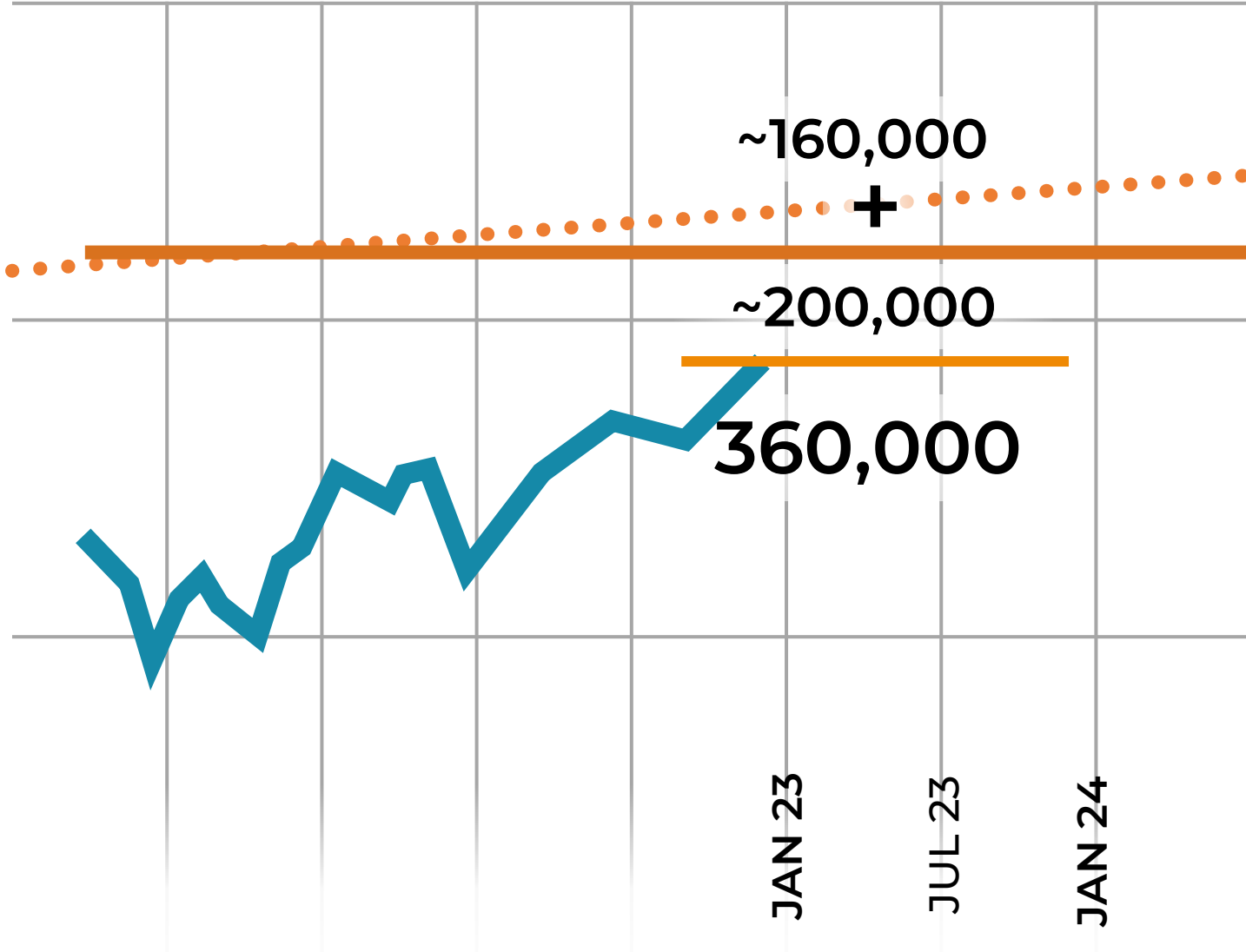
COVID

DISRUPTION,
MASSIVE LOSSES

RECOVERY, Post Pandemic

OVERCOMING
REPUTATIONAL DAMAGE +
LONG-TERM RESILIENCE





SUMMER
2023

360,000
-107,000

-253,000

Demand Increase 2019 - 2035

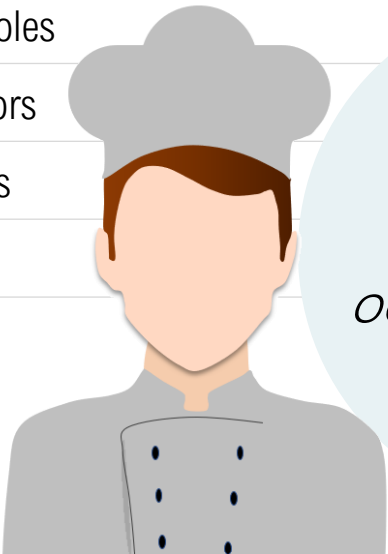
15 – 20%

21 – 25%

26 – 30%

31 – 40%

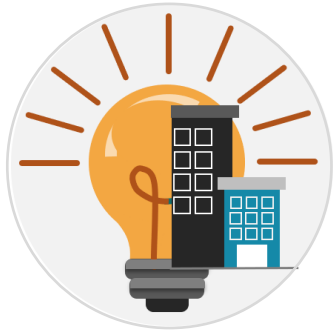
Food & Beverage Servers	Railway conductors	Bakers	Attendants Amusement Parks
Cashiers	Dining Rm Hosts/Hostess	Janitors, Superintendents	Recreation Program Leaders
Bartenders	Security Employees	Front Desk Agents	Rec & Sport Program Directors
Cooks	Casino Occupations	Light Duty Cleaners	Delivery Drivers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



