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TOURISM-RELATED EMPLOYMENT IN CANADA

Prepared for:

**Industry, Science and Technology Canada -
Tourism**

by:

**Dr. Marilyn Mohan
Gordon Gislason**

November 1992



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1.0 INTRODUCTION

An essential goal for the tourism industry in Canada is the delivery of internationally competitive levels of service. Since competitiveness is largely dependent on the training and development of the people who provide the service, Tourism Canada has been concerned to assess human resource issues in the industry.

As a first part of that assessment, Tourism Canada needed basic employment and demographic data on the people who work in tourism. Demographic, employment and employment growth estimates are essential for tourism human resource planning. Therefore, the department contracted Mana Research Ltd to develop an occupational, demographic and employment profile of the tourism industry and its largest sectors in Canada.

More specifically, Mana Research Ltd was asked to:

- * Determine the number of people employed in 1991 in the tourism-related industry and its six largest sectors (accommodation, food and beverage, transportation, adventure tourism and outdoor recreation, attractions, travel trade) in Canada and in each of the provinces for which data are available.
- * Provide employment projections to the end of the decade (2001) for the industry and each of its six sectors in Canada and in each of the provinces.
- * Develop an employment profile of the six largest sectors of the industry.
- * Provide a demographic and employment profile of specific occupations of central importance to the tourism industry.
- * Where occupations are sufficiently large, provide projections of employment in these occupations to the end of the decade.

These occupational and employment profiles were to be developed for people employed in the industry. Many industry studies have examined employment in terms of full-time equivalent (FTE) positions or 'person-years' (PYs). But since this is a human resource study, knowing the number of people employed in the industry is more useful than knowing full-time equivalents or person-years.

Further, given the seasonality of the industry and the resulting peaks and troughs of employment, employment figures would be the average number of people who worked in the industry and industry sectors each year. Similarly, employment projections would be for annual averages.

The employment data would be for the "Tourism-related Industry". However, where there has been success in deriving a tourism ratio which identifies that portion of the tourism-related industry which can be said to result from local (i.e. non-tourist) and that portion which results from non-local (i.e. tourist) demand, employment data would be discussed for the Tourism industry.

This distinction between the "Tourism Industry" and the "Tourism-related Industry" is addressed more fully in the following chapter on industry definition, and the subsequent sections of the report provide the employment profiles, the projections and the occupational and demographic profiles.

2.0 INDUSTRY DEFINITION AND DATA SOURCES

Before estimating the size of employment in the tourism industry, the industry itself must be operationally defined. That is, it must be defined in a way that explains how it will be measured. Since the term "tourism" is used to include parts of many industries, definition is not an easy task.

2.1 Definition of the Industry

The tourism industry is a diverse group comprised of many different types of operators/businesses selling a range of products and services to tourists and travellers. Indeed, given this diversity, there has been extensive debate as to whether tourism can be called an industry, since industries are usually defined as a group of firms having a common product or service for sale.

In addition, given the diversity of services, there has been discussion on which industries should be included when estimating the size of employment in tourism.

Clearly, our preference would be to include only that proportion of employment in every industry which provides services to tourists. In terms of the 3 digit Standard Industrial Classification (SIC), this would mean including that proportion of employment in all of the several hundred 3-digit SICs: where the proportion of employment would be close to 100% for some industrial groups (e.g. campgrounds, trailer parks; travel wholesale and retail services); nearer 80% to 90% for others (hotels and motels; air transportation); down to a few percentage points for others (e.g. water and rail transportation; retail); and probably 0% in many, many more (e.g. metal mines; wheat farming; paper & pulp; etc.).

There is recent and current work (National Task Force on Tourism Data; Michel Côté in The Tourism Labour Force (Statistics Canada. Cat.87-401); and Robin Chadwick (Statistics Canada. Travel-Log, Vol. II, No. 4 Cat., 87-003, forthcoming Fall 1992))

estimating the size of these percentages - the Tourism Ratios - and ratios have been developed for several SICs.

It is anticipated that the Satellite Account being developed by Statistics Canada will provide tourism ratios for all SICs next year.

In this study we define tourism by the SICs which the authors above have found to have the highest proportion of the industry supplying services to tourists. These SICs are then categorised into the six main sectors of tourism: Accommodation; Food & Beverage; Transportation; Travel Trade; Adventure Tourism and Outdoor Recreation; and Attractions. This definition and categorisation is presented in Table 1.

In this study we define the SICs included in Table 1 as the **Tourism-Related Industry** and employment in these SICs as **Tourism-Related Employment**. Further, we define that proportion, or sub-set of the Tourism-Related Industry which can be attributed to tourism demand as comprising the **Tourism Industry** and that proportion of employment as **Tourism Employment**. Tourism ratios where developed are used to identify that sub-set of Tourism-Related Employment which is Tourism Employment.

Tourism ratios for the SICs in Table 1 have been developed, and therefore both Tourism-Related Employment and Tourism Employment will be estimated for Canada. However, tourism ratios are not available for all provinces, and therefore the employment estimates specified in this study's terms of reference will be for tourism-related employment.

Two further points should be noted. First, Chadwick makes a distinction between industrial groups (3 digit SICs) which have a high and those which have a low proportion of employment which can be identified as being generated by tourism. Those SICs in Table 1 which have a high proportion (tourism ratios of .85 to 1.0) he calls "tourism-driven" industries; those with lower tourism ratios he calls

Table 1. Definition of the Tourism-Related Industry.

	<u>SECTORS</u>	<u>SIC</u>¹
I	Accommodation	
	Hotels, Motels, Trailer Courts.	911
	Campgrounds, Travel Trailer Parks.	913
II	Food & Beverage	
	Restaurants, Take-outs, Caterers.	921
	Taverns, Bars, Nightclubs.	922
III	Adventure Tourism & Outdoor Recreation	
	Recreation Camps (Guide Outfitters, Salt & Fresh Water Fishing, Guest Ranches).	914
	Sports & Recreation (Golfing, Skiing, Boat Rentals & Marinas, Other Sports).	965
IV	Transportation	
	Air Transport & Services.	451
	Railway Transport & Related Services.	453
	Water Transport	454
	Public Passenger Transport(Urban, Inter-urban, School Bus, Charter, etc.)	457
	Other Transport (Taxicabs, etc.)	458
	Auto & Truck Rental/Leasing	992
V	Travel Trade	
	Travel Agencies, Wholesale Tour Operators.	996
VI	Attractions	
	Museums & Archives	855
	Theatrical & Other Stage Entertainment	963
	Commercial Spectator Sports (Horse Racetracks, Professional Sports Clubs, etc.)	964
	Other Amusements & Recreation (Amusement Parks, Zoos and Gardens, Bowling Alleys, etc).	969

1. Statistics Canada. Standard Industrial Classification. 12-501. 1980 edition. The selection of these SICs to define the Tourism-related industry when tourism ratios are unavailable was carried out for this study by personnel in Tourism Canada and Statistics Canada, May 1992.

"tourism-related" industries. By contrast, we simply call all the employment in the industries (3 digit SICs) in Table 1 tourism-related, and that portion which can be attributed to tourism demand, tourism employment.

Second, this distinction between tourism-related employment and tourism employment is important when estimates and projections of employment are made. It is not an issue for a large part of this study: namely, the examination and description of the people who work in tourism occupations.

2.2 Data Sources Selected

Three main data sources were used in this study: the Labour Force Survey (LFS); the Canadian Occupational Projection System (COPS); and the Census.

The LFS is a long-standing survey conducted monthly by Statistics Canada. It provides a snapshot of employment and unemployment during one specific week in each of the twelve months of the year. When the employment levels over the twelve months are averaged (annual averages), a measure of the average employment activity during the year is obtained. For tourism this means the average employment for the year is obtained; the seasonality is averaged out.

Tourism specialists will recognise the LFS as the survey vehicle used for conducting the Canadian Travel Survey. In this study, the LFS is the main source for 1991 employment levels in the tourism-related industry.

The Canadian Occupational Projection System has involved a large scale research effort by Employment & Immigration Canada (EIC) over many years. A key underpinning of COPS is a detailed econometric forecasting model. The model forecasts results in terms of economic growth by industrial sector and these "drive" the employment and occupational projections within COPS.

The growth rates embodied in COPS were used in the projections made in this study.

The third main source, the five-yearly Census, is the most valuable and reliable source of occupational data available in Canada. Detailed occupational data are estimated from a 20% sample of all households in the country, and from this extraordinarily large sample we can obtain good demographic and employment data on people who work in different occupations.

Prior to this study, Tourism Canada had extracted data on people in specific occupations of particular importance to the tourism industry from the most recently available data in the 1986 Census. These data were the basis for most of the analysis in Chapter 7 (Worker Profiles).

Finally, because different sources were used to meet different objectives, the study uses many different units of measurement. At times data are presented for:

- number of people employed;
- number of people in the labour force (people employed plus people unemployed but looking for work);
- people in the population 15 years and over with employment income;
- people in what EIC terms the "work force" (people who worked at some time during the 17 months prior to Census week).

Given this variety of data, the reader is referred to the references on sources throughout the paper.

Caution

Information from different sources cannot be compared.

3.0 INDUSTRY EMPLOYMENT IN 1991

3.1 Tourism-Related Employment

In 1991, employment in the six largest tourism-related sectors in Canada was 1.2 million. Half of this total employment was in a single sector: the Food and Beverage sector. Indeed, the three sectors of Food & Beverage, Accommodation and Transportation account for more than 85% of all tourism-related employment.

Table 2. People in Tourism-Related Employment in Canada, 1991.

Tourism-Related Sectors	1991 Tourism-Related Employment	% of Tourism-Related Employment
Food & Beverage	596,600	49.7
Transportation	275,100	22.9
Accommodation	159,700	13.3
Attractions	90,700	7.6
Adventure Tourism & Outdoor Rec.	50,100	4.2
Travel Trade	27,200	2.3
TOTAL	1,199,400	100.0%

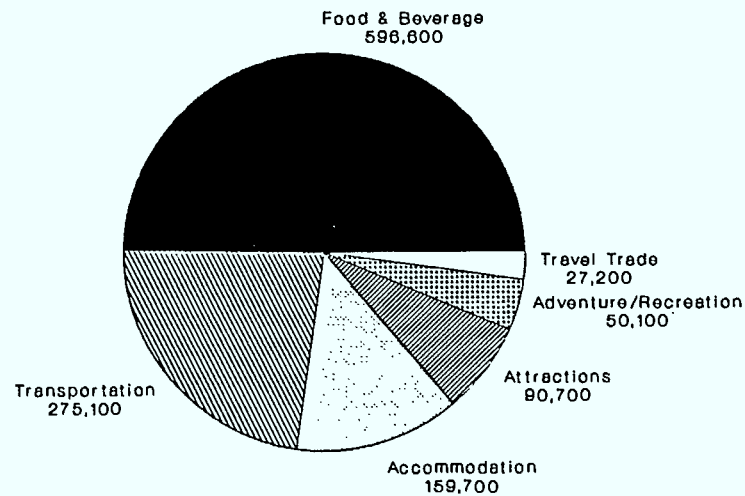
Source: Derived from Statistics Canada. Labour Force Survey. 1991 Annual Averages. Unpublished data.

Since 12,340,000 people were employed on average in Canada in 1991, this means that about 1 in every 10 people employed in Canada works in tourism-related employment. However, only about 1 in 29 (3.5%) people are actually in employment attributable to tourism (see page 13).

Table 3 provides sub-sector detail, and Table 4 shows Tourism-related employment for Canada and the provinces in 1991. Appendix I gives past employment in the industry for Canada and the three largest provinces.

Figure 1.

**Employment in each Tourism-Related Sector:
Canada 1991**



**Employment Distribution in Tourism-Related Sectors:
Canada, 1991**

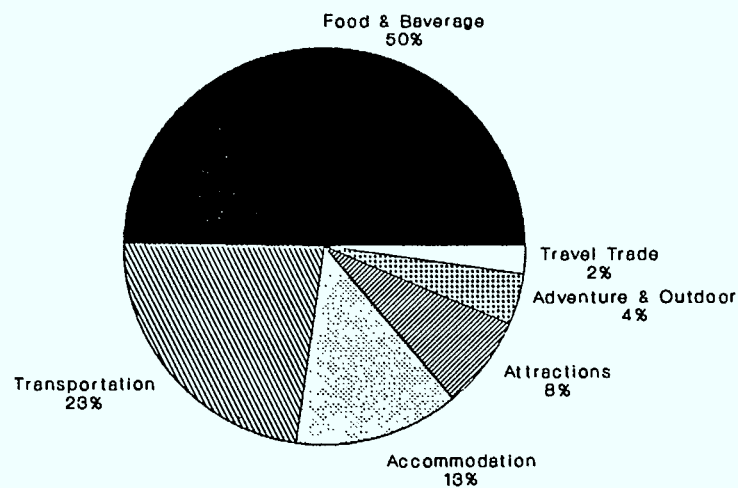


Table 3. People Employed in the Tourism-Related Industry in Canada, 1991.

<u>SIC</u>	<u>Sector</u>	<u>1991 Employment</u>
	Accommodation	159,700
911	Hotels, Motels, Trailer Courts.	155,600
913	Campgrounds, Travel Trailer Parks.	4,100
	Food & Beverage	596,600
921	Restaurants, Take-outs, Caterers.	562,700
922	Taverns, Bars , Nightclubs.	33,900
	Adventure Tourism & Outdoor Recreation	50,100
914	Recreation Camps (Guide Outfitters, Salt & Fresh Water Fishing, Guest Ranches).	8,400
965	Sports & Recreation (Golfing, Skiing, Boat Rentals & Marinas, Curling Clubs, Other Sports).	41,700
	Transportation	275,100
451	Air Transport & Services.	63,600
453	Railway Transport & Related Services.	68,500
454	Water Transport	16,500
457	Public Passenger Transport(Urban, Inter-urban, School Bus, Charter, etc.)	78,000
458	Other Transport (Taxicabs)	37,200
992	Auto and Truck Rental/Leasing.	11,300
	Travel Trade	27,200
996	Travel Agencies, Wholesale Tour Operators.	
	Attractions	90,700
963	Theatrical & Other Stage Entertainment	29,600
964	Commercial Spectator Sports	9,600
969	Other Amusements & Recreation	39,000
855	Museums and Archives	12,500
	TOTAL	1,199,400

Source: Statistics Canada. Labour Force Survey. 1991 Annual Averages. Unpublished Data.

