Employment in the Tourism Industries

A Canadian Perspective

Michel Dubreuil
Destination Canada

UNWTO/DG GROW Workshop
Measuring the economic impact of tourism in Europe:
The Tourism Satellite Account (TSA)
Brussel, Belgium
29-30-November 2017
## Table 7- Employment in tourism industries

<table>
<thead>
<tr>
<th>TSA:RMF 2008 Content of Table 7</th>
<th>CTSA Content</th>
<th>HRM/PT-HRM to the CTSA (Content)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of establishments</td>
<td>No</td>
<td>No; Completed separately by linking CTSA to Business Register</td>
</tr>
<tr>
<td>Number of jobs by status in employment (Employees &amp; self-employed by gender)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Number of hours worked by status in employment (Employees &amp; self-employed by gender)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Number of full-time equivalent jobs by status in employment (Employees &amp; self-employed by gender)</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Demand Side Focus:** Jobs directly attributable to tourism *(Also in the National Tourism Indicators)*

**Supply Side Focus:** Additional details captured to meet tourism industry information needs
Tourism demand generates a significant share of jobs in tourism industries

Supply perspective
1.78 million jobs in Tourism Industries;
- 31% of these jobs are attributable to tourism demand

Demand perspective
708,400 jobs attributable from tourism demand:
- in tourism industries 559,400 jobs (79%)
- In non-tourism industries 149,100 jobs (21%)

Sources: Statistics Canada, Human Resource Module 2015, National Tourism Indicators 2017q2
The CTSA recognizes 52 industries within five tourism industry groups:

1. **Food and Beverage**: 3 Industries
2. **Accommodation**: 11 Industries
3. **Recreation & Entertainment**: 17 Industries
4. **Travel Services**: 4 Industry
5. **Transportation**: 17 Industries

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Human Resource Module: Timely Data

Supply Surveys
- Transportation
- Accommodation
- Food & Beverage
- Recreation and Entertainment
- Travel Arrangement Services
- Other Supply (Including Goods)

System of National Accounts
- Supply-Use Tables
- Balance of Payments

TSA: Human Resource Module
- Census of population
- Canadian productivity accounts
- Labour force survey
- Survey of employees, payroll and hours

Demand Surveys
- Household Spending
- Domestic Travel
- International Travel

Government Revenue & Transfers
HRM main sources and methods

• Annual benchmarks 1997-2012 from System of National Accounts
  • provides number of jobs, hours worked, compensation
  • by industry, job type, Full/part-time

• Distributors from Census of Population
  • by occupation, sex, age group, immigrant status

• Interpolation/extrapolation with Labour Force Survey
  • Using smoothed annual averages

• Jobs attributable to tourism calculated with TSA ratios
Statistics in tourism industries from the HRM 2015

# of Jobs: 1.78 million
# hours worked: 2,750 million (29.7 hours per week)
Income: $57,291 cad million ($20.83 hourly wage)

Employees: 1.65 million (92.7%)
- Jobs
- Full-time equivalents
- Hours worked
- Wages & Salaries
- Supplemental Income

Self-Employed: 129,546 (7.3%)
- Jobs
- Hours worked
- Net Income

<table>
<thead>
<tr>
<th>%</th>
<th>Jobs</th>
<th>Hours</th>
<th>Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time</td>
<td>66%</td>
<td>80%</td>
<td>85%</td>
</tr>
<tr>
<td>Part Time</td>
<td>34%</td>
<td>20%</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>%</th>
<th>Jobs</th>
<th>Hours</th>
<th>Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time</td>
<td>61%</td>
<td>83%</td>
<td>84%</td>
</tr>
<tr>
<td>Part Time</td>
<td>39%</td>
<td>17%</td>
<td>16%</td>
</tr>
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</table>
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by Demographics
Gender (Female/Male)
Immigrant/Non-Immigrant
Age
15 to 24
25 to 34
35-44
45 +

by Industry
Transportation
   Air passenger transport
   Other transport
Accommodation
Food & Beverage
Recreation and Entertainment
Travel Services
Industry and occupation details

- **Air transportation** (airline pilots, flight engineers & flying instructors; pursers & flight attendants; airline sales and service agents; aircraft mechanics & aircraft inspectors; air transport ramp attendants; all other)

- **All other transportation** (managers; retail salespersons & sales clerks; automotive service technicians, truck and bus mechanics and mechanical repairers; bus drivers, subway & other transit operators; taxi & limousine drivers & chauffeurs; railway and yard locomotive engineers; railway conductors & brakemen/women; all other)

- **Accommodation** (managers; program leaders and instructors in recreation; chefs; cooks; bartenders; food & beverage servers; hotel & front desk clerks; light duty cleaners; janitors, caretakers and building superintendents; food counter attendants and kitchen helpers; all other)

- **Food and beverage services** (managers; food service supervisors; cashiers; chefs; cooks; maîtres d’hôtel & hosts/hostesses; bartenders; food & beverage servers; bakers; food counter attendants & kitchen helpers; delivery and courier service drivers; all other)