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

Skills in Demand

PREVAILING TRENDS/NEEDS – MANAGEMENT, OPERATIONS



BUSINESS
INNOVATION



DIGITALIZATION,
NEW TECHNOLOGY



FINANCIAL
MANAGEMENT



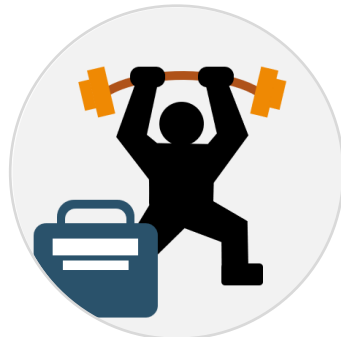
COMMUNITY
ENGAGEMENT



CONSUMER
ENGAGEMENT



HUMAN CAPITAL
MANAGEMENT



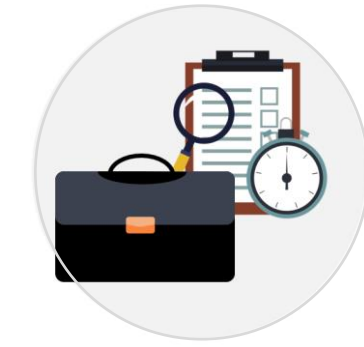
BUSINESS RISK
MANAGEMENT AND
RESILIENCE



SOCIAL/CULTURAL
INTELLIGENCE



ENVIRONMENTAL/
SUSTAINABLE
PRACTICES



PARTNERSHIP
MANAGEMENT





Digitalization

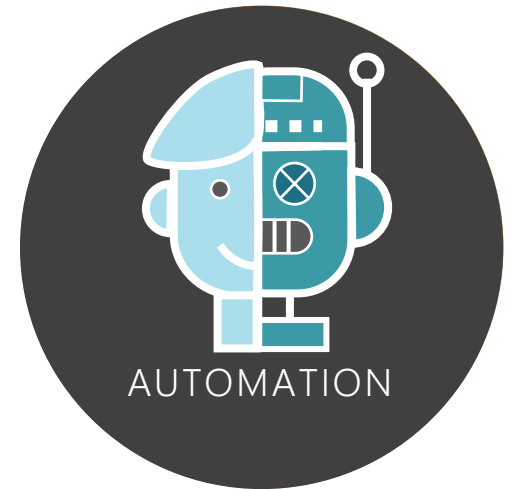
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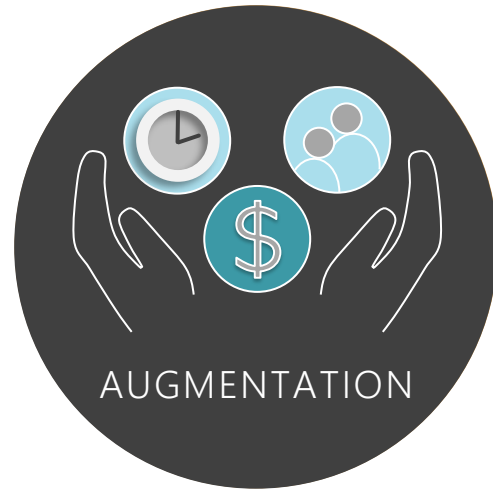
CUSTOMER
ENGAGEMENT