**Table 4. People Employed in the Tourism-Related Industry:
Canada, Regions/Provinces, 1991.**

	Canada	Atl.	Que.	Ont.	Man.	Sas.	Alta.	B.C.
Accommodation	159,700	12,500	31,200	48,800	7,400	7,300	24,700	27,700
911	155,600	12,200	30,700	46,200	7,400	7,200	24,500	27,200
913	4,100
Food & Beverage	596,600	40,400	148,500	221,200	24,600	20,600	57,600	83,400
921	562,700	37,200	134,800	212,100	24,100	20,100	55,400	78,900
922	33,900	3,300	13,700	9,100	2,200	4,500
Adventure Tourism & Outdoor Recreation	50,100	2,600	11,800	19,800	6,100	6,500
914	8,400
965	41,700	2,100	6,300	17,800	5,200	5,100
Transportation	275,100	49,200	69,600	95,500	15,300	5,700	21,000	49,200
451	63,600	4,200	17,200	19,000	2,900	...	5,300	14,400
453	68,500	4,300	16,000	19,200	8,800	2,700	5,400	12,200
454	16,500	4,100	8,300
457	78,000	2,600	22,300	34,200	7,100	8,200
458	37,200	3,300	10,400	15,000	2,200	4,500
992	11,300	6,000
Travel Trade	27,200	14,600	5,300
996	27,200	14,600	5,300
Attractions	90,700	4,200	23,100	36,900	2,600	2,700	10,300	11,000
963	29,600	...	7,600	12,500	3,200	4,100
964	9,600	5,100
969	39,000	2,600	9,400	13,600	5,000	6,000
855	12,500	...	4,100	5,700
TOTAL	1,199,400	79,500	288,000	436,600	52,300	38,400	121,500	183,100
% of people employed	9.7%	8.8%	9.6%	9.2%	10.6%	8.6%	9.8%	12.3%

Source: Statistics Canada. Labour Force Survey. 1991 Annual Averages. Unpublished data.

Note 1. The Labour Force Survey does not include the Yukon and Northwest Territories.

Note 2. The Atlantic Provinces were aggregated due to small numbers.

Note 3. (...) indicates data are suppressed due to small numbers.

Estimates less than 4,000 are suppressed for Canada, Québec and Ontario.

Estimates less than 3,000 are suppressed for British Columbia.

Estimates less than 2,000 are suppressed for other provinces.

3.2 Tourism Employment

While the size of employment in the tourism-related industry was derived above, of course our preference is for knowledge of the size and nature of employment in the Tourism industry itself. Identifying that sub-set of tourism-related employment which can be attributed to tourism employment requires tourism ratios.

Several sets of tourism ratios have been developed for Canada. One set was calculated by the National Task Force on Tourism Data; another by Michel Côté in The Tourism Labour Force (Statistics Canada. Cat.87-401); and another by Robin Chadwick in Travel-Log, Vol. II, No. 4 (Statistics Canada. Cat. 87-003. Forthcoming Fall 1992). Given the activity on the development of tourism ratios across the country, ratios for several provincial jurisdictions could be available in the next year or so.

Among the provinces, British Columbia has recently (April 1992) developed tourism ratios, enabling that province to now estimate both Tourism-related and Tourism employment. (See the tourism ratios derived in B.C.Tourism GDP, 1981-90: Methodology. Draft. Ruth MacDougall, Carl Cavanagh, and Martha Burd. April 1992).

In addition, Ontario is currently working on deriving ratios for its province, but to our knowledge no other province or region is actively working on, or has produced tourism ratios.

In Table 5 we apply the most recently derived ratios for Canada as a whole, those of Chadwick's, to the figures for tourism-related employment in order to obtain tourism employment: 431,000 in these SICs. This application indicates that tourism employment is approximately one-third (35.9%) of tourism-related employment in Canada, when using the SICs in this table.

Table 5. People Employed in Tourism in Canada: 1991.

SIC	Sector	Tourism-Related Employment	Ratio	Tourism Employment
Accommodation		159,700		137,916
911	Hotels, Motels, Trailer Courts	155,600	.86	133,816
913	Campgrounds, Travel Trailer Parks	4,100	1.00	4,100
Food & Beverage		596,600		101,422
921	Restaurants, Take-outs, Caterers	562,700	.17	95,659
922	Taverns, Bars, Nightclubs	33,900	.17	5,763
Adventure Tourism & Recreation		50,100		27,999
914	Recreation Camps (Guide Outfitters, Salt & Fresh Water Fishing, Guest Ranches)	8,400	1.00	8,400
965	Sports & Recreation (Golfing, Skiing, Boat Rentals & Marinas, Curling Clubs, Other Sports)	41,700	.47	19,599
Transportation		275,100		93,748
451	Air Transport & Services	63,600	.85	54,064
453	Railway Transport & Related Services	68,500	.09	6,165
454	Water Transport	16,500	.13	2,145
457	Public Passenger Transport (Urban, Inter-urban, School Bus, Charter, etc.)	78,000	.23	17,940
458	Other Transport (Taxicabs)	37,200	.27	10,044
992	Auto and Truck Rental/Leasing	11,300	.30	3,390
Travel Trade		27,200	1.00	27,200
996	Travel Agencies, Wholesale Tour Operators			
Attractions		90,700	.47	42,629
963	Theatrical & Other Stage Entertainment	29,600		
964	Commercial Spectator Sports	9,600		
969	Other Amusements & Recreation	39,000		
855	Museums & Archives	12,500		
TOTAL		1,199,400		430,914

Sources: Tourism-related employment derived from Statistics Canada. Labour Force Survey. 1991 Annual Averages. Unpublished Data. Tourism ratios from R. Chadwick in Statistics Canada. Travel-Log, Vol. II, No. 4 Cat. 87-003. Forthcoming Fall 1992.

Of course, were other SICs added (e.g. for the retail trade) or deleted, the proportion of tourism-related employment which can be attributed to Tourism would change.

Tourism Canada included retail and other industries when it arrived at its estimate of 560,900 full-time equivalent jobs in 1991 in tourism in Canada. The Tourism Canada estimate is derived by estimating the total dollars generated by tourists, and dividing that amount by the average dollar sales level which Tourism Canada estimates would support one job, to arrive at the number of full-time equivalent jobs tourism generates in Canada.

By contrast, the present study focuses on people not jobs, and simply measures the number of people employed in the industry on average during the year. Multiple job holders are counted only once. The number of people employed is taken from the monthly Statistics Canada Labour Force Survey which asks people to describe their current job and industry. This provides the number of people working in the tourism-related industry as defined by the SICs in Table 4, and when we apply the tourism ratios, we get the number of people working in the tourism industry.

No doubt Tourism Canada will be able to later document the reasons why the Tourism Canada job estimate differs from the LFS people employed estimate, partly through the development of Statistics Canada's satellite account which is intended, among other purposes, to identify, explain and resolve differences in demand-side and supply-side estimates of size of industry employment.

4.0 TOURISM-RELATED EMPLOYMENT PROJECTIONS TO 2001

Industry and training institutions need to know not only current employment in the tourism-related industry but they also need to have estimates of employment growth for their human resource planning. Projections of employment in tourism-related sectors can indicate where job openings may appear in the future and where work-site and institutional training needs are likely to be greatest.

We focus on projections of tourism-related employment since, for education and training purposes, the distinction between tourism and tourism-related employment is of little importance. Tourism employment may be only 17% of all employment in the Food and Beverage sector, for example, but if each waiter/waitress serves a few tourists each day, then all need training.

The planning horizon for projections related to human resource development and training is the medium to long term. Programs take time to design, and time must be allowed for the training period in some of the longer programs in the industry (e.g. Hospitality Management). In this case, employment projections are made for the years 1997 and 2001.

A two step projection procedure was used:

- first, 1991 base year employment was established, by sector, from the Labour Force Survey (see Section 3 Table 3); and
- second, growth rates embodied in the most recent COPS employment projections were applied to the base 1991 LFS employment figures.

This two step projection procedure therefore uses the most recent complete year of employment data (1991) and the growth rates embodied in the most recent COPS projections (1992). Of course projections are based on economic characteristics

existing at the time the projections were made, and they must be updated regularly to adjust to changing economic conditions. These projections can be updated regularly at reasonable cost in time and effort since both the LFS figures and the COPS forecasts are updated annually.

4.1 Overview of COPS

COPS is a family of econometric models providing historical and projected data on: the economy as a whole; population; industries; occupations; the education system and the transition from school to work. All COPS data have been arrived at through a consultative exercise involving EIC regional offices, other federal governments, provincial governments and the private sector.

COPS is based on a large scale detailed econometric forecasting model developed by the firm of Informetrica. It has both a demand and a supply side, and the demand side which projects employment has greater relevance here.

The demand side starts with a macroeconomic outlook and output projections from an econometric model. The model uses as inputs a myriad of domestic and international data such as population growth (immigration, fertility rates, etc), world oil prices, economic growth in the U.S., U.S.-Canada exchange rates, U.S. housing starts, and so on. Part of the output of the model is a projection of real Gross Domestic Product (GDP) by industry, for each province.

The GDP projection is converted to an employment projection through applying output per worker/productivity ratios. Finally, an industry-occupation transformation matrix is used to give the occupation mix within each industry. The end result is a projection of employment by industry and occupation.

The projections made for the tourism-related industry in this study are based upon the growth rates embodied in the most recent (1992) COPS employment projections.

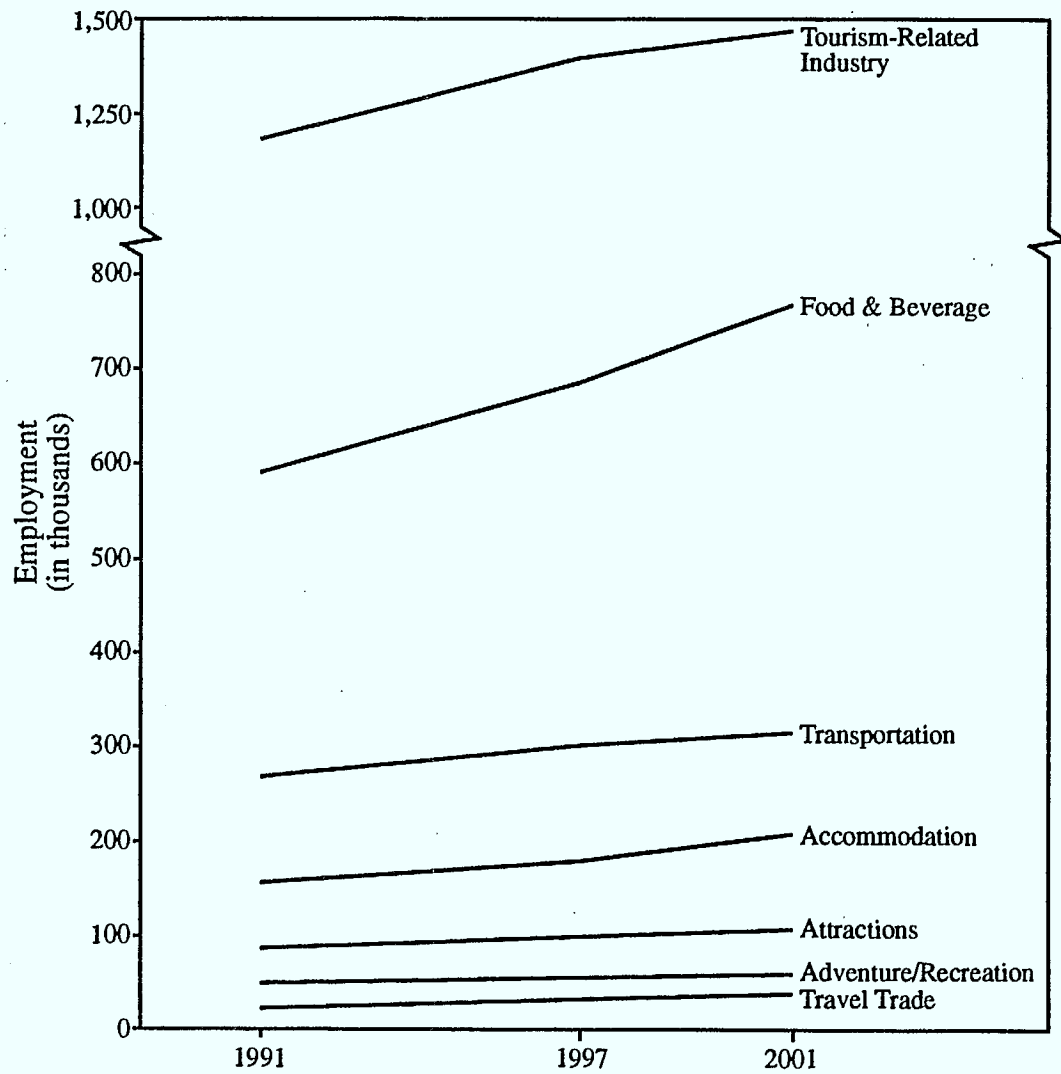
(The assumptions COPS uses for these projections can be found in Appendix II). In turn, the growth rates selected are detailed in the Sources for Table 6.

4.2 Employment Projections

4.2.1 Employment Projections for Canada

The employment projections for the tourism-related industry in Canada are summarized in Figure 2. Projections for the sectors are provided in Table 6 following.

**Figure 2. Tourism-Related Industry Employment Projections:
Canada.**



Source: See Table 6

Table 6. Tourism-Related Industry Employment Projections: Canada.

	1991	1997	2001	Compound Growth Rate 1991-2001
Accommodation	159,700	183,900	202,300	2.4% p.a.
Food & Beverage	596,600	691,500	762,000	2.5% p.a.
Adventure Tourism & Outdoor Recreation	50,100	55,700	58,200	1.5% p.a.
Transportation	275,100	298,200	315,000	1.4% p.a.
Travel Trade	27,200	31,900	34,100	2.3% p.a.
Attractions	90,700	99,700	103,600	1.3% p.a.
TOTAL	1,199,400	1,416,100	1,475,200	2.1% p.a.

Sources for Table 6

1991 Employment - Labour Force Survey (LFS)

1997,2001 Employment - Growth rates from the Canadian Occupational Projection System (COPS)
projections were applied to the 1991 LFS employment. That is, the projections for each of the tourism
sectors were derived from the projected growth rates for selected COPS industries and occupations, as
follows:

Accommodation - COPS Industry #64 (Accommodation & Food Services).