- **Recreation and entertainment** (recreation, sports & fitness program & service directors; technical occupations related to museums and art galleries; program leaders & instructors in recreation/ sport; retail salespersons & sales clerks; cashiers; security guards & related; casino occupations; operators and attendants in amusement, recreation & sport; janitors, caretakers & building superintendents; food counter attendants and kitchen helpers; landscaping & grounds maintenance labourers; all other)

- **Travel services** (retail trade managers; travel counsellors; all other)
Occupational trend analysis

Occupational details allows for in-depth analysis of structural changes in tourism sectors

Example: There were 5,300 fewer managers in 2012 compared to 1997.

Why?
May be due to outsourcing of previous internal functions and flattening of organizational structures in order to facilitate yield management and improve productivity

Source: Courtesy of Chris Jackson, Statistics Canada,
Provincial - Territorial Human Resource Module

- Number of tourism jobs
- Type of job (employee & self-employed)
- FT / PT status
- Demographics: Gender, Age Group, Immigrant Status
- Hours worked
- Associated Compensation
- Employee Occupation
- Tourism Industry
Provincial -Territorial distribution of tourism industry jobs in Canada
2015

Total Tourism Industry in Canada: 1.782 million
9.7 % of total jobs in Canada
or
1 in 10 Canadian jobs are in the Tourism industries

Tourism Labour Market Information Development

Phase 1
Tourism Satellite Account 1992

Phase 2
Human resource Module and Census

Phase 3
Labour Supply and Demand Projections
Estimating Future Labour Needs
The Tourism Supply and Demand Model

The Conference Board of Canada
Tourism demand model

Key macroeconomic drivers

TSA, NTI

Projections of the demand for tourism goods and services

The Conference Board of Canada
Employment productivity model

Projections of labour demand for specific tourism occupations projections

The Conference Board of Canada
Economic and tourism forecast models

Current database of tourism employment

Demographic projections

Specific workforce parameters - including relative wages and the attractiveness of tourism occupations to labour force participants

Projections of labour supply for specific tourism occupations

HRM, PTHR
Occupations in Demand

Occupations that were most difficult to recruit and to retain employees

**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

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Tourism HR Canada – Tourism Outlook Survey 2016
## Demand/Supply Gap – Even with Good Paying Jobs

### 2035 Projections

Identifying labour skills in demand

<table>
<thead>
<tr>
<th>Demand</th>
<th>Shortage</th>
<th>Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>83,219</td>
<td>11,193</td>
<td>72,026</td>
</tr>
<tr>
<td>20,531</td>
<td>1,357</td>
<td>19,174</td>
</tr>
<tr>
<td>16,844</td>
<td>2,267</td>
<td>14,577</td>
</tr>
<tr>
<td>10,719</td>
<td>3,131</td>
<td>7,588</td>
</tr>
<tr>
<td>9,833</td>
<td>2,452</td>
<td>7,381</td>
</tr>
<tr>
<td>5,674</td>
<td>900</td>
<td>4,774</td>
</tr>
<tr>
<td>4,644</td>
<td>130</td>
<td>4,514</td>
</tr>
</tbody>
</table>

- **Chef**
- **Accommodation Service Managers**
- **Airline Sales & Service Agents**
- **Recreation & Sport Director**
- **Technical Museum Occupations**
- **Aircraft Maintenance, Inspectors**
- **Transport Managers**

### 2014 Pay Ranges

- **Chef**: $16-$21/hr ($34-$54K)
- **Accommodation Service Managers**: $27/hr ($59K)
- **Airline Sales & Service Agents**: $26/hr ($41K)
- **Recreation & Sport Director**: $27.50/hr ($70K)
- **Technical Museum Occupations**: $23.50/hr ($69K)
- **Aircraft Maintenance, Inspectors**: $32/hr ($69K)
- **Transport Managers**: $39/hr ($81K)
**Future Trends – Net labour surplus/shortage**

**2035 Projections**

Benchmarked to the PT-HRM, the *Tourism Demand and Supply Model* at the occupational level helps identify labor skill shortages/surpluses, which informs policy developments.

**Example of policy Instruments to manage labor shortages:**
- Temporary Foreign Workers
- Immigration
- Training

Source: Tourism HR Canada, Supply and Demand Model
Key Take Away

• The Human Resource Module (HRM) to the CTSA is designed in consultation with users - to meet their needs.
  • It is in constant evolution
  • Supply focused

• HRM includes demographic and occupational details at national and regional levels that allows for in-depth trend analysis to inform labour policy and training priorities.

• The HRM serves as a foundation to regional PT-HRM and Supply and Demand Modeling.
Thank you

Merci

Acknowledgements for valuable comments and inputs

Scott Meis
Demi Kotsovos, Statistics Canada
Calum MacDonald, Tourism HR Canada