MARKET
ANALYSIS



AUTOMATION



AUGMENTATION



PRODUCT
DEVELOPMENT



BUSINESS
PRACTICES

Social and emotional skills in tourism and hospitality occupations

TOP FIVE

Active listening

1

Speaking

2

Coordination

3

Social perceptiveness

4

Service orientation

5

Tourism **HR**
Canada



RH Tourisme
Canada

VALUE PROPOSITION

10 Reasons Why 10% Matters

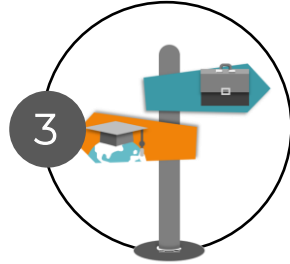
Tourism Employment Transforms Lives & Communities



1 High job growth potential



2 Economic and entrepreneurial opportunities



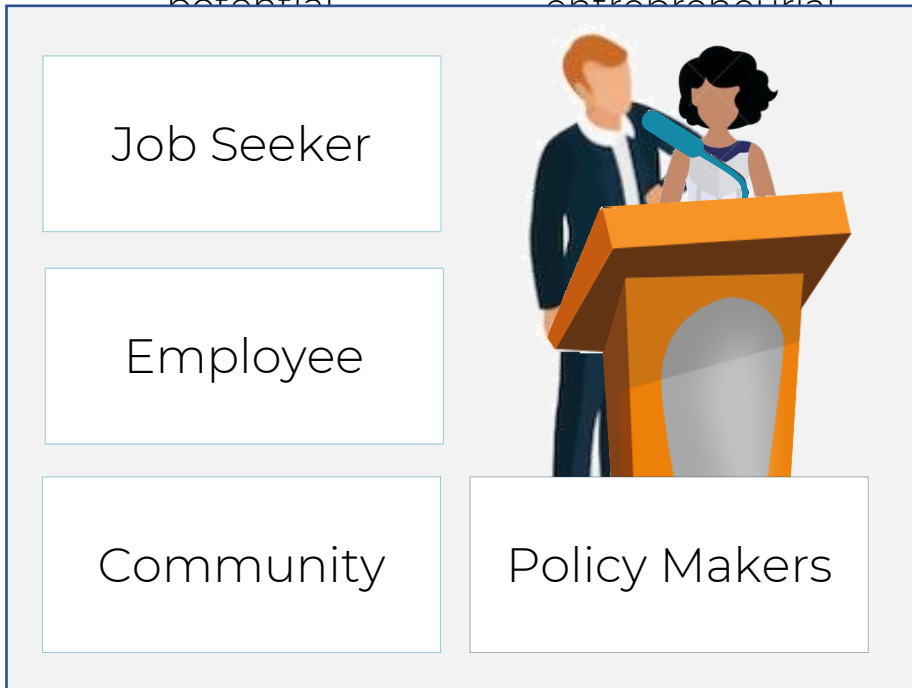
3 Multifaceted with rich learning experience



