

TOURISM WORKFORCE DEVELOPMENT UPDATE



Issue 3 - September 2010

International Talent Vital to Tourism Industry

To be competitive in today's global marketplace, Ontario's tourism industry requires a continuous supply of skilled, qualified workers. However, despite the recent recession, long-term labour shortages continue to threaten productivity, prosperity and competitiveness. The Canadian Tourism Human Resource Council (CTHRC) addresses this issue through its long-term strategic plan and has identified internationally trained individuals as the sector's most important labour pool resource for the foreseeable future. A new program developed by the CTHRC called the CollaborAction! Checklist is the latest resource to help counter labour pool shortages.

CollaborAction! Checklist: Building a Community Plan to Attract and Retain Tourism Workers

The CollaborAction! Checklist serves as a planning tool to help tourism employers and other community stakeholders explore the challenges and identify the solutions to attract and retain internationally trained tourism workers. It accomplishes this by providing three key checklists in the following areas:

- Community Profile
- Partnerships and Investments
- Strategy Action Plan



OTEC can assist you in integrating Hospitality and Culinary Qualifications Frameworks into your hiring practices.

OTEC Releases Hospitality and Culinary Qualifications Frameworks

OTEC is pleased to announce the release of the Qualifications Frameworks for the Hospitality and Culinary industries. These frameworks outline the linkages and equivalencies between academic programs and industry certifications, and assist with improving the quality, accessibility, and recognition of qualifications within Canada and internationally. The frameworks can also be used by academic instructors to assist in the development of industry-relevant curricula. They are also excellent resources for businesses and their employees, as they help simplify a complicated set of educational pathways into the sector while also identifying potential career paths and next steps. Please contact us for more information and a copy of the Qualifications Frameworks.

- *Immigrants were a significant source of labour for the sector (24% of tourism jobs in 2009).*
- *Tourism industries in Canada accounted for 1.6 million jobs in 2009 –10% of the jobs in our economy that year.*
- *The tourism sector will experience labour shortages of 9498 full-year jobs beginning in 2012.*
- *By 2025, the tourism sector will see a labour shortage of almost 219,000 full-year jobs.*

President's Message:



Welcome to our 3rd edition of *Tourism Workforce Development Update*. I hope this edition provides you with an opportunity to recognize and learn from the “movers and

shakers” who are making a vital contribution to the future of our industry.

As Ontario's tourism sector recovers from recession, the business challenges of the day can draw our focus away from important long-term priorities. However, it is essential to maintain perspective. The conditions that will lead to labour shortages in Ontario may have been masked over the past year, but they did not go away. In the coming years, we will no longer be able to look to our youth to fill the gaps in the tourism workforce. As a sector, we will need to attract new sources of labour and better manage the skills and needs of a diverse workforce. The projects and partnerships described in this edition provide us with examples of the leadership and innovation that is happening in an increasingly diverse tourism market.

We owe a debt of gratitude to the partners and stakeholders who have worked with OTEC and the tourism sector council to develop the new initiatives introduced in this update.

Victoria L. Behune
President & CEO



Academics for a Dynamic Industry

Attracting the very best professionals to the tourism industry requires a serious investment in education. OTEC partners with over 320 high schools, 25 public and private career colleges and 9 universities across the province to prepare students and transitioning adults for careers in tourism and hospitality. OTEC's Academic Programs provide public and private educators with flexible, cost-effective methods of integrating innovative, topical curricula into course programming.

Customer Service Skills

OTEC designed a new 30-hour *Customer Service Skills* course that provides students with advanced knowledge and skills for customer service. The program focuses on both the organizational theory that defines service cycle management and the practical skills required in a service-based organization. *Customer Service Skills* was recently adopted as the foundation service course for all students at Humber College's Faculty of Hospitality, Tourism and Recreation.

Canadian Academy of Travel and Tourism (CATT)

The CATT Program engages students in grades 10, 11 and 12 to follow a regular high school curriculum with a specialization in tourism. The mission of CATT is to introduce and promote careers in the tourism industry while students pursue their high school diplomas. In 2009-2010, 1382 Ontario high school students received OTEC *Service Excellence training*. Currently, 465 Ontario high school students are registered in CATT programs.

Workforce Skills Development



Graduates from the Métis Nation of Ontario partnership project Midland Ready-to-Work program.

Métis Nation of Ontario Partnership Update

In April 2010, OTEC and the Métis Nation of Ontario launched a 10-week Ready-to-Work program for Métis and First Nations communities in Ottawa, Midland, and Sault Ste. Marie. This pilot initiative provided unique and specialized training to Métis and First Nations jobseekers interested in a career in Tourism and Hospitality. The program is based on an industry-focused essential skills model that provides occupation-specific training and certification followed by industry placement. Response from local employers has been very positive with support from Delta Hotels & Resorts, Algoma's Water Tower Inn, Fairfield Inn & Suites and a number of local properties. The second round of enrollment is scheduled for fall 2010.



Ready-to-Work participants taking part in a traditional drum circle.

RDÉE Ontario (Réseau de développement économique et d'employabilité de l'Ontario)

In response to demand for French language Ready-to-Work tourism programming, OTEC and RDÉE collaborated to deliver a training pilot to the Francophone community in Ottawa. The pilot program was delivered March 15th – April 9th, 2010 at the National Capital Region YMCA-YWCA in Ottawa. This project was a major step in the development of tourism and hospitality programming for Francophone Ontarians. Participants received industry certifications in *Compétences essentielles en tourisme*, *L'Excellence du service*, *Smart Serve*, *SIMDUT*, and *Food Safety*.