Food & Beverage - COPS Industry #64

Adventure Tourism & Outdoor Recreation

Lodges - COPS Industry #64

Sports & Recreation - COPS Industry #65 (Amusement & Recreation)

Transportation

Air - COPS Industry #38 (Air Transport)

Rail - COPS Industry #39 (Rail Transport)

Water - COPS Industry #40 (Water Transport)

Public Passenger Transport - COPS Occupation SOC 9171 (Bus Drivers) within COPS
Industry #42 (Public Transport & Other)

Taxicabs - COPS Occupation SOC 9173 (Taxi Drivers) within COPS Industry #42 (Public
Transport & Other)

Rentals - COPS Industry #67 (Other Service Industries)

Travel Trade - COPS Occupation SOC 4193 (Travel Clerks) within COPS Industry #67 (Other
Service Industries)

Attractions - COPS Industry #65 (Amusement & Recreation)

Applying these COPS growth rates, we find that employment for the total six tourism-related sectors is projected to increase to 1,475,000 by the year 2001, a net increase of over 275,000 from the 1991 employment level. This estimate is for net employment growth and therefore does not include additional job openings due to attrition (retirement, death), and/or job turnover.

The net employment growth is greatest in the Food & Beverage and Accommodation sectors as Tables 6 and 7 indicate. Together, the employment growth of these two sectors accounts for 75% of the projected new employment growth in the industry. Food and Beverage alone accounts for 60% of the projected new employment growth in the industry.

Table 7. Net Employment Increase: Canada 1991 - 2001.

Tourism Sectors	Net employment increase 1991-2001
Food & Beverage	165,400
Accommodation	42,600
Transportation	39,900
Attractions	12,900
Adventure Tourism & Outdoor Recreation	8,100
Travel Trade	6,900
TOTAL	275,800

Total general employment in Canada is projected by COPS to grow from its 1991 level of 12.4 million to 14.6 million by the year 2001. That is, the average annual growth rate is projected to be 1.7%. However, the average annual growth rate of employment in tourism-related industries in Canada to 2001 is projected to be 2.1%, a higher rate than the annual average growth rate in employment in general.

4.2.2 Sector Growth Rates

In this decade, annual growth rates are projected to be highest in the three sectors of Food and Beverage, Accommodation, and Travel Trade. Annual growth rates for Adventure Tourism and Outdoor Recreation, Transportation, and Attractions at the national level are projected to be lower.

Table 8. Compound Annual Growth Rates: Canada 1991 - 2001.

Tourism Sectors	Compound Growth Rates 1991-2001
Food & Beverage	2.5% p.a.
Accommodation	2.4% p.a.
Travel Trade	2.3% p.a.
Adventure Tourism & Outdoor Recreation	1.5% p.a.
Transportation	1.4% p.a.
Attractions	1.3% p.a.
TOTAL	2.1% p.a.

Applying the COPS growth rates to current tourism-related employment indicates that the industry will expect healthy employment growth over the next decade, at a pace faster than that of the country as a whole.

4.2.3 Provincial/Regional Growth Rates

The terms of reference for this study specified that projections, using COPS, be carried out for each province, to the end of the decade.

Table 9 below summarises these projections and the following two pages describe how the projections were carried out. Of course, since the projections were carried out starting in 1991, after the recession began, some of the projected growth simply represents employment growth back to pre-recession levels.

However, we do not make great claims for the projections done at the provincial level. We believe they are only as good as the projected growth rates extracted from COPS.

Table 9 Compound Annual Growth Rates 1991-2001.

	Tourism-Related Industry	All Industries
All Provinces	2.1%	1.7%
Atlantic Canada	1.1%	1.1%
Québec	1.8%	1.4%
Ontario	2.8%	2.1%
Manitoba/Saskatchewan	0.6%	0.6%
Alberta	1.6%	1.8%
British Columbia	2.2%	1.9%

Source: See Tables 10 to 15 in the Annex at the end of the chapter.

ANNEX TO CHAPTER 4.0

Notes to tables in this chapter.

Ruth Emery, Chief of Economic and Market Analysis, EIC, Vancouver, provided the original COPS runs from which the growth rates were extracted for the projections made in this project. Her help and expertise is greatly appreciated.

Notes to tables in the Annex.

Provincial/Regional Projections

The same projection procedure used to arrive at employment projections for the Tourism-related industry in Canada was also used to arrive at provincial and regional projections. That is, first 1991 employment for the Tourism-related industry was established using the Labour Force Survey, and then provincial growth rates derived from COPS were applied to the base 1991 employment figures.

In the tables that follow, some numbers are suppressed (...). Statistics Canada does not publish Labour Force Survey employment estimates for industries below a threshold size (see Note 3, Table 4). Statistics Canada views the estimates for these smaller industries as unreliable, and therefore suppresses their numbers. We have followed this same convention in our projections. That is, if the 1991 base year employment is below the Statistics Canada cutoff level, then the sector's projections are not reported in Tables 10 through 15.

Even so, Provinces with very small employment numbers were aggregated: see the Atlantic Provinces, Manitoba and Saskatchewan.

In each table, the employment projection for each of the six major tourism sectors (Accommodation, Food & Beverage, Adventure Tourism & Outdoor Recreation,

Transportation, Travel Trade, and Attractions) was derived by adding the subsector projections (e.g., the subsectors for Transport are: Air, Rail, Water, Public Passenger, and Taxicabs/Truck & Car Rentals). Compound growth rates then were calculated from the sectoral totals (e.g. for Transportation for Atlantic Canada in Table 10, the compound growth rate from 18,900 in 1991 to 20,000 in 2001 is 0.6% per annum). Thus, the employment projections in Tables 10 to 15 were derived in exactly the same manner as those in Table 6.

Throughout, projections based on small sub-sectors, even within the larger provinces, should be viewed with great caution.

**Table 10. Tourism-Related Industry Employment Projections:
Atlantic Canada.**

	1991	1997	2001	Growth Rate 1991-2001
Accommodation	12,500	13,200	14,300	1.4% p.a.
Food & Beverage	40,400	42,700	46,400	1.4% p.a.
Adventure Tourism & Outdoor Recreation	2,600	2,700	2,700	0.4% p.a.
Lodges, etc.	
Sports & Recreation	
Transportation	18,900	19,000	20,000	0.6% p.a.
Air Transport	4,200	4,100	4,200	
Rail Transport & Services	4,300	4,600	4,700	
Water Transport	4,100	4,100	4,300	
Public Passenger Transport	2,600	2,600	3,000	
Taxicabs/Truck & Car Rental	3,700	3,600	3,800	
Travel Trade	n.a.
Attractions	4,200	4,300	4,200	0.0% p.a.
TOTAL	79,500	82,800	88,500	1.1% p.a.

**Table 11. Tourism-Related Industry Employment Projections:
Québec.**

	1991	1997	2001	Growth Rate 1991-2001
Accommodation	31,200	35,800	38,800	2.2% p.a.
Food & Beverage	148,500	170,200	184,500	2.2% p.a.
Adventure Tourism & Outdoor Recreation	11,800	12,900	13,400	1.3% p.a.
Lodges, etc.	
Sports & Recreation	8,300	8,900	9,100	
Transportation	69,600	72,500	75,000	0.8% p.a.
Air Transport	17,200	16,900	16,700	
Rail Transport & Services	16,000	15,700	15,700	
Water Transport	
Public Passenger Transport	22,300	26,100	29,100	
Taxicabs/Truck & Car Rental	12,100	12,100	11,900	
Travel Trade	n.a.
Attractions	23,100	24,800	25,300	0.9% p.a.
TOTAL	288,000	321,500	343,000	1.8% p.a.

**Table 12. Tourism-Related Industry Employment Projections:
Ontario.**

	1991	1997	2001	Growth Rate 1991-2001
Accommodation	48,800	58,800	66,200	3.1% p.a.
Food & Beverage	221,200	266,600	300,000	3.1% p.a.
Adventure Tourism & Outdoor Recreation	19,800	22,600	24,100	2.0% p.a.
Lodges, etc.	
Sports & Recreation	17,800	20,200	21,400	
Transportation	95,500	113,700	124,800	2.7% p.a.
Air Transport	19,000	21,000	21,600	
Rail Transport & Services	19,200	21,800	23,400	
Water Transport	
Public Passenger Transport	34,200	43,600	49,900	
Taxicabs/Truck & Car Rental	21,000	25,500	28,200	
Travel Trade	14,600	16,600	17,400	1.8% p.a.
Attractions	36,900	41,900	44,300	1.8% p.a.
TOTAL	436,600	520,200	576,800	2.8% p.a.

**Table 13. Tourism-Related Industry Employment Projections:
Manitoba/Saskatchewan.**

	1991	1997	2001	Growth Rate 1991-2001
Accommodation	14,700	15,300	16,000	0.9% p.a.
Food & Beverage	45,600	47,400	49,600	0.9% p.a.
Adventure Tourism & Outdoor Recreation	3,300	3,200	3,200	-0.3% p.a.
Lodges, etc.	
Sports & Recreation	
Transportation	21,000	21,300	21,400	0.2% p.a.
Air Transport	3,500	3,600	3,600	
Rail Transport & Services	11,500	11,500	11,700	
Water Transport	0	0	0	
Public Passenger Transport	3,600	3,700	3,600	
Taxicabs/Truck & Car Rental	2,400	2,500	2,500	
Travel Trade	n.a.
Attractions	5,300	5,200	5,100	-0.4% p.a.
TOTAL	90,700	93,500	96,600	0.6% p.a.

**Table 14. Tourism-Related Industry Employment Projections:
Alberta.**

	1991	1997	2001	Growth Rate 1991-2001
Accommodation	24,700	27,400	29,600	1.8% p.a.
Food & Beverage	57,600	64,000	69,000	1.8% p.a.
Adventure Tourism & Outdoor Recreation	6,100	6,700	7,000	1.4% p.a.
Lodges, etc.	
Sports & Recreation	5,200	5,700	5,900	
Transportation	21,000	21,900	23,000	0.9% p.a.
Air Transport	5,300	5,200	5,200	
Rail Transport & Services	5,400	5,200	5,300	
Water Transport	0	0	0	
Public Passenger Transport	7,100	8,100	9,000	
Taxicabs/Truck & Car Rental	3,200	3,400	3,500	
Travel Trade	n.a.
Attractions	10,300	11,200	11,700	1.3% p.a.
TOTAL	121,500	133,100	142,200	1.6% p.a.

**Table 15. Tourism-Related Industry Employment Projections:
British Columbia.**

	1991	1997	2001	Growth Rate 1991-2001
Accommodation	27,700	33,400	37,400	3.0% p.a.
Food & Beverage	83,400	100,600	112,500	3.0% p.a.
Adventure Tourism & Outdoor Recreation	6,500	7,500	7,900	2.0% p.a.
Lodges, etc.	
Sports & Recreation	5,100	5,800	6,000	
Transportation	49,200	49,900	50,600	0.3% p.a.
Air Transport	14,400	14,400	14,300	
Rail Transport & Services	12,200	12,300	12,500	
Water Transport	8,300	7,200	6,600	
Public Passenger Transport	8,200	9,500	10,400	
Taxicabs/Truck & Car Rental	6,100	6,500	6,800	
Travel Trade	5,300	6,100	6,600	2.2% p.a.
Attractions	11,000	12,400	13,000	1.7% p.a.
TOTAL	183,100	209,900	228,000	2.2% p.a.

Note. Several of the figures and growth rates in Table 15 differ from the projection the authors did for the British Columbia tourism-related industry last year (see Mohan and Gislason, *Employment in the Tourism Industry in British Columbia*, prepared for the Pacific Rim Institute of Tourism, October 1991, page 17).

These differences are to be expected since PRIT and Tourism Canada used slightly different definitions for three of the six tourism sectors (Accommodation, Transportation and Attractions); the Labour Force Survey is based on a sample and therefore some sampling and measurement variation will occur from year to year; the earlier projection was based on 1990 employment data while Table 15 uses 1991 employment data; and being compiled later, we were able to use the growth rates of a more recent COPS projection in Table 15.

Updating these projections from time to time should continually improve the projections since in each case the most recent LFS employment figures will be available and the most recent COPS scenario can be used.

5.0 SECTOR PROFILES IN THE INDUSTRY

This chapter provides a profile of each of the six largest sectors of the tourism-related industry in Canada. The profiles are based on the gender, age, and work patterns of the workers in the sector.

First we compare the six sectors on each of the three characteristics. Then we provide an overview of each sector. In all cases the data are for people in the labour force¹ (i.e., people employed plus people unemployed, but looking for work) and the sectors are defined by the SICs listed earlier in Table 1 (page 5).

5.1. A Comparison of the Six Sectors by Key Characteristics

Sector Profile by Gender

Travel Trade has the highest proportion of women workers (75%) and Transportation has the lowest (20%). By comparison, women are only 43% of the Canadian labour force.

Four of the sectors (Travel Trade, Accommodation, Food & Beverage, and Attractions) are "female dominated," in that a higher proportion of their workers are women than in the Canadian labour force as a whole. (See Table 16 and Figure 3).

¹ The age and gender data used in this chapter are from Statistics Canada Cat. No. 93-113, Table 1; work pattern data (full-time; part-time, defined as working less than 30 hours per week; and full-year defined as working 49 or more weeks a year) are from Table 2 of the same Catalogue. All data are from the 1986 Census.