4 Social advantages



5 Environmental benefits



8 Contributes to political stability and synonymous with Canadian identity



9 Good jobs and jobs at a premium



10 Tourism is everywhere and foundational to Canada's economy

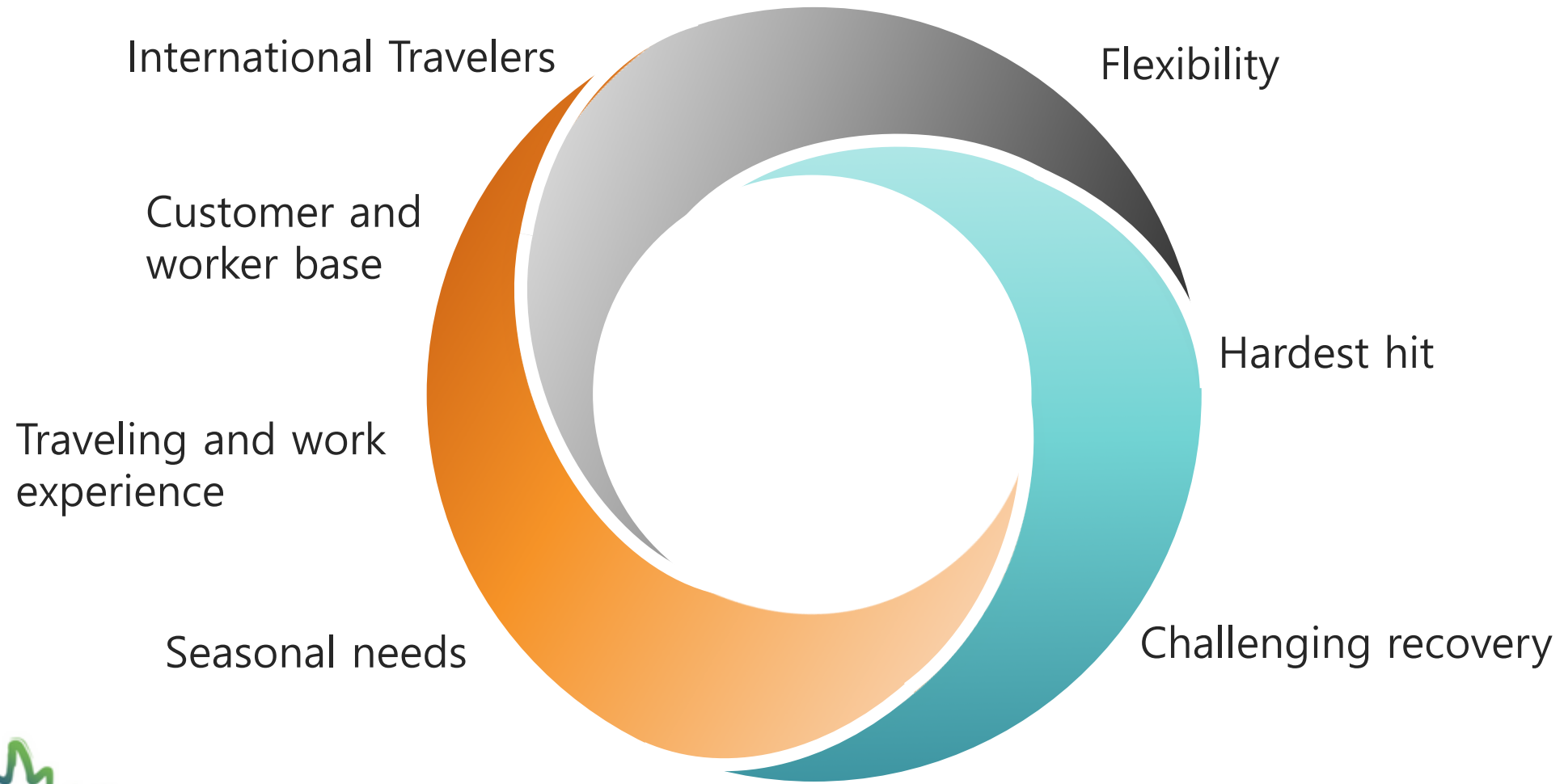


Language + work

more productive, higher earners

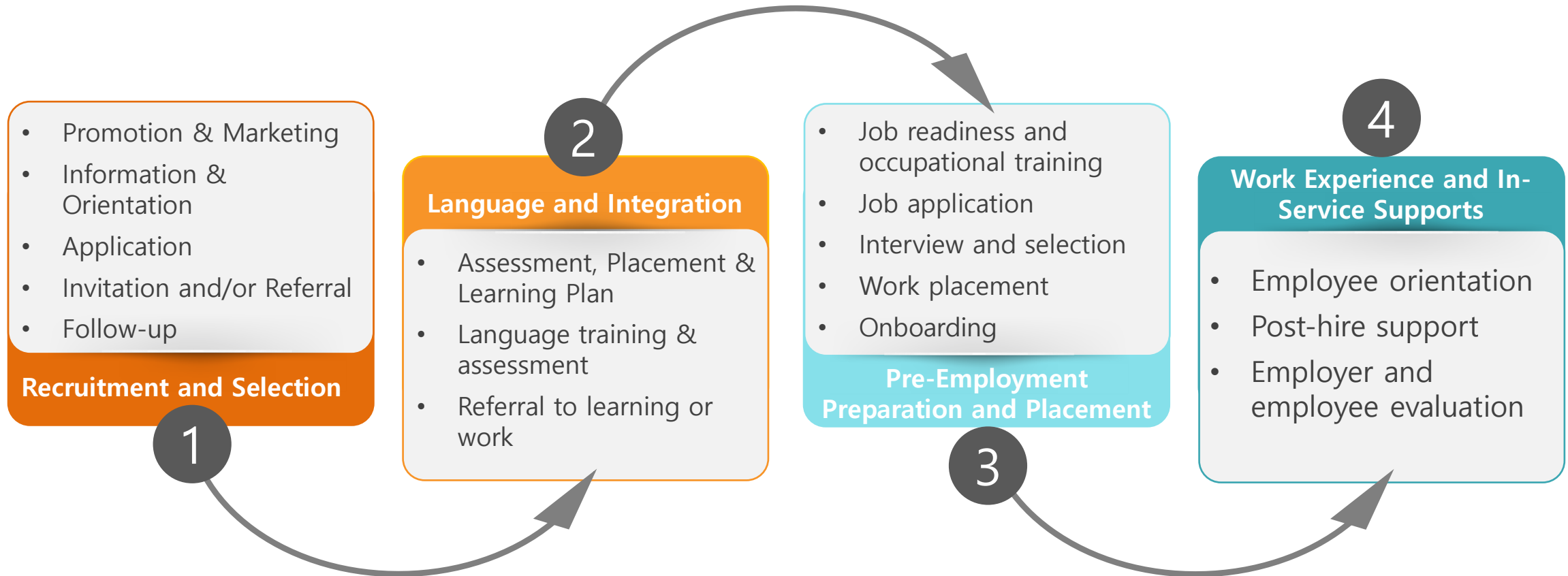


Language and Tourism's Synergy



Language And Work In Tourism And Hospitality

ACTIVITIES



Pilot Objectives

PARTICIPANTS

Language and socio-cultural skills
Canadian tourism sector and workplace
Better employment outcomes.

LANGUAGES CANADA MEMBERS

Innovate and improve service
Rebuild workforce and revenues
Build capacity



TOURISM BUSINESSES

Fill job vacancies
Human resources support
Increase operational capacity

CANADIAN SOCIETY

Improve competitiveness
Increase export revenues
Support the two sectors' recovery
Addressing workforce challenges
Support Canada's immigration level targets
Explore cross-sector collaboration and innovation

Efforts Towards Implementation

- Consultation
- Research
- Partnership building
- Concept Development

Proposal Planning

- Government engagement
- Support (and advocacy) from stakeholders
- Proposal creation
- Proposal submission

Proposal Submission

- Regulatory exemption from IRCC?
- Secure funding
- Proposal to Practice

Proposal Implementation

Food for Thought for LC Members

Settlement Support

Integrate settlement information and support for language students



Embed sector oriented social and emotional skills training into language training

Skills Training

1

Our Gift to You

PRACTICAL TIPS TO
**HELP YOU FIND AND
KEEP WORKERS**



2

Free Sign-Up

E-NEWSLETTER TO BE ON
TOP OF THE LATEST
**WORKFORCE TRENDS
AND SOLUTIONS**

