



# The Impact of COVID on the Tourism Workforce & the Digital Response

A GLIMPSE AT THE CANADIAN EXPERIENCE

Tourism **HR**  
Canada



**RH** Tourisme  
Canada

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

Tourism **HR**  
Canada



**RH** Tourisme  
Canada

Performance Matters.

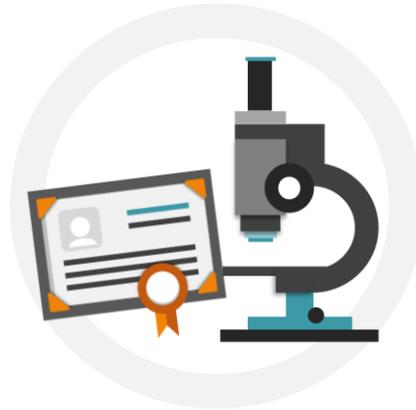
# Building a Resilient, Competitive and Inclusive Labour Market



BUSINESS



ORGANIZED  
LABOUR



ACADEMIA,  
RESEARCHERS



GOVERNMENTS



INTEREST  
GROUPS,  
ASSOCIATIONS

# Building a Resilient, Competitive and Inclusive Labour Market



ACCOMMODATION



RECREATION &  
ENTERTAINMENT



FOOD & BEVERAGE  
SERVICES



TRANSPORTATION



TRAVEL SERVICES

# Total Decrease in Employment Since February

ACCOMMODATION



31.1 %

RECREATION AND  
ENTERTAINMENT



27.5%

FOOD & BEVERAGE  
SERVICES



21.8%

TRANSPORTATION



17.1%

TRAVEL  
SERVICES



18.8%

Tourism **HR**  
Canada



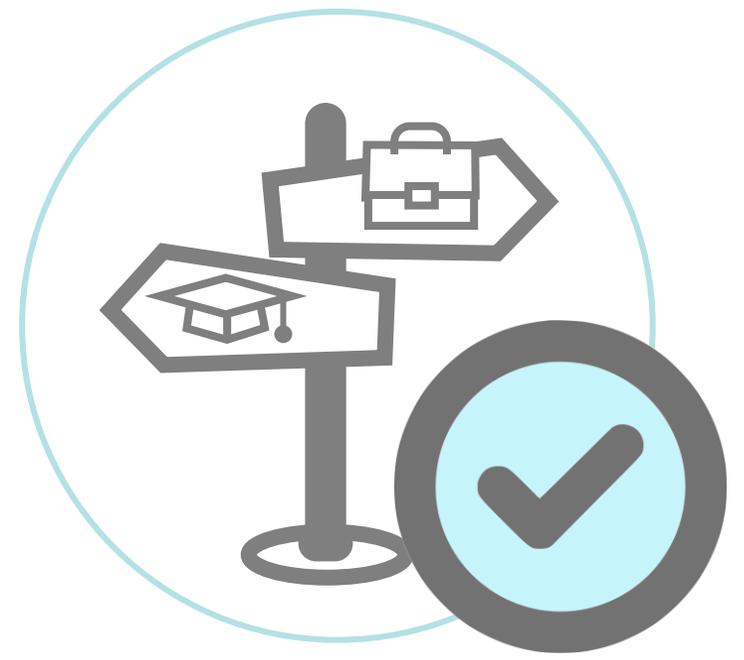
**RH** Tourisme  
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**SUPPLY**