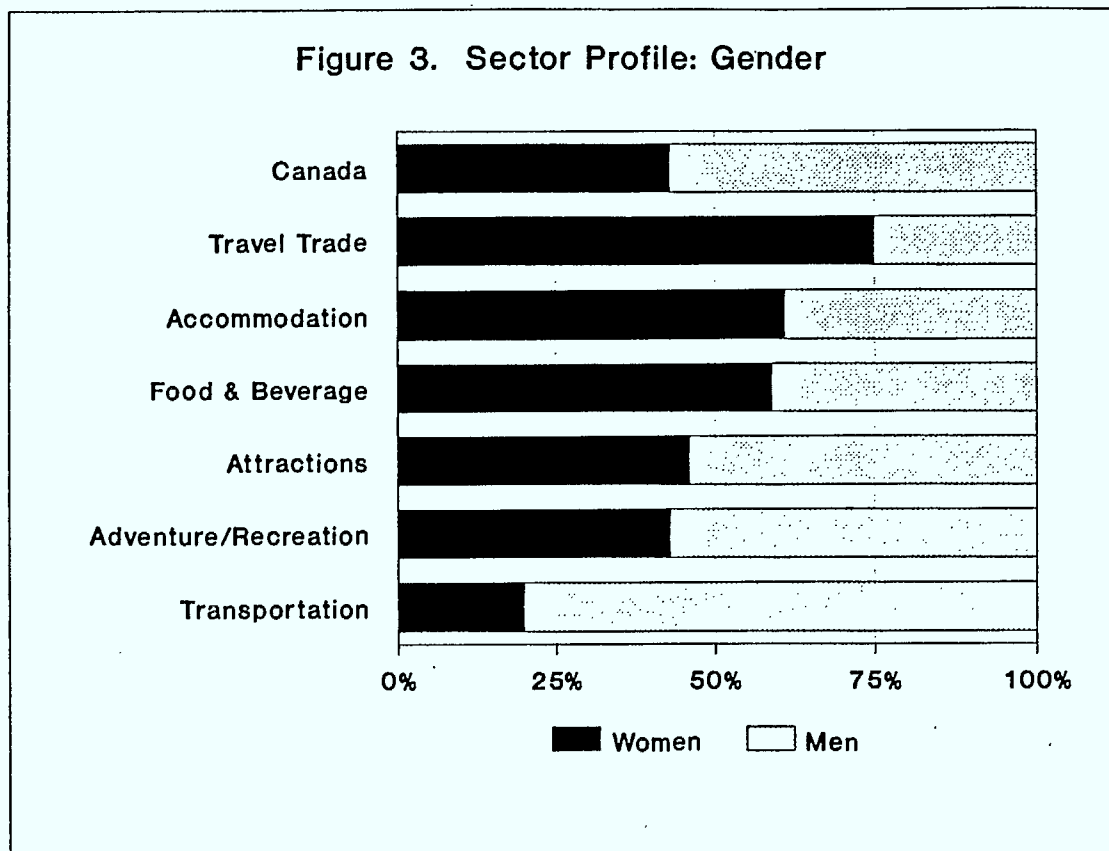


Table 16. Sector Profile by Gender

	Women %	Men %
Canada Labour Force	42.7	57.3
Tourism-Related Sectors	49.0	51.0
Travel Trade	74.9	25.1
Accommodation	60.7	39.3
Food & Beverage	59.3	40.7
Attractions	45.6	54.4
Adventure/Recreation	43.4	56.6
Transportation	20.4	79.6

Source: Derived from Statistics Canada, 1986 Census. Cat.No.93-113, Table 1.

Sector Profile by Age

The six sectors as a group reflect a disproportionately young work force (See Table 17 and Figure 4), with the highest proportion of those 15-24 years of age being found in the Food & Beverage sector (51%), and then in Adventure & Recreation (46%). If all workers between 15 and 34 years are taken into account, only the Transportation Sector has fewer than 50% of its workers falling within this relatively young age profile. Forty-two percent of workers in Transportation are 34 and under. In contrast 50% of all Canadian workers are in this group. 73% of the Food & Beverage sector is under 35 years of age, 69% of Adventure & Recreation, 67% of Attractions, and 58% of both Travel Trade & Accommodation.

The Canadian labour force does not show the same dramatic concentrations in the younger age groups. There are approximately 20% of workers in the youngest category (15-24 years), approximately 30% are 25-34 years of age (the largest proportion by age), and a gradual diminution of the proportion of workers by each 10-year category for the remainder of the labour force.

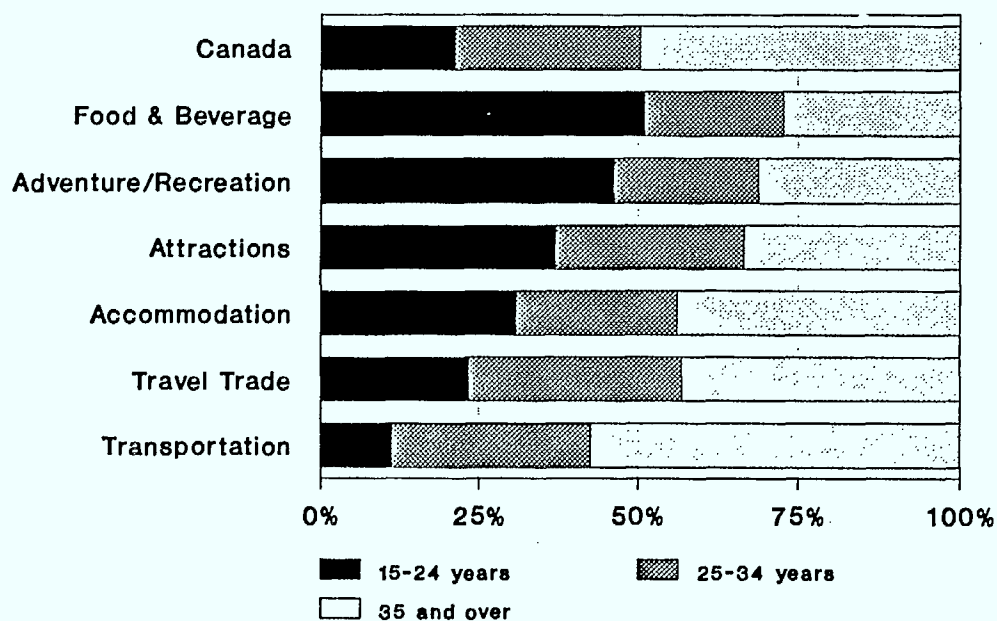
Table 17.

Sector Profile by Age

	15-24 yrs %	25-34 yrs %	35 yrs and over %
Canada Labour Force	21.2	29.2	49.7
Tourism-Related Sectors	36.7	25.3	38.0
Food & Beverage	51.0	21.7	27.3
Adventure/Recreation	46.2	22.6	31.2
Attractions	37.1	29.5	33.4
Accommodation	30.8	25.3	43.8
Travel Trade	23.4	33.4	43.2
Transportation	11.4	31.0	57.6

Source: Derived from Statistics Canada, 1986 Census. Cat. No. 93-113, Table 1.

Figure 4. Sector Profile: Age



Sector Profile by Work Pattern

In the tourism-related sectors, there are only two sectors, Transportation (62%) and Travel Trade (53%), which have a higher proportion of people working full-time all year round than in the Canadian labour force. (See Table 18 and Figure 5).

The lowest proportion of full-time, full-year workers in the six sectors is in Adventure and Recreation (17%), with Attractions (25%) being the next-lowest, and then moving progressively to Food & Beverage (28%), and Accommodation (35%).

Full-time part-year work patterns reflect seasonality. A very high proportion (49%) of Adventure and Recreation works full-time for only part of the year. The other sectors vary in their proportion of full-time, part-year workers — from a high of 38% in the Attractions sector, to a low of 28% for the Travel Trade. These figures are all higher than the 28% of Canadian workers who work full-time for part of the year.

Part-time work in the Food and Beverage (44%) and Attractions (38%) sectors is exceptionally high. Both sectors have about twice the rate of part-time work than in the Canadian labour force in general. Adventure and Recreation (34%), and Accommodation (30%) are also well above the rate for the Canadian labour force as a whole (21%).

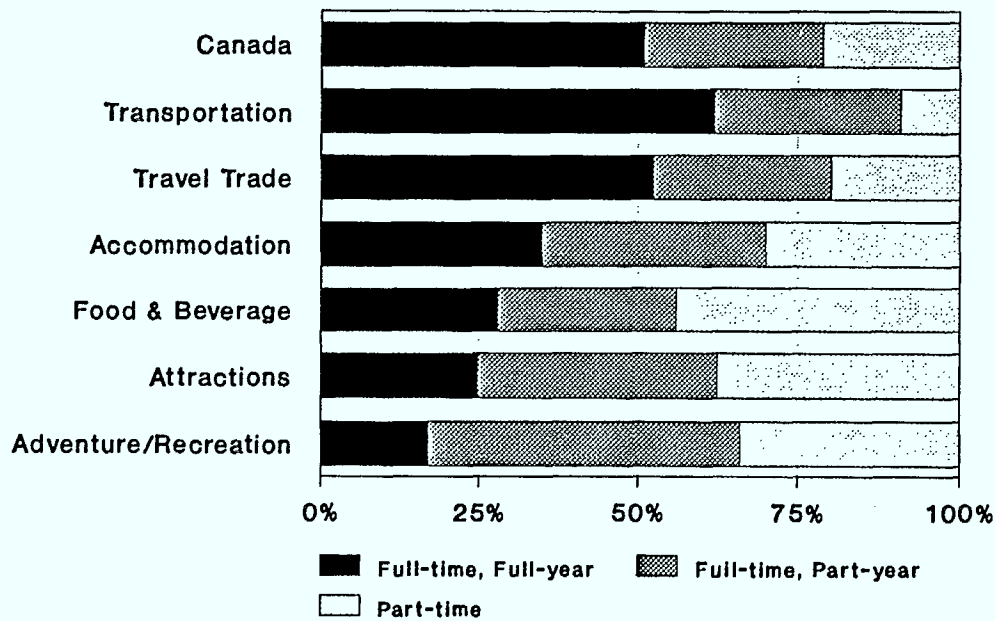
The Transportation sector has the lowest proportion of part-time workers (9%), with Travel Trade (20%) having the next-lowest. In fact, only these two have a smaller proportion of part-time workers than the Canadian labour force as a whole (21%).

Table 18. Worker Profile by Work Pattern

	Full-time & Full-year %	Full-time & Part-year %	Part-time %
Canada Labour Force	50.5	28.0	21.4
Tourism-Related Sectors	36.4	31.5	32.1
Transportation	61.6	29.4	8.9
Travel Trade	52.5	27.7	19.8
Accommodation	34.9	35.0	30.1
Food & Beverage	27.8	28.4	43.7
Attractions	24.5	37.9	37.6
Adventure/Recreation	17.1	49.0	34.1

Source: Derived from Statistics Canada, 1986 Census. Cat.No.93-113, Table 2.

Figure 5. Sector Profile: Work Patterns



Summary

The data show important patterns.

Taking the three key profile characteristics together, the data show a young, disproportionately female, work force with very large proportions working in seasonal and part-time jobs. The two notable exceptions are Transportation and Travel Trade. The Transportation Sector is male, older, and more likely to be working full-time for the whole year. The sector that most resembles Transportation in terms of age and work pattern is Travel Trade, but in contrast, it is the most female-dominated of all the sectors.

When age and work patterns are taken into account, it is clear that the Food & Beverage sector has the greatest concentration both of younger workers and of part-time workers, with a preponderance of females.

In looking at the remaining three sectors the typical profile is:

Adventure and Recreation workers are young, male, and working full-time for part of the year.

Attractions workers are young, female, and are more likely to be working either full-time for part of the year, or part-time.

Accommodations workers are young, female, and almost equally likely to be working in any of the three work patterns (full-time, full-year; full-time for part of the year; or part-time).

5.2 Overview of Each Sector

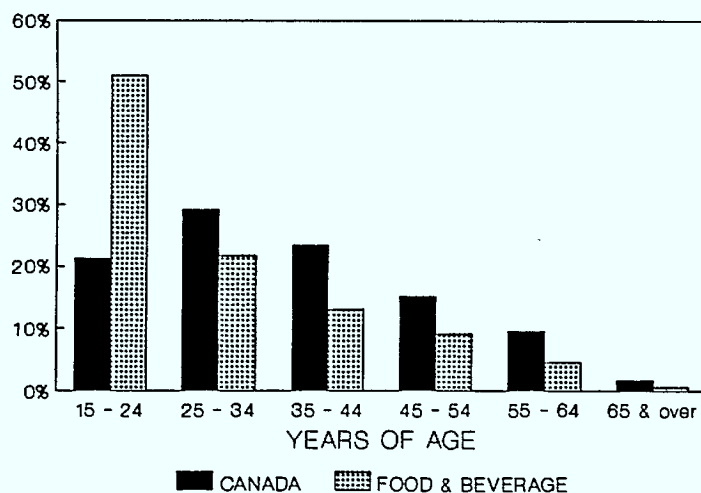
The previous section has described and compared the six sectors and Canada as a whole, in relation to the three key characteristics of gender, age, and work patterns. The following pages present the same information but for each of the six sectors considered individually, allowing the reader to focus exclusively on one sector at a time.

The findings are presented in the text section of each exhibit on the following pages. We have also added an overview of one subsector, Air Transport, a subsector which is almost entirely devoted to tourism. The overview of Transport includes people less likely to serve tourists (people working in rail, water, public passenger and other transport) and therefore it was of interest to provide a profile of people working in air transportation also.

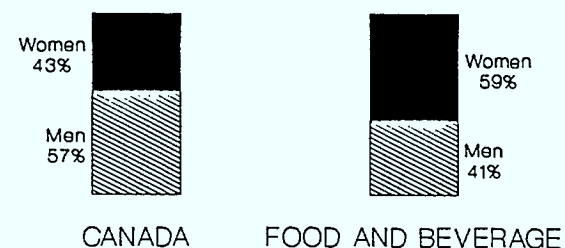
THE FOOD & BEVERAGE SECTOR IN CANADA

1. Women make up 59% of the workers in the Food & Beverage Sector, in contrast to their 43% representation in the labour force as a whole.
2. The sector also has a very young work force, with 51% of the workers under 25 years of age. Only 21% of the Canadian labour force is this young.
3. This sector has the highest proportion of part-time workers (44%), and only 28% have full-time work all year round.

