

TOURISM WORKFORCE DEVELOPMENT UPDATE



Issue 6 - September 2012

Tourism Labour Supply/Demand Update

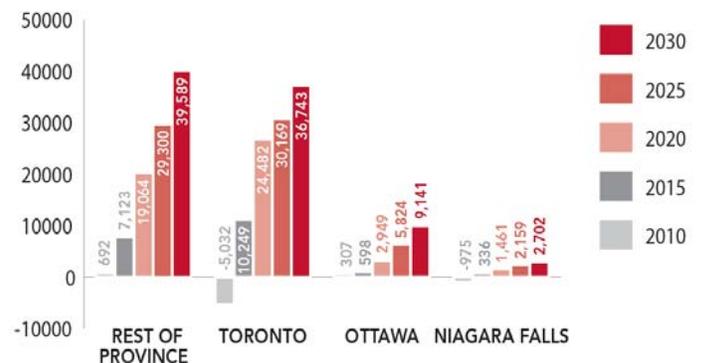


Shortages to Resurface as Labour Markets Tighten – Forecasts for Ontario's Tourism Labour Market

In June, the Canadian Tourism Human Resource Council (CTHRC) released the 2012 update to the ongoing Tourism Labour Supply and Demand project. "The Future of Canada's Tourism Sector – Shortages to Resurface as Labour Markets Tighten" report revealed that Canada's tourism sector is facing a potentially severe shortage of labour over the next 15–20 years. Like other sectors of the Canadian economy, tourism suffered from the effects of tight labour markets in the years leading up to the economic recession of 2008–2009. While the recession eased labour shortages in Canada, it was a temporary reprieve. This update shows that labour shortages have already resurfaced in some provinces and will re-emerge nationwide by 2013.

What does this mean for Ontario? By 2030, the potential labour shortage in Ontario's tourism sector could grow to over 88,100 full-year jobs left unfilled. Ontario sits among the top three provinces that are facing the largest shortfall in tourism labour. Food and Beverage Services

Potential Labour Shortages in Ontario



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remains the industry within the sector to expect the greatest labour shortage, with more than 61,400 full-year jobs left unfilled by 2030.

The report identifies the urgency for businesses to look to underutilized labour pools such as mature workers, persons with disabilities and new immigrants to improve their labour supply and to implement policies to attract these potential employees. There also remains the need to improve the image of tourism jobs to attract employees to the industry. It is suggested that the industry can do so by showcasing the benefits of working in the sector and by identifying and adjusting to the needs of workers from different demographic segments.

**To review the full report, visit the Resource
Centre – Industry Research and Resources at
www.otec.org.**

OTEC's 20th Anniversary Open House



OTEC team members host the 20th Anniversary Open House in the newly renovated office.

OTEC's 20th Anniversary Open House, hosted by the current OTEC team, was held in our newly renovated Toronto office on May 31st, 2012. A fun reunion for many, the event brought together former Presidents, Board Chairs, employees, partners and current OTEC affiliates for an evening filled with great food, drink and friendship. The following photos showcase highlights from this celebration.

President's Message:



Welcome to the 6th edition of the Tourism Workforce Development Update, a series we created to highlight the innovators and champions driving workforce competitiveness across Ontario. Partnerships are always a key theme in these updates and I was recently reminded why.

On May 31st, 2012, OTEC hosted our 20th Anniversary Open House in our newly renovated Toronto office. We were thrilled with the turnout and show of support. Many of OTEC's past Presidents, Board members, employees and long-time industry partners from across Ontario took time out of their busy schedules to join us for the event. All contributed in some way to OTEC's foundation and growth over the past twenty years so it was truly a night for reflection and celebration.

The depth of passion and commitment to OTEC was evident. OTEC's strength as an organization has always been our dedicated teams, industry partners and our relationships. We have an enormous province to serve and only through collaboration with the tourism industry's champions could we have effected change in this large and dynamic market.

The highlights in this edition of the *Tourism Workforce Development Update* represent the culmination of 20 years of collaboration with our valued industry partners and provide a foundation for the work ahead of us in building a competitive tourism workforce in the next decade.

Victoria L. Behune



Workforce Development

Out of the Classroom and Into the Tourism Workforce



Participants of the North Bay Navigating Employment Pathways program are treated to lunch at the Best Western's Farina restaurant.

In each location, there was tremendous community support. Local businesses and tourism champions provided guest speakers, hosted tours of their businesses and even hosted the groups for lunch. The group in North Bay had lunch at Farina's at the Best Western after touring the Holiday Inn Express, Travelodge Airport, and the Best Western. (See photo)

The career opportunities in tourism and hospitality were showcased by representatives from local golf courses, tourism organizations, heritage sites, casinos and restaurants. The participants were able to apply what they were learning in the classroom to the real world and had the opportunity to learn from the movers and shakers of the tourism industry in their community.