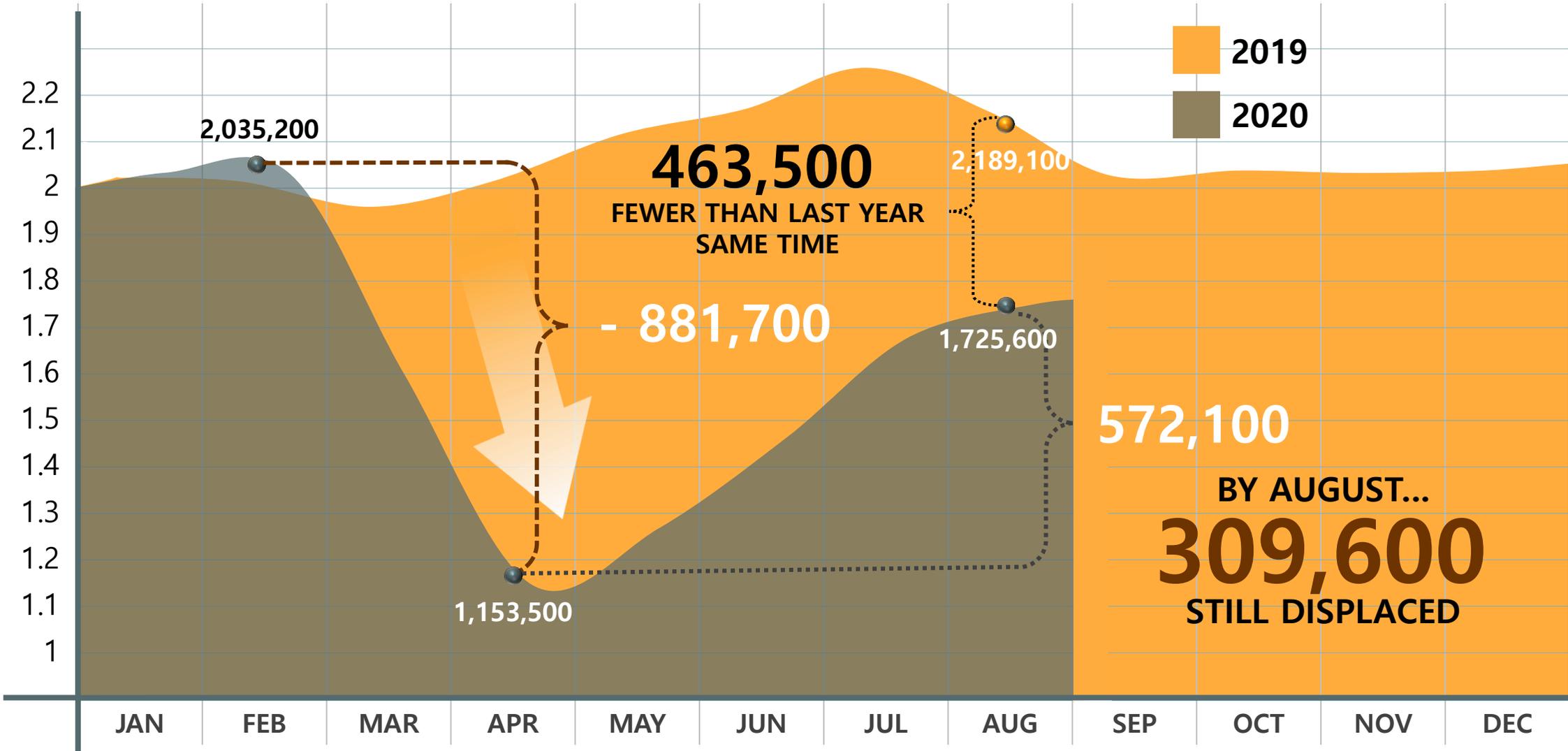


**SKILLS**

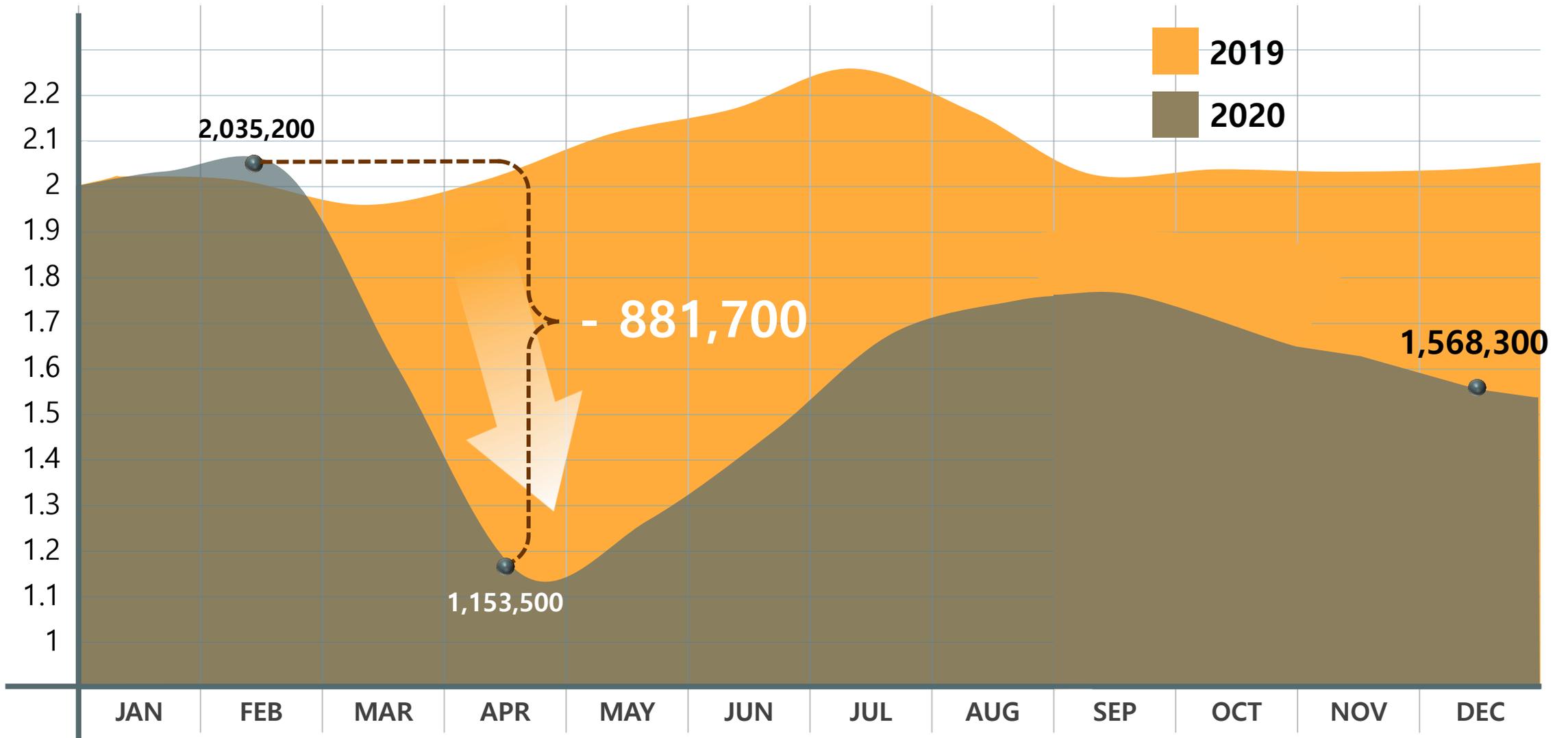


**MOBILITY**

# Total Tourism Employment 2019 vs 2020

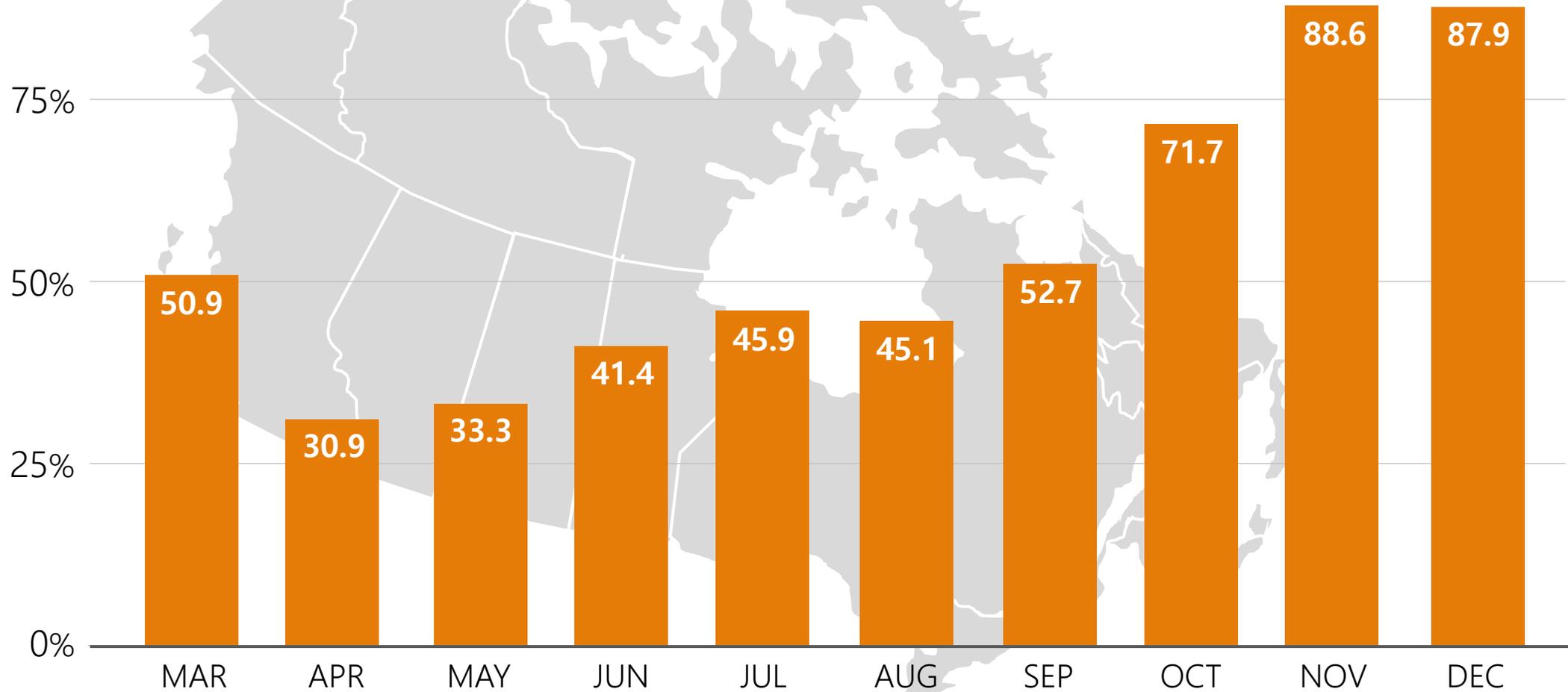


# Total Tourism Employment 2019 vs 2020



# Total Employment Loss

as a share of total year-over-year employment losses



# Restarting the Tourism Workforce

## The Intersection with **Technology**



BUSINESS  
INNOVATION



NEW  
TECHNOLOGY



FINANCIAL  
MANAGEMENT



COMMUNITY  
ENGAGEMENT



BUSINESS  
RESILIENCE



HUMAN CAPITAL  
MANAGEMENT



ENVIRONMENTAL/  
SUSTAINABLE  
PRACTICES



SOCIAL/CULTURAL  
INTELLIGENCE