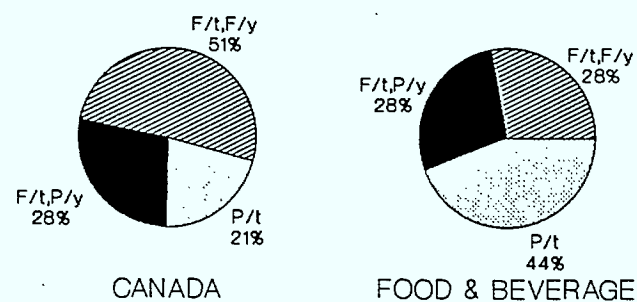
2. AGE OF WORKERS: FOOD & BEVERAGE SECTOR



1. MEN & WOMEN: FOOD & BEVERAGE SECTOR



3. WORK PATTERNS: FOOD & BEVERAGE SECTOR

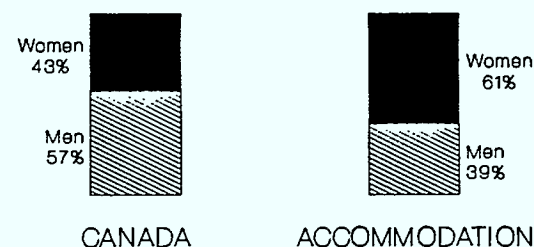


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 F/t,P/y = Full-time & Part-year
 P/t = Part-time

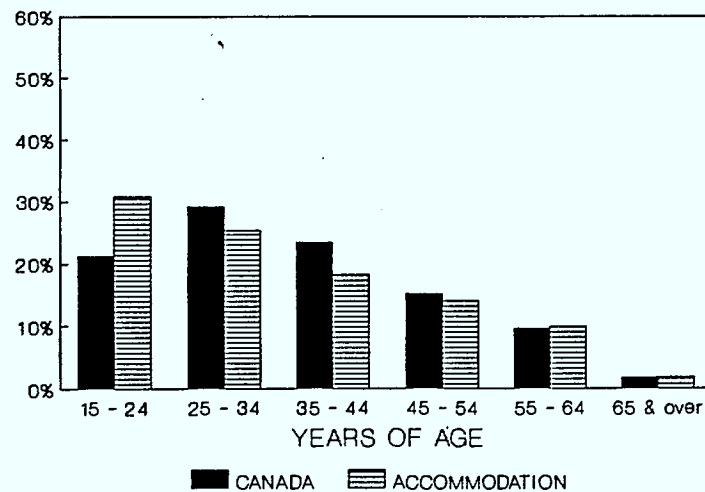
THE ACCOMMODATION SECTOR IN CANADA

1. Women account for 61% of the workers in the Accommodation Sector, a much higher proportion than in the Canadian labour force.
2. There is a large proportion of workers under the age of 25 (31%) in this sector, and proportionately fewer workers between 25 to 54 years of age compared to the Canadian labour force.
3. Thirty percent of Accommodation Sector workers work part-time; far more than in the Canadian labour force. Of the 70% of full-time workers, only half work year round.

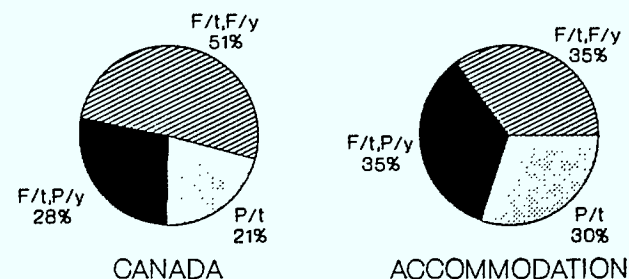
1. MEN & WOMEN: ACCOMMODATION SECTOR



2. AGE OF WORKERS: ACCOMMODATION SECTOR



3. WORK PATTERNS: ACCOMMODATION SECTOR

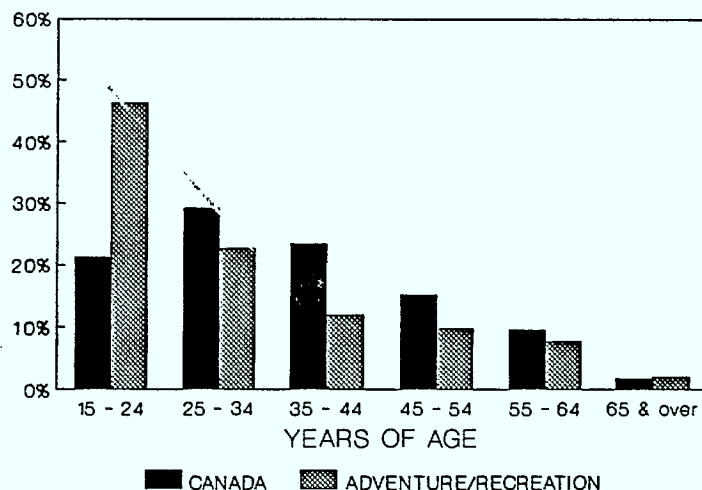


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 P/t = Part-time

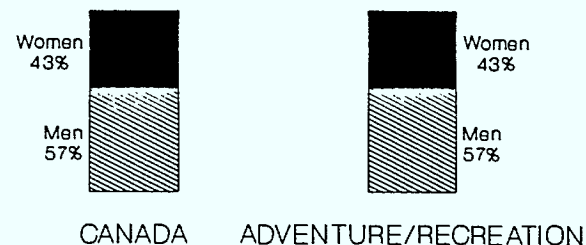
THE ADVENTURE & RECREATION SECTOR IN CANADA

1. Women and men work in the Adventure Tourism & Outdoor Recreation Sector in exactly the same proportion as they do in the Canadian labour force.
2. This sector has a very high concentration of young workers, with close to half (46%) under the age of 25. Proportionately fewer middle-aged and slightly more 65 & over workers work in the Adventure Tourism and Outdoor Recreation Sector.
3. One-half of all Adventure and Recreation workers have full-time work for just part of the year. Approximately one-third work part-time.

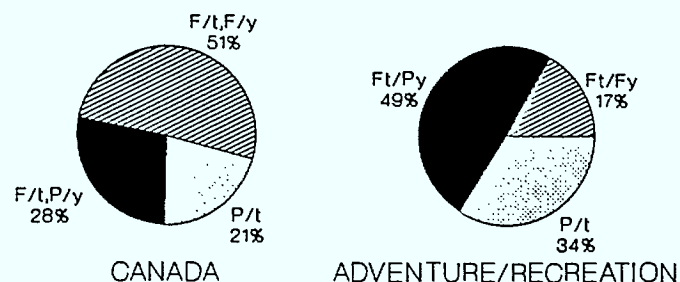
2. AGE OF WORKERS: ADVENTURE & RECREATION



1. MEN & WOMEN: ADVENTURE & RECREATION



3. WORK PATTERNS: ADVENTURE & RECREATION

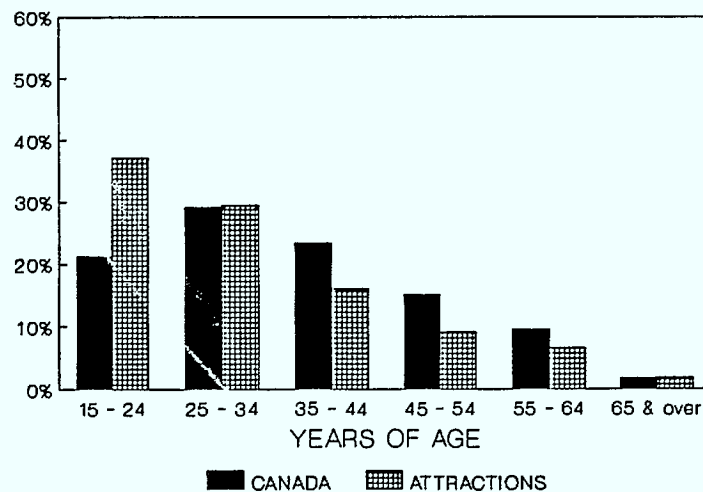


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 P/t = Part-time

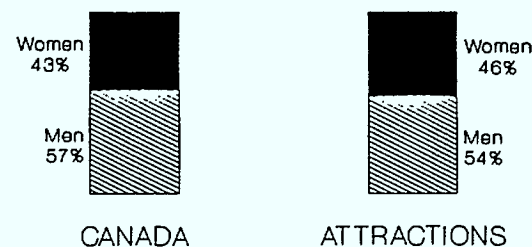
THE ATTRACTIONS SECTOR IN CANADA

1. The Attractions Sector gender mix closely matches that of the Canadian labour force as a whole. Women make up 46% of the workers in this sector and 43% of the labour force.
2. There is a high proportion of workers under the age of 25 in the Attractions Sector (37%) compared to 21% in the Canadian labour force. Proportionately fewer middle-aged and older workers are employed in this sector.
3. The Attractions Sector is second only to the Food & Beverage Sector in the high proportion of part-time workers (38%). Of the full-time workers, less than half work year round.

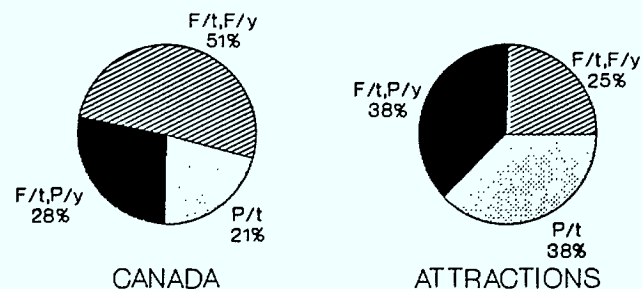
2. AGE OF WORKERS: ATTRACTIONS SECTOR



1. MEN & WOMEN: ATTRACTIONS SECTOR



3. WORK PATTERNS: ATTRACTIONS SECTOR

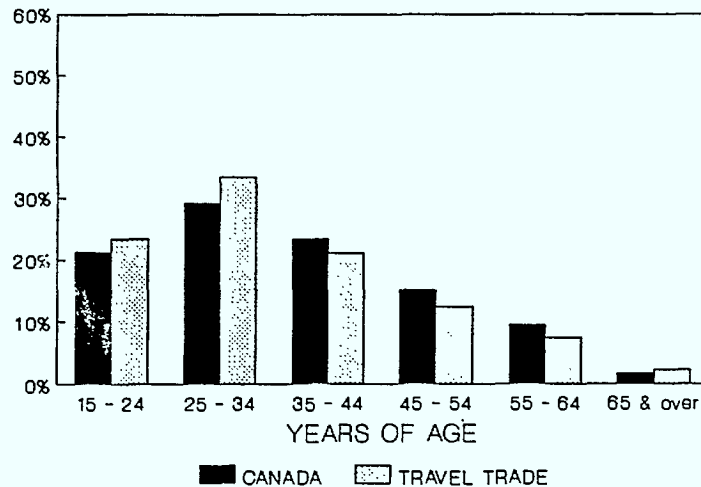


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 F/t,P/y = Full-time & Part-year
 P/t = Part-time

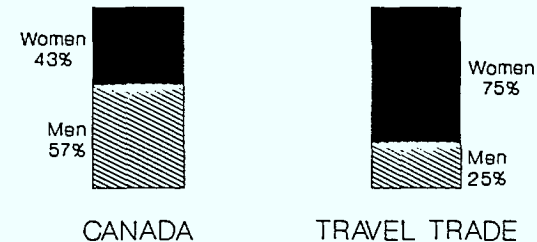
THE TRAVEL TRADE SECTOR IN CANADA

1. The Travel Trade Sector employs the largest proportion of women workers (75%). Men account for only 25% of this sector.
2. This sector has a larger proportion of workers between the ages of 15-34 than the Canadian labour force, but slightly lower proportions in the age categories over 35 years. At 65+ there is a slightly higher proportion again.
3. The Travel Trade Sector provides a very high proportion of full-time work (81% work full-time). One-half of all in this sector have full-time work all year around. Only 20% work part-time.

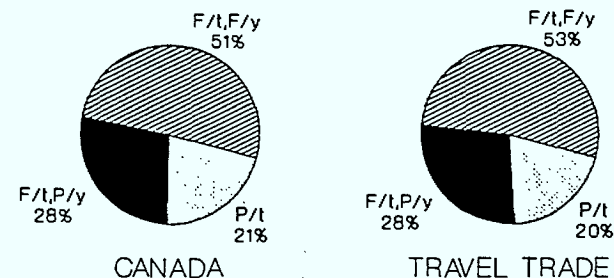
2. AGE OF WORKERS: TRAVEL TRADE SECTOR



1. MEN & WOMEN: TRAVEL TRADE SECTOR



3. WORK PATTERNS: TRAVEL TRADE SECTOR

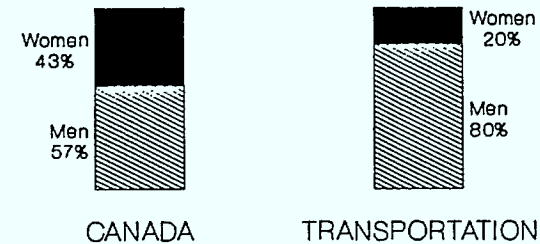


F/t,F/y = Full-time & Full-year
 F/t,P/y = Full-time & Part-year
 P/t = Part-time

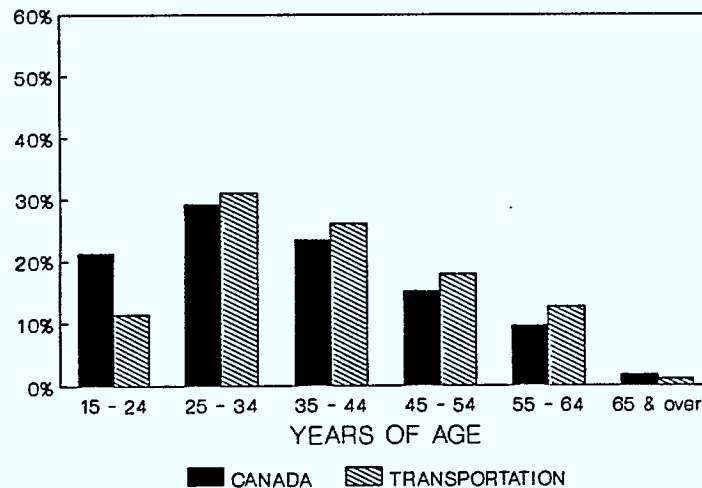
THE TRANSPORTATION SECTOR IN CANADA

1. This is the sector with the largest proportion of men. They account for 80% of the Transportation Sector, but only 57% of the Canadian labour force. Women are only 20% of the workers in this sector.
2. The Transportation Sector has the smallest proportion of very young workers (11%) of all sectors. It also has the largest proportion of mid-aged workers. 88% are between 25 and 64 years of age.
3. This sector has the largest proportion of full-time jobs (91%) and full-time jobs which last all year round (62%). Only 9% of workers work part-time.