The site tours and guest speakers were particularly beneficial for two participants who secured employment while still completing the program. (See photo)

After an intensive 10 week classroom training program, participants from the Navigating Employment Pathways program are ready and eager to enter the tourism and hospitality workforce! Through a partnership with the Métis Nation of Ontario, in-class training has been completed in North Bay, Sault Ste. Marie, Midland and Thunder Bay.



Navigating Employment Pathways graduate proudly displays her emerit Front Desk Agent Occupational Knowledge Certificate with her new employer.

Industry Training

New Training Programs



Building a Culture of Service Excellence

O TEC launched its newest management-level workshop, *Building a Culture of Service Excellence*, in fall 2011 to great success. The program is designed to provide owners, operators, and managers with the tools to build a customer centric organization, utilizing the most up-to-date strategies and best practices. In the workshop, participants gain hands-on experience working with the tools they, and their teams, will use to continue their journey towards a culture of service excellence. A take away toolkit to use in their organizations is also provided.

In the first 9 months of offering this new and exciting workshop, OTEC has delivered *Building a Culture of Service Excellence* to many clients in Ontario and abroad including those in tourism, long-term healthcare, government, and even international banks.

Canadian Workplace Essentials



O TEC has delivered *Canadian Workplace Essentials (CWE)* for a number of years, working with various partners to incorporate the curriculum into their bridging and pre-employment programs for Internationally Trained Individuals and other job seekers.

CWE helps job seekers develop the skills and attitudes necessary for successful integration into the Canadian workplace. Upon completion, participants have an enhanced awareness of the Canadian workplace including such topics as employer expectations, communication styles, working in teams and job interview skills.

In recent years, OTEC has worked with our partners to customize *CWE* to meet the needs of various industries including Sales and Marketing and Human Resources. OTEC is pleased to announce that we have been busy further customizing *CWE* since early 2012. *CWE* for Architectural professionals was developed with partner JVS Toronto in May. In April, OTEC developed *CWE* for Supply Chain Management professionals in partnership with ACCES Employment Services, and in June, a second ACCES program was launched for Financial Services professionals, consisting of a blended curriculum including both *CWE* and OTEC's *Customer Service Skills* program.

Industry Partnerships

Tourism Industry Association of Ontario (TIAO)

O TEC will once again be working with the Tourism Industry Association of Ontario (TIAO) in conjunction with the Accessibility Directorate of Ontario on the EnAbling Change Partnership Project. The project's goal is to further help tourism businesses become compliant with the Accessibility for Ontarians with Disabilities Act, 2005 (AODA) and provide service excellence to customers with disabilities. The existing workshop and tools "Accessibility Standards for Customer Service: Helping You Comply and Achieve Accessible Service Excellence" will be enhanced and also converted into a webinar format. The workshops and webinars will be available throughout Ontario in late 2012 and early 2013 in both French and English.



Aboriginal Experiences



Aboriginal Experiences, Canada's only urban Aboriginal cultural attraction, recruited candidates from across the country to participate in a six month Aboriginal Cultural

Ambassador Training Program. Fifteen participants completed the program which included training in *emerit* Tourism Essentials and *emerit* Heritage Interpreter, in addition to other program components. After completing the in-class training, participants moved on to work placements across Canada. Prioritizing experiences within the Aboriginal Cultural Tourism sector, placements have been secured with attractions like the Bata Shoe Museum and Artscape Wychwood Barns.



Participants in Ottawa celebrate the completion of the Aboriginal Cultural Ambassador Training program.



Parks Canada

To further enhance the experience for the 22 million visitors to Canada's national parks and historic sites, Parks Canada has announced that permanent employees from across Canada will soon receive *emerit* Heritage Interpreter (HEI) Training and Certification. This initiative will provide a common set of standards across all of Canada's 42 national parks, four national marine conservation areas and 167 historic sites.

Employees at the Sault Ste. Marie Canal Museum National Historic Site have recently achieved *emerit* Heritage Interpreter certification.

RTO Update

As the Regional Tourism Organizations (RTO's) across Ontario begin to focus on workforce development priorities, OTEC has partnered with several RTO's to assist with regional workforce development needs. This has included the development and delivery of region wide standards, front-line customer service workshops, and management-level workshops. OTEC has also been working with some regions to custom build training programs to specifically meet regional brand promises and aspirations.



RTO 1 (Ontario's Southwest) – OTEC delivered two “Building a Culture of Service Excellence” conference presentations at the South Western Ontario Tourism Organization’s regional spring launch conference in March 2012.

RTO 2 (Niagara) – OTEC is currently working in partnership with the Tourism Partnership of Niagara and their industry advisory committee to develop a web-based “regional ambassador” training program and education plan for the Niagara Region. The project is well under way with a launch date set for November 2012.

RTO 3 (The Heart of Ontario) – OTEC facilitated “Building a Culture of Service Excellence” management-level workshops and “Service Excellence for Diverse Cultures” front-line workshops throughout the region in March and April 2012.