Métis Nation of Ontario project participant leading a dance activity.

Fleming College Job Connect

In the spring of 2010, Fleming College chose to make OTEC's *Service Excellence* program one of the cornerstones of their Employment Ontario Targeted Initiative for Older Workers program in Haliburton and Peterborough. OTEC facilitated the Service Excellence Designated Trainer Program to Fleming College Employment Ontario counsellors to enhance their capacity to serve older worker clients, and increase their clients' service skills and ability to compete in the growing service sector.

Industry Training

New Training Programs

Service Excellence for Diverse Cultures

The tourism industry has changed dramatically over the past decade as new world markets open up and an increasingly multicultural resident base begins to travel within Ontario. Now more than ever, businesses need to prepare their service teams with the tools and strategies to successfully serve a culturally diverse clientele. *Service Excellence for Diverse Cultures* is an interactive approach to developing an understanding of cultural differences and cross culture communications. It also further enhances customer service skills and confidence to strengthen this growing market.



Service Excellence training is beneficial for all levels of a customer-centric organization.

Service Excellence 2011

Achieving excellence and consistency in customer service is the cornerstone of any successful business. This updated version of OTEC's foundation customer service program will help create a high quality service standard and culture within any service oriented company. Participants will develop awareness about the importance of service and the skills needed for the delivery of consistent and excellent customer service. The *Service Excellence* workshop focuses on the important role of the individual in building client loyalty, creating a positive impression, and contributing to a workplace service orientation.



emerit Food & Beverage Server Certification and training will be delivered at the Hospitality Workers' Training Centre.

UNITE HERE Hospitality Workers' Training Centre

A Hospitality Workers' Training Centre (HWTC) is being developed by UNITE HERE Local 75, which represents hotel and restaurant employees. HWTC will be a training partnership and centre for workers in basic culinary, food and beverage, and housekeeping skills. The training centre will play a role in meeting skill shortages by recruiting and training new employees to achieve a high industry standard. UNITE HERE will integrate *emerit* Occupational Standards and certifications in the programming components delivered. These components include:

- On the job Food and Beverage Server certification (including barista and bartending training)
- On-site and workplace occupational skills training and advancement, including room attendant training and certification
- Peer trainers programs
- ESL and basic literacy programs
- Resume writing and job interview support
- Job placement and mentoring

OTEC offers customizable training programs covering over 50 different topics within the Excellence Series of programs.

Industry Partnerships

Bruce County Region

In the spring of 2010, OTEC facilitated *Service Excellence for Diverse Cultures* and *Accessible Service Excellence* training workshops to tourism and hospitality service providers in Kincardine, Port Elgin, Wiarton and Owen Sound. Both training workshops help organizations better serve a diverse clientele. *Accessible Service Excellence* also helps organizations meet the customer service standard of AODA (Accessibility for Ontarians with Disabilities Act).

CTGA (Canadian Tour Guide Association of Toronto)

OTEC and the CTGA of Toronto have formed a partnership to provide association members and other tour guides with the opportunity to pursue the *emerit* Tour Guide certification. The CTGA also designed a local knowledge-based program component to be combined with the *emerit* Tour Guide certification. This addition will help to ensure that new and existing operators have the necessary knowledge, skills, and expertise to work as guides within the City of Toronto.



Grey County Tourism

To help prepare for the 2010 summer tourism season, OTEC partnered with Grey County Tourism to offer Grey County hospitality and tourism service providers the opportunity to participate in an *OTEC Service Excellence* training workshop. Participants learned how to build customer loyalty, create a positive service experience, communicate more effectively, and overcome difficult client situations.

Ontario Travel Information Centre (OTIC) Scholarship Program

OTEC is pleased to participate in the OTIC Summer Student Scholarship Program by offering a \$1,000 scholarship to an OTIC summer student. The Ontario Travel Information Centres are committed to Service Excellence and have achieved the OTEC Service Excellence Organization designation. The scholarship will further help OTIC foster an environment where students can learn, achieve, be innovative, and become service excellence ambassadors for Ontario Tourism.



OTEC Team at Summer 2010 team building event.

A Look Ahead

Maximizing Diverse Teams Sessions

Two key industry trends are emerging over the next decade. Labour shortages combined with a 22% increase in the Canadian immigrant population are bound to have a significant impact across the sector. Employers need to be prepared for a changing workforce. OTEC is addressing this need through a new interactive workshop designed to increase awareness of diverse team needs and provide managers or supervisors with the tools, resources and skills to maximize team performance.



Adam Morrison, Director, Project Development speaking at a Maximizing Diverse Teams workshop.

OTEC will once again partner with the Ministry of Economic Development and Trade for a session in Toronto, and the 1000 Islands Workforce Development Board for a workshop in Kingston. Other upcoming *Maximizing Diverse Teams* sessions will take place this fall in Mississauga, Niagara Falls, Windsor, and Ottawa.

emerit Certification Development

Over the past year, OTEC and the Canadian Tourism Human Resource Council have been developing, validating and updating a range of *emerit* standards and certification programs. Please contact us for the following updates:



- Banquet Server Standards Update
- Front Desk Agent Workbook Update
- Food and Beverage Server Workbook Update
- Food and Beverage Manager Workbook Update
- Heritage Interpreter Workbook Update
- Tourism Trainer Certification Update

Partners & Stakeholders

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