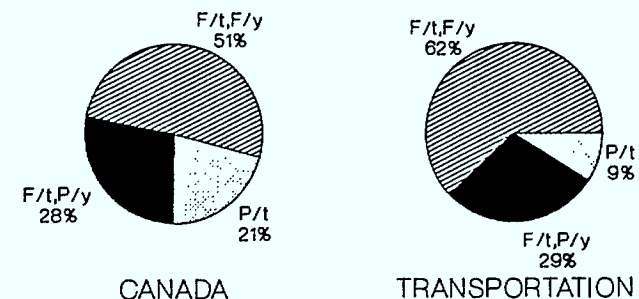
1. MEN & WOMEN: TRANSPORTATION SECTOR



2. AGE OF WORKERS: TRANSPORTATION SECTOR



3. WORK PATTERNS: TRANSPORTATION SECTOR

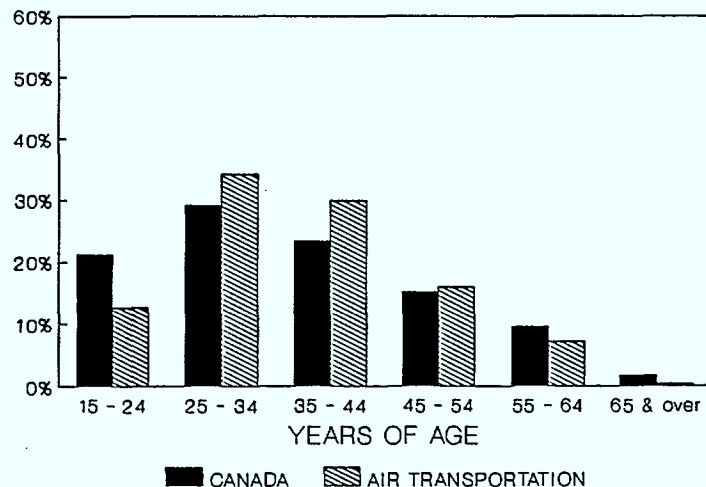


F/t,F/y = Full-time & Full-year
 F/t,P/y = Full-time & Part-year
 P/t = Part-time

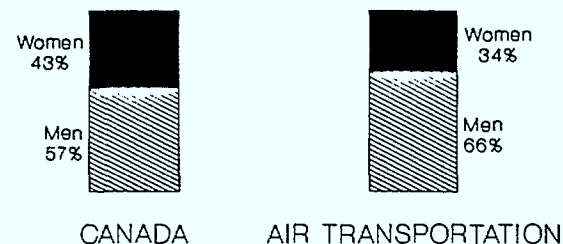
AIR TRANSPORTATION IN CANADA

1. Air transportation has a larger proportion of men (66%) than the Canadian labour force (57%), but lower than transportation in general (80%).
2. The age distribution of workers in air transport is very similar, though a little younger than transport in general.
3. Air transport workers are more likely to have full-time full-year jobs, and less likely to have part-time jobs, than both transportation in general and the Canadian labour force.

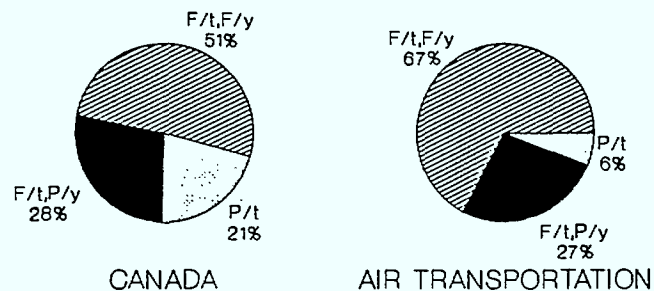
2. AGE OF WORKERS: AIR TRANSPORTATION



1. MEN & WOMEN: AIR TRANSPORTATION



3. WORK PATTERNS: AIR TRANSPORTATION



F/t,F/y = Full-time & Full-year
 F/t,P/y = Full-time & Part-year
 P/t = Part-time

6.0 THE MAIN JOBS IN TOURISM

In previous chapters we have described the sectors in the tourism-related industry. However, of greater interest for human resources planning purposes are the main jobs in the industry, and the employment and demographic characteristics of the people working in those jobs. In this section we identify the main occupations, their size and the number of job openings they are projected to offer in the next decade. In the following section we focus on the characteristics of the people who work in the occupations projected to have the largest number of job openings in the next decade.

The tourism-related industry is dominated by just a few occupations. Although the occupational data from the 1991 Census are not yet available, the Canadian Occupational Projection System (COPS) does give estimates for the occupations of interest.

We use COPS because of its ability to provide projections for individual occupations, but it is important to recognize that in order to do so we must use a definition of the tourism-related industry that fits COPS' industrial groups and differs somewhat from the definition used in this study (see Table 1). COPS includes SIC's 451-5; 457-9; 911-922; 961-9 and the COPS industrial grouping does not easily allow individual SICs to be excluded nor additional individual SICs of interest to be included. However, the COPS data do offer the facility of projecting job openings in occupations of special interest to tourism to the year 2001.

Of 29 occupations of particular interest to Tourism Canada, it can be seen from Table 19 on the following page that a handful dominate, primarily in the sectors of Food and Beverage, Accommodation and Travel Trade.

The largest occupation by far is Food and Beverage Servers with about one-quarter of a million workers working in tourism-related areas in 1991. They comprise approximately 19% of all people estimated to be working in the tourism-related

industry in Canada in 1991. The second largest, Cooks and Chefs, has about one-sixth of a million in number across the country, and comprises approximately 12% of all people in the tourism-related industry that year. Thus, together, these two occupations employ about 1 in every 3 people who work in the tourism-related industry in the country.

Table 19.

29 Tourism Occupations

**Number of People in
each Occupation in
the Tourism-related
Industry¹ in Canada, 1991**

Food and Beverage Servers	233,000
Cooks and Chefs	157,000
Managers	57,000
Supervisors, Food and Beverage	48,000
Cashiers and Tellers	44,000
Bus Drivers	40,000
Bartenders	40,000
Labour Services	37,000
Travel Clerks	31,000
Supervisors, Accommodation	26,000
Food & Beverage Preparers	24,000
Bookkeepers	22,000
Janitors	20,000
Lodging Cleaners	19,000
Taxi Drivers	15,000
Hotel Clerks	12,000
Travel & Related Attendants	9,000
Air Pilots	7,000
Sports & Recreation Attendants	6,000
Locomotive Operating Occupations	5,000
Air Transport Support Occupations	4,000
Deck Officers	4,000
Deck Crew	3,000
Travel Guides	3,000
Porters	2,000
Supervisors, Hotel & Other Clerks	2,000
Sport & Recreational Guides	2,000
Camp and Campsite Attendants	2,000
Other Water Transport Occupations	2,000

Source: COPS. Unpublished data. Numbers rounded to the nearest thousand.

Note 1. These numbers are taken from COPS where the tourism-related industry comprises SIC's 451-5; 457-9; 911-922; 961-9. Note that this definition differs from that (see Table 1) used in this study.

Note 2. Appendix III provides brief definitions of these occupations, and their SOC number.

Not only are Food and Beverage Servers and Cooks and Chefs the most important occupations in size in this industry, but they are also projected to dominate in job openings in the next decade. The COPS demand model provides projections by occupation. These can be used if the usual limitations of projections are kept in mind and if caution is exercised when considering projections made for small occupations.

COPS derives projections of job openings, where job openings are the sum of openings from net employment growth plus openings resulting from attrition. Attrition includes job openings resulting from retirement and death, but does not include turnover. Therefore, given the turnover characteristics of this industry, and the youth of many of its workers, the job openings projected by COPS must be regarded as extremely conservative. These will be the minimum number of job openings that can be expected.

Table 20 on the following page lists the number of job openings projected by COPS to the year 2001 for the larger tourism-related occupations, and Figure 12 presents this information in graphic form. Table 20 and Figure 12 give a measure of the relative occupational training needs for tourism. Clearly, whether the training is institutional or industry-based, the highest priority will be for training for Food and Beverage Servers and Cooks and Chefs. Thereafter, human resource planning should focus on the training needs of Managers, Cashiers and Tellers, Food and Beverage Preparers, Bartenders, Supervisors of Food and Beverage Workers, and Supervisors of Workers in Accommodation.

Table 20.

Job Openings in the Tourism-Related Industry: 1991 - 2001

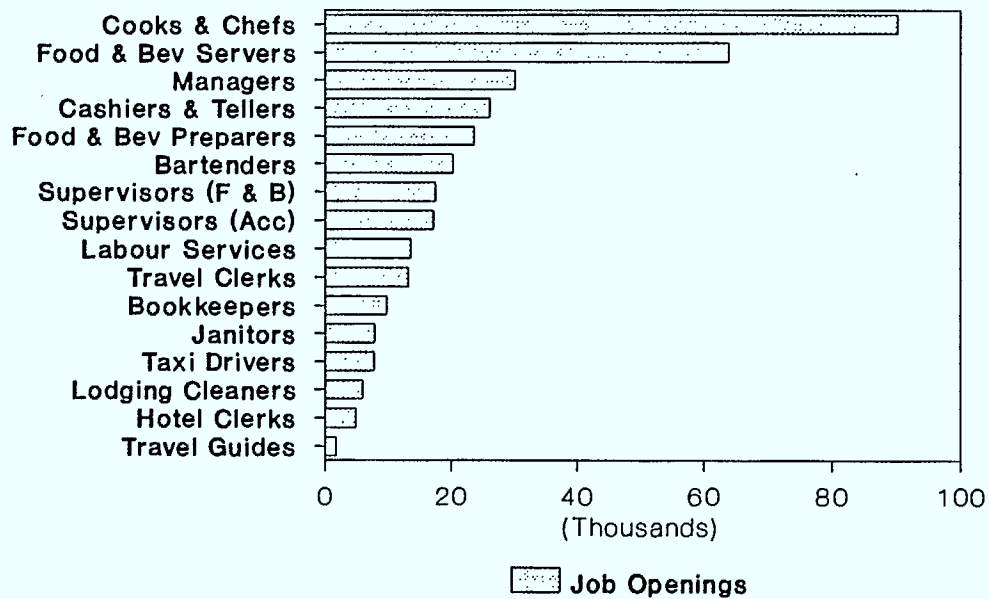
Occupation	Job Openings
Cooks & Chefs	90,000
Food and Beverage Servers	64,000
Managers	30,000
Cashiers and Tellers	26,000
Food & Beverage Preparers	24,000
Bartenders	20,000
Supervisors, Food & Beverage	18,000
Supervisors, Accommodation	17,000
Labour Services	13,000
Travel Clerks	13,000
Bookkeepers	10,000
Janitors	8,000
Taxi Drivers	8,000
Lodging Cleaners	6,000
Hotel Clerks	5,000
Travel Guides	2,000

Source: COPS. Unpublished data provided by EIC.

Note 1. Job openings (full-time and part-time job openings) are the sum of job openings due to net employment growth plus attrition. Because job openings are net employment growth plus attrition, job openings in just these 16 occupations are much higher than the net employment growth for the whole industry (see page 20). Numbers of job openings are rounded to the nearest thousand.

Note 2. There are also large numbers (23,600) of job openings for Bus Drivers, but as it is reasonable to assume that Bus Drivers respond mainly to local, not non-local (tourist) demand, they are excluded.

Figure 13. Job Openings in Tourism-Related Industries: 1991 - 2001



It will be noted that the tables above included occupations not normally considered to be "tourism" occupations: e.g. Cashiers and Tellers; Bookkeepers; and to a lesser extent, Janitors.

Since these occupations are common to many industries (Retail, Finance, Mining, Forestry, Manufacturing, etc.) there is often a tendency to exclude them in human resource planning. They can represent large numbers of jobs in each industry. Cashiers and Tellers are the 4th largest occupational group in the tourism-related industry and the 4th largest in number of projected job openings. Though Cashiers and Tellers may not be regarded by some as being "tourism" occupations, it is unwise to exclude them from human resource planning in tourism. One cannot assume that their training is necessarily appropriate to the tourism industry. These occupations also deserve attention in human resource development; attention in proportion to their share of jobs and in proportion to their share of likely job openings in the future.

7.0 WORKER PROFILES IN SELECTED OCCUPATIONS

While this study had several objectives, the most important was an examination of demographic and employment characteristics of people working in occupations of particular importance to the tourism industry. Tourism Canada requested a description of people working in specific occupations. Therefore, data previously collected from the 1986 Census by Tourism Canada were used to provide a description of 16 occupations considered to be critical to the tourism industry.

These occupations are: Managers, Food and Beverage Servers, Cooks and Chefs, Food and Beverage Preparers, Supervisors (Food and Beverage), Bartenders, Supervisors (Accommodation), Hotel Clerks, Lodging Cleaners, Labour Services, Janitors, Bookkeepers, Cashiers and Tellers, Travel Guides, Travel Clerks, and Taxi Drivers. Appendix III provides definitions and examples of each of these occupations.

A profile of workers in each occupation was then developed from the following demographic and employment background characteristics:

- age of workers
- gender
- work patterns (full-time/full-year; full-time/part-year²; part-time)
- levels of education
- representation of equity groups

The primary data source for these characteristics was data on people who worked in 1985 derived from the 1986 Census by Tourism Canada. In addition, a variety of other sources were used, and the reader is referred to the notes on sources at the end of the chapter. All data sources are referenced there.

² In this study, full-time part-year is being termed seasonal, even though it is recognized that some part-time work may also be seasonal.

Also, at the end of the chapter is a series of graphs summarizing the occupations on several of the worker characteristics. The reader may find these helpful to refer to while reading the chapter.

Within the chapter, percentages in tables may not always sum to 100% due to rounding.

7.1. Services Managers

Managers in the Service Industry, or Services Managers, mostly work in the tourism-related industry, with 56% in the Food and Beverage Sector and 22% in the Accommodation sector, and another 22% in other service sectors. The Manager group includes restaurant managers, hotel and motel operators or managers, club and lodge directors, and managers of catering firms.

In contrast to many of the other occupations in the tourism-related industry, Service Management positions are primarily held by men. Men comprise 65% of all Services Managers while women make up only 35% of this category.

Services Managers are slightly older than the general labour force for Canada. Sixteen percent of those employed are under the age of 25, compared to 20% in the employed Canadian labour force, while 29% are 45 years or over, compared to 27% of the employed Canadian labour force. Women Services Managers are somewhat younger than the men in this job.

Table 21. Age of Services Managers in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	58.3	100.0	38.2	100.0	20.1	100.0
15 - 24 years	9.4	16.1	5.4	14.2	4.0	19.8
25 - 44	31.9	54.6	21.0	54.9	10.9	54.1
45 - 64	16.0	27.5	11.0	28.9	5.0	24.8
65 and over	1.0	1.8	0.8	2.0	0.3	1.3

But Services Managers in the two main sectors vary greatly in age. In the Food and Beverage sector they are much younger than those in the Accommodation sector. Seventy-eight percent of those in Food and Beverage are under the age of 45, compared to only 57% of Services Managers in Accommodation.

Most Services Managers have work all year round. Seventy-one percent are employed full-time for the entire year, and the level of full-time year round work is slightly higher (75%) for men than for women (63%). Only 21% of all Managers work seasonally, and only 8% work part-time. Table 22 shows that younger Managers are much more likely than older Managers to be working seasonally and part-time.