RTO 5 (Greater Toronto Area) – OTEC continued to facilitate train-the-trainer workshops for the City of Toronto’s “Welcome to Toronto – We’ve Been Expecting You!” customer service workshop in May and June 2012 to help launch this summer’s tourism season.

RTO 6 (Central Counties) – OTEC facilitated a series of front-line and management-level workshops for RTO 6 throughout the region in April, May and June of 2012.

Topics included Essentials of Service Excellence, Service Excellence for Diverse Cultures, Building a Culture of Service Excellence and Creating Memorable Experiences. In addition to these workshops, OTEC developed and presented “Building the Visitor Experience – Why Standards Count” presentations throughout the region.

RTO 10 (Ottawa) – OTEC participated in Ottawa’s Stars of the City event in May 2012 and facilitated two mini-workshops “Creating Memorable Experiences” to 180 participants.

RTO 11 (Ontario's Highlands) – Working closely with the Ontario’s Highlands Tourism Organization and their industry advisory committee, OTEC developed the “OHvation Designation Program”; a customer service designation program aimed at improving the overall quality of customer service in the region and to encourage tourism organizations to become knowledgeable ambassadors of the region. The OHvation Designation program was successfully launched in conjunction with OTEC’s “Essentials of Service Excellence” workshops throughout the region in June 2012.

RTO 13 (Northern Ontario) – OTEC gave a workforce development presentation to the Northern Ontario RTO Board meeting in February 2012. The region was provided research and tools to help address their regional workforce development needs.

OTEC workforce development training projects took place in February and August 2012, in regions 7 and 13 in conjunction with the Métis Nation of Ontario.

“The OHTO is dedicated to improving the caliber of our tourism experiences in Ontario’s Highlands and now with our new OHvation Customer Service Designation Program, we are able to offer tourism organizations with a comprehensive yet straightforward program that has been custom-designed to assist our operators in achieving service excellence within their organizations. This program would not have been possible without the quality of expertise, industry insight and level of professionalism that OTEC brought to every aspect of project development and delivery, demonstrated through strong project planning and management, skilled analysis, and quick turnaround of program materials. Thanks to the leadership and competence of the OTEC team, the OHTO is better equipped to support the industry in becoming customer service leaders. We would look forward to the opportunity to work with OTEC again!”

– Stephanie Hessel, Tourism Development & Industry Relations Coordinator

OTEC's 20th Anniversary Open House



Alister Mathieson (Chair), Dr. Marion Joppe (Past Board Member & Chair), Victoria Behune (President & CEO)



Beatrice Schmiel (Current Past Chair), Jo-Anne Hecht (Director Learning & Development)



Victoria Behune (President & CEO), Peter Elmhirst (OTEC's 1st Chair), Wendy Swedlove (President CTHRC)



Anne Marshall (Vice-Chair), Alister Mathieson (Chair), Debbie Dinner, Paul Dinner (Treasurer)



Fred Lawlor (Past Board Member & Chair), Diane Wise (Ministry of Tourism, Culture & Sport), Tony Elenis (Board Member)

The OTEC team would like to thank everyone who joined us in celebrating OTEC's success and growth over the past 20 years!



Cheryl Paradowski (OTEC's 3rd President), Victoria Behune (President & CEO), Peter Elmhirst (OTEC's 1st Chair), Susan Dowler (OTEC's 1st President)

Register for the 11th Annual Tourism and Hospitality HR Forum



Victoria Behune announces Toronto as the host of the 11th Annual Tourism HR Forum at last year's event in Prince Edward Island.

Otec is pleased to partner with the Canadian Tourism Human Resource Council (CTHRC) in hosting the 11th Annual Tourism and Hospitality HR Forum in downtown Toronto. This highly anticipated event has taken place across the country for the past 10 years and returns to Ontario Oct. 2-4, 2012. Register quickly to secure your spot.

emerit Certification Development:

Following a year of industry consultations, the Canadian Tourism Human Resource Council (CTHRC) and Otec are pleased to announce the re-launch of *emerit* industry certification to align with the needs of business operators and educators alike. There are now two certification streams: *emerit* Professional Certification for front-line and supervisors, and a new *emerit* Specialist Certification for management occupations.

The new *emerit* Professional Certification is streamlined to simply complete two components to achieve this valued industry credential. To become certified, a candidate must pass the national certification exam for a specific occupation and have the required amount of industry experience for the occupation (varies by occupation). Obtaining this national credential has never been easier and will position you amongst the best in your profession.

emerit[®].ca

Partners & Stakeholders

Special Thanks to:



With Generous Support from:



Canadian Tourism Human Resource Council (CTHRC); Ministry of Citizenship and Immigration; Ministry of Economic Development and Innovation; Ministry of Training, Colleges and Universities; Ministry of Tourism, Culture & Sport; Citizenship and Immigration Canada; Service Canada; and Human Resources and Skills Development Canada



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