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.

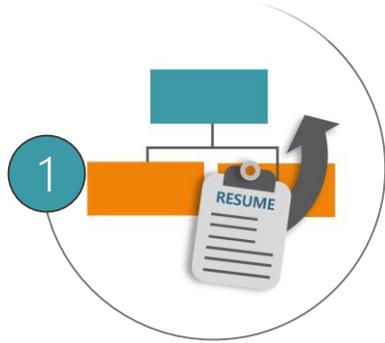
Tourism HR Canada is your source for current human resources issues and solutions, and works with the industry to attract, train, and retain valuable tourism professionals by giving them the tools and resources they need to succeed in their careers and entrepreneurial endeavours.

Tourism HR Canada  
4-71 Bank Street · Ottawa Ontario K1P 5N2  
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# Core Activities

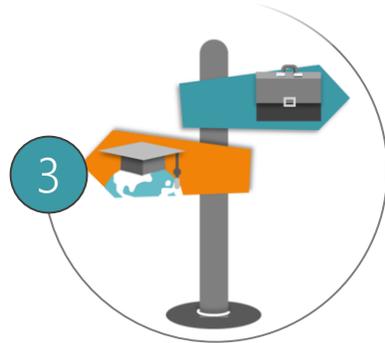
## Responding to **Labour Market Matters**



Skills, Productivity,  