Table 22. Work Patterns of Services Managers in Canada

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	41.3	70.9	12.2	20.9	4.8	8.3
15 - 24 years	4.8	50.9	2.7	28.8	1.9	20.3
25 and over	36.5	74.7	9.5	19.4	2.9	6.0

The following tables outline work patterns of Services Managers in the Food and Beverage sector and in the Accommodation sector, and it can be seen that the work patterns are similar in both sectors. In both sectors a majority of Managers are employed year round and older Managers are more likely than younger Managers to have year round full-time jobs.

Table 23. Work Patterns of Managers in the Food and Beverage Sector in Canada

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	22.7	69.6	7.0	21.3	3.0	9.1
15 - 24 years	3.9	51.8	2.0	27.3	1.5	20.7
25 and over	18.8	74.8	4.9	19.5	1.4	5.6

Table 24.**Work Patterns of Managers in the
Accommodation Sector in Canada**

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	9.1	70.7	3.0	22.9	0.8	6.2
15 - 24 years	0.5	48.5	0.3	34.2	0.2	16.3
25 and over	8.6	72.6	2.6	22.0	0.6	5.3

Visible minorities are well-represented as Services Managers compared to their proportion of the general work force. Visible minorities comprise 11% of Services Managers and only 6.3% of the work force in Canada. However, aboriginal people and people with disabilities do not have a proportional share of managerial jobs. Aboriginal people are under-represented as Managers, while people with disabilities are dramatically under-represented.

Table 25.**Equity Groups in the Occupation³**

	Work Force in Canada		Services Managers in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	7.3	10.8
Aboriginal People	294.4	2.1	1.0	1.4
People with Disabilities	753.0	5.4	0.6	0.9

Turning to education levels, Services Managers have education levels comparable to the employed labour force as a whole. Fifty-four percent have more than high school graduation, as does the employed labour force. Three percent have a Trade Certificate or Diploma; one quarter have had non-university post-secondary education; one quarter have been to university; and 2 percent have a post-graduate degree.

³ Data on visible minorities and aboriginal people are for people who worked in 1985 or 1986; data on people with disabilities are for people who worked at some time between 1981 and 1986. See notes on sources at the end of the chapter for the complete reference.

Table 26.

Education Levels of Services Managers in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	58.3	100.0	38.2	100.0	20.1	100.0
High School Certificate or Less	27.0	46.3	16.6	43.4	10.4	51.7
Trade Cert/Diploma	1.8	3.1	1.3	3.5	0.5	2.3
Post-Secondary, no University	14.5	24.8	9.5	24.8	5.0	24.9
University (includes Bachelor Degree)	13.8	23.6	9.9	25.9	3.9	19.4
Bachelor Degree +	1.2	2.1	0.9	2.4	0.3	1.6

Managers in both the Food and Beverage and Accommodation sectors have similar levels of education, but in both sectors men Managers are slightly better educated than women.

Services Managers are the highest paid of the 16 tourism occupations examined in detail in this study. However, their earnings are low compared to Managers in other industries. In 1985, Managers employed full-time year round earned an average of \$22,700. This was 85% of the average full-time full-year earnings in the Canadian labour force that year, and only 62% of the average full-time full-year earnings of all managerial occupations. Indeed, of the 14 main managerial occupations classified by the Census, only Farm Managers were paid less than Services Managers. That is, as Table 27 shows, only Farm Managers were paid less than were Managers in the Food, Beverage and Accommodation Sectors.

Table 27.

Management Occupations in Canada	Full-time, Full-year Earnings (\$) in 1985
General Managers & Other Senior Officials	57,000
Natural Science & Engineering Managers	51,500
Teaching Administrators	45,200
Transport & Communications Managers	40,700
Construction Operation Managers	40,000
Financial Managers	39,900
Medicine & Health Administrators	39,100
Production Managers	38,700
Personnel & Industrial Relations Managers	37,500
Purchasing Managers	32,900
Social Services Managers	32,400
Sales & Advertising Managers	30,800
Services Managers	22,700
Farm Managers	18,900

Source: Statistics Canada, 1986 Census. Cat. No. 93-116, Table 1.

7.2. Supervisors, Food and Beverage

Supervisors, Food and Beverage, supervise and coordinate the work of food and beverage servers and preparers. They include cafeteria supervisors, head chefs, head waiters/waitresses and maitres d'hôtel, among others.

Not surprisingly, Supervisors (F&B) in Canada work primarily in the tourism-related industry. Seventy percent work in the Food and Beverage sector, 8% work in the Accommodation sector, while the remaining 22% work in a variety of industries. Though the Food and Beverage Servers and Preparers are predominantly women, 50% of Supervisors (F&B) are men and 50% are women.

Supervisors (F&B) are much older than the Food and Beverage Servers and Preparers and also slightly older than the employed Canadian labour force as a whole. Eighteen percent of Supervisors (F&B) are under 25 years of age, compared to 57% of Servers, 38% of Preparers, and 20% of Canada's labour force. Sixty-nine percent of Supervisors (F&B) are under 45 years of age in Canada, as compared to 73% of the employed labour force in general.

Table 28.

Age of Supervisors, (F&B) in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	51.6	100.0	25.8	100.0	25.8	100.0
15 - 24 years	9.4	18.2	4.6	17.6	4.8	18.7
25 - 44	26.3	50.9	13.2	51.3	13.0	50.5
45 - 64	15.3	29.7	7.7	29.8	7.6	29.6
65 and over	0.7	1.3	0.3	1.3	0.3	1.2

A very large proportion of Supervisors (F&B) have full-time full-year jobs (59%) while only 18% work part-time. Men in this category are much more likely than

women to work full-time full-year, with 69% of male Supervisors (F&B) working full-time year round compared to only 49% of female Supervisors⁴.

Table 29. **Work Patterns of Supervisors, (F&B)
in Canada**

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	30.4	58.9	11.8	22.8	9.4	18.3
15 - 24 years	3.6	38.6	2.5	26.5	3.3	34.9
25 and over	26.8	63.4	9.3	22.0	6.2	14.6

The following table looks at employment of Supervisors (F&B) exclusively in the Food and Beverage Sector. The table shows again that younger Supervisors are much more likely to be working part-time (36%) or seasonally (25%) than their older counterparts. Sixty-seven percent of Supervisors (F&B) ages 25 and older are employed full-time for the entire year, 23% work seasonally, and only 10% are employed on a part-time basis.

Table 30. **Work Patterns of Supervisors, (F&B)
in the Food and Beverage Sector in Canada**

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	22.0	61.5	8.4	23.4	5.4	15.0
15 - 24 years	2.8	39.2	1.8	25.1	2.6	35.9
25 and over	19.2	67.2	6.6	23.0	2.8	9.7

Women, visible minorities, and people with disabilities have higher proportional shares of work as Supervisors (F&B) than they do in the Canadian work force as a whole. However, aboriginal people are under-represented.

⁴ For reasons of space, from time to time in this chapter, some detailed data such as these are not presented in full in tables in the text. However, Tourism Canada does have the full set of data.

Table 31.

Equity Groups in the Occupation

	Work Force in Canada		Supervisors (F&B) in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	7.0	11.4
Aboriginal People	294.4	2.1	0.9	1.5
People with Disabilities	753.0	5.4	6.0	9.8

But, Supervisors (F&B) have lower educational levels than the labour force as a whole in Canada. Fifty-six percent of Supervisors (F&B) have a high school diploma or less compared to 46% of the employed Canadian labour force. As the following tables shows, women Supervisors tend to have slightly lower education levels than men.

Table 32.

Education Levels of Supervisors, (F&B)
in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	51.6	100.0	25.8	100.0	25.8	100.0
High School Certificate or Less	29.1	56.4	13.5	52.5	15.6	60.4
Trade Cert/Diploma	1.4	2.7	0.9	3.4	0.5	2.1
Post-Secondary, no University	12.9	25.0	6.8	26.3	6.1	23.6
University (includes Bachelor Degree)	7.8	14.9	4.3	16.7	3.4	13.1
Bachelor Degree +	0.5	0.9	0.3	1.1	0.2	0.8

7.3. Chefs and Cooks

Chefs and Cooks in Canada work primarily in the tourism-related industry. Sixty-six percent are employed in the Food and Beverage sector, 8% work in the Accommodation sector, and another 27% work in a variety of environments such as schools, hospitals, camps, and so on.

There are proportionately slightly more women employed as Chefs and Cooks in Canada. Women make up 48% of this category while they are only 43% of the Canadian labour force.

Chefs and Cooks are younger than the average employed Canadian. Thirty-seven percent are under 25 years. In the Canadian labour force as a whole 20% of employed workers are under 25. Further, as the following shows, men Cooks and Chefs tend to be much younger than the women.

Table 33. Age of Chefs and Cooks in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	150.8	100.0	78.0	100.0	72.8	100.0
15 - 24 years	55.9	37.1	37.4	47.9	18.5	25.5
25 - 44	57.6	38.2	27.4	35.2	30.2	41.5
45 - 64	36.0	23.9	12.8	16.4	23.3	31.9
65 and over	1.2	0.8	0.4	0.5	0.8	1.2

As Table 34 shows, 38% of Chefs and Cooks are employed in full-time work all year round. 34% work part-time.

Looking only at the work patterns of the younger and older Chefs and Cooks, the following table shows that while 55% of Chefs and Cooks under 25 work mostly part-time, only 21% of those 25 years and over do so. Half of those over 25 years of age

are employed full-time year round; only one-fifth of the younger workers are. Again we find older workers have more work.

Table 34. Work Patterns of Cooks and Chefs in Canada

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	57.2	37.9	42.6	28.3	51.0	33.8
15 - 24 years	11.0	19.7	14.3	25.6	30.6	54.7
25 and over	46.2	48.7	28.3	29.8	20.4	21.4

Aboriginal people and people with disabilities are well represented in this occupational category, and visible minorities have over twice the representation as Chefs and Cooks compared to the Canadian work force.

Table 35. Equity Groups in the Occupation

	Work Force in Canada		Chefs and Cooks in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	27.6	13.0
Aboriginal People	294.4	2.1	6.1	2.9
People with Disabilities	753.0	5.4	12.7	6.0

Turning to education levels, we find that a very large proportion of Chefs and Cooks have low educational levels. Sixty-nine percent of Chefs and Cooks have a high school certificate or less compared to 46% in the general labour force of Canada. Women have slightly less education than men: three-quarters of them have high school graduation or less formal education.

Table 36.

Education Levels of Chefs and Cooks in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	150.8	100.0	78.0	100.0	72.8	100.0
High School Certificate or Less	104.3	69.1	50.5	64.7	53.8	73.9
Trade Cert/Diploma	4.9	3.3	2.7	3.4	2.3	3.1
Post-Secondary, no University	31.0	20.6	18.4	23.5	12.7	17.4
University (includes Bachelor Degree)	10.3	6.9	6.3	8.1	4.0	5.5
Bachelor Degree +	0.3	0.2	0.2	0.2	0.1	0.1

7.4. Food and Beverage Servers

The great majority (75%) of Food and Beverage Servers in Canada work in the Food and Beverage sector, 12% work in the Accommodation sector, with another 13% working other sectors.

Food and Beverage Servers are likely to be women and tend to be young. Seventy-nine percent of Food and Beverage Servers are women, compared to 43% in the Canadian labour force, and 57% are under the age of 25 compared to the national average for employed workers of 20%. Servers who work in the Food and Beverage sector are even younger. Here we find 60% are under the age of 25.

Table 37. Age of Food and Beverage Servers in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	205.5	100.0	42.3	100.0	163.2	100.0
15 - 24 years	116.0	56.5	27.3	64.4	88.8	54.4
25 - 44	67.0	32.6	11.7	27.8	55.2	33.9
45 - 64	21.7	10.5	3.1	7.3	18.6	11.4
65 and over	0.8	0.4	0.2	0.4	0.6	0.3

There is a very large part-time component in this occupational group, as shown in the table below. Fifty-three percent of Food and Beverage Servers work part-time, and both men and women Servers are most likely to be employed part-time. But sixty-four percent of workers under 25 are part-time. The majority of Servers 25 years and over work full-time, although only 35% have year round employment.

Table 38. Work Patterns of Food and Beverage Servers in Canada

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	46.2	22.5	50.9	24.8	108.3	52.7
15 - 24 years	14.6	12.6	27.6	23.7	73.9	63.7
25 and over	31.6	35.3	23.3	26.1	34.6	38.6

Visible minorities and Aboriginal people are well represented in this occupational group. People with disabilities are somewhat under-represented.

Table 39. Equity Groups in the Occupation

	Work Force in Canada		Food and Beverage Servers in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	22.9	7.4
Aboriginal People	294.4	2.1	9.3	3.0
People with Disabilities	753.0	5.4	10.6	3.4

The average level of education in this occupation is low. No doubt this is in part a reflection of the youthfulness of this work force. Sixty-six percent of Food and Beverage Servers have a high school certificate or less education compared to 46% of the employed Canadian labour force.

Table 40.

**Education Levels of Food and
Beverage Servers in Canada**

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	205.4	100.0	42.3	100.0	163.1	100.0
High School Certificate or Less	135.5	66.0	24.3	57.4	111.2	68.2
Trade Cert/Diploma	3.7	1.8	0.6	1.4	3.2	1.9
Post-Secondary, no University	35.5	17.3	7.8	18.4	27.8	17.0
University (includes Bachelor Degree)	30.1	14.6	9.5	22.5	20.6	12.6
Bachelor Degree +	0.6	0.3	0.2	0.5	0.4	0.3

7.5. Food and Beverage Preparers⁵

Food and Beverage Preparers are people who prepare, assemble or package food and beverages for serving, or they may help in maintenance of the kitchen area. They include people such as food counter attendants, food assemblers, cafeteria workers, and kitchen helpers, among others.

This is another occupational category dominated by women. Seventy-seven percent (77%) of Food and Beverage Preparers in Canada are women, compared to the 43% of the employed labour force as a whole. Workers in this occupation also tend to be a much younger work force than the Canadian average. Thirty-eight percent are under 25 years of age, compared to only 20% of those employed in Canada in general. Women working as Food and Beverage Preparers are older than the men. Seventy percent of women are over 25 years of age as compared to 37% only of men.

Table 41. Age of Food and Beverage Preparers in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	47.3	100.0	10.8	100.0	36.4	100.0
15 - 24 years	17.9	37.8	6.8	62.7	11.0	30.3
25 - 44	17.8	37.7	2.9	26.5	14.9	41.0
45 - 64	11.3	23.9	1.1	10.3	10.2	28.0
65 and over	0.3	0.6	0.0	0.4	0.3	0.7

In relation to work patterns in this occupation, part-time workers dominate the Food and Beverage Preparer category (51%) as they do in the occupation of Food and Beverage Server (53%). Women and men have very similar work patterns.