Job Design



Supply, Attraction  
and Retention



Learner and Labour  
Mobility



Labour Market /  
Human Capital  
Strategies



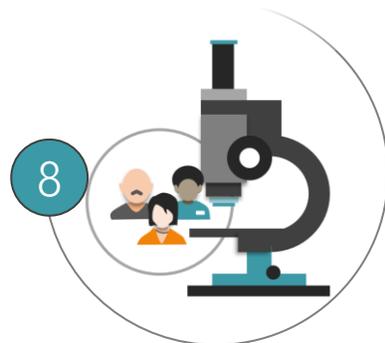
Set Professional  
Standards, Define  
Required Competencies



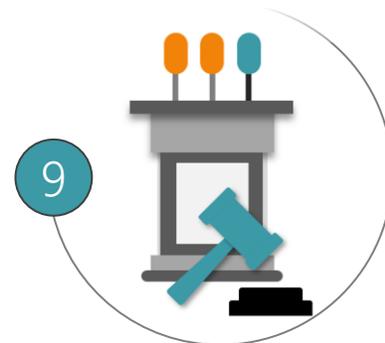
Promoting Employer  
Investments in  
Training... Improve  
'Training Culture'



Improved Curriculum  
Responsive to  
Market Demands



Labour Market  
Adjustments, Business  
and Community LM  
Assessment



Facilitate Policy  
Discussions and  
Contribute to Public  
Policy Consultations



Quality Assurance,  
Program Accreditation,  
Rating Programs