⁵ See Note 2 in Sources for Worker Profiles in Selected Occupations, page 111

Table 42. Work Patterns of Food and Beverage Preparers in Canada

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
Both Sexes	13.4	27.0	10.7	21.6	25.5	51.4
Men	2.5	22.8	2.8	25.4	5.8	51.8
Women	10.8	28.2	7.9	20.5	19.7	51.3

Visible minorities are very well-represented in the Food and Beverage Preparer occupation, with a proportion of 13% as compared to a 6% representation in the Canadian work force as a whole. People with disabilities are well represented, while aboriginal people are employed in this category in the same proportion as that of the Canadian work force as a whole.

Table 43. Equity Groups in the Occupation

	Work Force in Canada		Food and Beverage Preparers in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	6.7	12.6
Aboriginal People	294.4	2.1	1.2	2.2
People with Disabilities	753.0	5.4	4.5	8.5

7.6. Bartenders

Bartenders in Canada are employed primarily in the tourism-related industry. Fifty-five percent of Bartenders in Canada work in the Food and Beverage sector and 28% work in the Accommodation sector.

Surprisingly, women have a greater representation in the profession of Bartending than do men. Women comprise 55% of those in this occupation in Canada while they are only 43% of the employed labour force as a whole.

The majority of those who work as Bartenders fall between the ages of 25 and 44. One-half of Bartenders are in this category, which is quite similar to the employed Canadian labour force. There are more people under the age of 25 working as Bartenders in Canada (36%) than in the employed labour force as a whole (20%).

Table 44.

Age of Bartenders in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	34.3	100.0	15.5	100.0	18.8	100.0
15 - 24 years	12.5	36.3	5.8	37.2	6.7	35.6
25 - 44	17.5	50.8	7.0	44.9	10.5	55.7
45 - 64	4.2	12.1	2.6	16.6	1.6	8.5
65 and over	0.2	0.7	0.2	1.3	0.0	0.2

The vast majority of Bartenders work either part-time or seasonally. Only 38% work at full-time jobs all year round. Younger people are more likely than older to be working part-time and women have a much smaller share of the full-time year round work.

Table 45.

**Work Patterns of Bartenders in the
Food and Beverage Sector in Canada**

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	13.0	37.7	9.9	28.8	11.5	33.5
15 - 24 years	3.0	24.2	3.9	31.4	5.5	44.3
25 and over	10.0	45.4	6.0	27.3	6.0	27.3

Aboriginal people are well-represented in this occupation, but the other two equity groups, visible minorities and people with disabilities, have less than their proportional share of jobs.

Table 46.

Equity Groups in the Occupation

	Work Force in Canada		Bartenders in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	2.0	4.4
Aboriginal People	294.4	2.1	1.4	3.1
People with Disabilities	753.0	5.4	1.0	2.2

With reference to education, Bartenders tend to have higher levels of education than many others working predominantly in the Food and Beverage sector but lower levels than the employed Canadian work force as a whole. Educational levels of Bartenders in Canada are fairly similar to Supervisors (F&B). Fifty-seven percent have a high school certificate or less; 23% have non-university post-secondary education; and 17% have had some university up to and including a Bachelors degree. Men tend to have slightly more education than women.

Table 47.

Education Levels of Bartenders in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	34.3	100.0	15.5	100.0	18.8	100.0
High School Certificate or Less	19.7	57.3	8.0	51.5	11.7	62.1
Trade Cert/Diploma	1.0	2.9	0.3	2.1	0.7	3.6
Post-Secondary, no University	7.9	22.9	3.6	23.2	4.3	22.7
University (includes Bachelor Degree)	5.7	16.6	3.6	22.9	2.1	11.3
Bachelor Degree +	0.1	0.3	0.1	0.4	0.0	0.2

7.7. Supervisors, Accommodation

People who work as Supervisors (Acc) coordinate and supervise the work of people who clean and service guest rooms in hotels, motels, trailer parks, apartment houses, office buildings and other lodging facilities. Sixty-five percent work in the Accommodation sector of the tourism-related industry and our discussion will be restricted to that sector.

Supervisors (Acc) is another occupation where women dominate. 63% of all who work in this occupation are women, compared to only 43% of the Canadian labour force.

With Taxi Drivers, Supervisors (Acc) are older than the other occupations we have examined in the tourism-related industry. Forty-eight percent of Supervisors (Acc) in Canada are over 45 years of age compared to 31% of Supervisors (F&B) and 27% of the employed labour force as a whole. As Table 48 shows, men and women in this occupation have a very similar age profile.

Table 48.

Age of Supervisors (Acc) in the Accommodation Sector, in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	21.1	100.0	5.9	100.0	15.2	100.0
15 - 24 years	2.2	10.3	0.6	9.7	1.6	10.5
25 - 44	8.9	42.0	2.5	41.7	6.4	42.1
45 - 64	9.6	45.3	2.7	45.3	6.9	45.3
65 and over	0.5	2.5	0.2	3.3	0.3	2.1

Women who work as Supervisors (Acc) are much more likely than men to work part-time. Thirty percent of women Supervisors (Acc) work part-time as compared to only 12% of men. Sixty-three percent of male Supervisors (Acc) have full-time year round work compared to 49% of women. Again, we find that younger workers are

more likely to primarily work part-time and older workers mostly work full-time, year round.

Table 49. **Work Patterns of Supervisors (Acc)
in the Accommodation Sector in Canada**

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	11.2	52.9	4.8	22.6	5.2	24.4
15 - 24 years	0.5	22.8	0.6	29.7	1.0	47.2
25 and over	10.7	56.3	4.1	21.8	4.1	21.8

All equity groups are well represented in this group. People with disabilities (11%) are especially well represented, as are visible minorities (9%), and aboriginal people (3%).

Table 50. **Equity Groups in the Occupation**

	Work Force in Canada		Supervisors (Acc) in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	3.5	8.6
Aboriginal People	294.4	2.1	1.1	2.7
People with Disabilities	753.0	5.4	4.7	11.4

Note: These data are for all Supervisors of Accommodation, not just those in the Accommodation Sector.

Supervisors of Accommodation have very low levels of formal education. Only 32% of workers have more than a high school certificate compared to 43.5% of Supervisors (F&B) and 54% of the employed Canadian labour force. In addition, women have significantly less education than men in this occupation. Only 27% of women have more than a high school certificate, compared to 47% of men.

Table 51.

**Education Levels of Supervisors (Acc)
in the Accommodation Sector in Canada**

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	21.1	100.0	5.9	100.0	15.2	100.0
High School Certificate or Less	14.3	67.7	3.1	52.7	11.2	73.4
Trade Cert/Diploma	0.5	2.6	0.3	4.5	0.3	1.8
Post-Secondary, no University	3.9	18.6	1.4	22.8	2.5	16.7
University (includes Bachelor Degree)	2.2	10.2	1.0	16.9	1.1	7.5
Bachelor Degree +	0.2	0.8	0.1	2.0	0.0	0.2

7.8. Hotel Clerks

This is an occupational category which is essentially located entirely in the tourism-related industry. Hotel Clerks work almost exclusively in the Accommodation sector (98%), with the remaining 2% in the Food and Beverage sector.

The majority of Hotel Clerks in Canada are women (65%).

As a group, Hotel Clerks tend to be very young. Forty-three percent are under the age of 25 as compared to 20% of the employed Canadian labour force who are this young. Only 18% of Hotel Clerks in Canada are over the age of 45, compared to 27% of the employed Canadian labour force. Men and women are fairly equally represented in all age categories.

Table 52.

Age of Hotel Clerks in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	10.2	100.0	3.5	100.0	6.7	100.0
15 - 24 years	4.4	42.5	1.5	42.4	2.9	42.6
25 - 44	4.1	39.9	1.4	38.4	2.7	40.7
45 - 64	1.6	15.6	0.6	15.6	1.1	15.7
65 and over	0.2	2.0	0.1	3.5	0.1	1.0

Hotel Clerks are an occupational group dominated by seasonal and part-time employment. Thirty-three percent of Hotel Clerks are seasonally employed and 28% are employed part-time. Men are only slightly more likely to work full-time year round than women in this category. As with most occupations, particularly in the tourism-related industry, younger workers are more likely to work part-time and seasonally than older workers.

Table 53.

Work Patterns of Hotel Clerks in Canada

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	4.0	38.8	3.4	33.1	2.9	28.1
15 - 24 years	1.2	27.5	1.6	37.8	1.5	34.7
25 and over	2.7	47.2	1.7	29.5	1.3	23.2

Hotel Clerks have a higher than average representation of people with disabilities and a slightly higher than average representation of Aboriginal people. Visible minorities are slightly less well represented in this occupation.

Table 54.

Equity Groups in the Occupation

	Work Force in Canada		Hotel Clerks in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	0.8	5.5
Aboriginal People	294.4	2.1	0.4	2.9
People with Disabilities	753.0	5.4	1.1	8.0

Hotel Clerks are better educated than many of the tourism-related occupations and have slightly higher educational levels than the employed population as a whole. Forty-four percent of Hotel Clerks in Canada have only a high school certificate or less as compared to 46% of the employed labour force as a whole. A high proportion (22%) of Hotel Clerks have had at least some university training. Men and women have similar educational patterns in this category.

Table 55.

Education Levels of Hotel Clerks in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	10.2	100.0	3.5	100.0	6.7	100.0
High School Certificate or Less	4.5	43.8	1.4	40.6	3.1	45.7
Trade Cert/Diploma	0.2	2.1	0.1	1.6	0.2	2.3
Post-Secondary, no University	3.3	31.9	1.1	31.1	2.2	32.4
University (includes Bachelor Degree)	2.2	21.4	1.0	25.7	1.3	19.1
Bachelor Degree +	0.1	0.6	0.4	1.0	0.0	0.1

7.9. Lodging Cleaners

Seventy-three percent of people in the Lodging Cleaner occupational category work in Accommodation.

An extremely high proportion of workers in this occupation are women (90%). Lodging Cleaners in Canada tend to be slightly older than most workers examined so far in the tourism-related industry. Only 24% are under the age of 25, which is close to the employed Canadian labour force average of 20%. Men in this occupational group are much younger than the women.

Table 56.

Age of Lodging Cleaners in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	21.9	100.0	2.1	100.0	19.7	100.0
15 - 24 years	5.1	23.5	0.8	37.6	4.3	21.9
25 - 44	9.3	42.4	0.8	36.7	8.5	43.0
45 - 64	7.3	33.2	0.5	23.8	6.7	34.2
65 and over	0.2	1.0	0.0	1.9	0.2	0.9

Full-time, year round employment is low for Lodging Cleaners, particularly if we look only at those employed in the Accommodation sector. Only 27% work full-time, full-year, while seasonal employment is 34% and part-time employment is 40%. Men are much more likely than women to be employed full-time. More than in any other occupational category examined, young people are very unlikely to be working full-time year round. And only about one-third of those 25 years and over are employed full-time year round.

Table 57.**Work Patterns of Lodging Cleaners in
the Accommodation Sector in Canada**

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	4.3	26.8	5.4	33.6	6.4	39.6
15 - 24 years	0.5	12.4	1.6	37.8	2.1	49.6
25 and over	3.9	31.8	3.8	32.1	4.3	36.2

As well as having an extremely high proportion of women, the category of Lodging Cleaners has exceptionally high participation rates for visible minorities, aboriginal people, and people with disabilities. In fact, this occupation has the highest proportion of aboriginal people and people with disabilities of all tourism-related occupations examined, and the third highest level of visible minorities.

Table 58.**Equity Groups in the Occupation**

	Work Force in Canada		Lodging Cleaners in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	4.5	13.2
Aboriginal People	294.4	2.1	2.0	5.9
People with Disabilities	753.0	5.4	4.7	13.6

Education levels are extremely low for Lodging Cleaners in Canada. Seventy-seven percent have only a high school certificate or less, and women workers have even lower levels than this.

Table 59.

Education Levels of Lodging Cleaners in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	21.9	100.0	2.1	100.0	19.7	100.0
High School Certificate or Less	16.8	76.7	1.4	64.7	15.4	78.0
Trade Cert/Diploma	0.4	1.7	0.1	4.0	0.3	1.5
Post-Secondary, no University	3.1	14.0	0.4	17.6	2.7	13.7
University (includes Bachelor Degree)	1.6	7.3	0.3	13.6	1.3	6.6
Bachelor Degree +	0.0	0.2	0.0	0.0	0.0	0.1

7.10. Labour Services

People in this occupation do a variety of lower skilled jobs, and include door tenders, door keepers, kitchen workers, dish washers, laundry folders, runners, shoe shiners, among others.

Half of the workers in this group are found in the Food and Beverage sector (38%) and the Accommodation sector (9%) of the tourism-related industry, and half (53%) work in other areas unrelated to tourism.

The gender profile closely approximates that of Canada as a whole, with men representing 60% of the Labour Services workers and women accounting for 40%.

As the following table shows, this is an occupational group dominated by young men. As we noted above, 60% of all people who work in this area are men, and 61% of all the men are under the age of 25 years. Women working in this occupational group tend to be distributed more evenly throughout the age range, with a greater percentage over the age of 45 years (33%) than is found in the employed Canadian labour force as a whole where 27% are aged 45 or older.

Table 60. Age of Labour Services Workers in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	52.2	100.0	31.1	100.0	21.1	100.0
15 - 24 years	25.2	48.2	19.0	61.0	6.2	29.3
25 - 44	15.5	29.7	7.5	24.1	8.0	38.0
45 - 64	10.8	20.6	4.2	13.4	6.6	31.3
65 and over	0.8	1.5	0.5	1.5	0.3	1.4

As well as being a young occupational group, Labour Services also has a high representation of part-time workers. An exceptionally high percentage (65%) of those under the age of 25 work part-time. Even when all ages of workers in this

occupation are considered, the figure for part-time work is 46%; only 30% are employed full-time all year round.

Table 61. Work Patterns of Labour Services Workers in Canada

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	15.5	29.6	12.9	24.7	23.9	45.7
15 - 24 years	2.8	11.2	6.0	23.9	16.3	64.9
25 and over	12.7	46.8	6.9	25.5	7.5	27.8

When only the Food and Beverage sector is examined, where 38% of Labour Services workers are found, the youthfulness and brief job tenure of this occupational group is even more striking. That is, 72% of young Labour Services workers are employed part-time in this sector.

Table 62. Work Patterns of Labour Service Workers in Food and Beverage Sector

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	3.9	19.5	5.1	25.4	11.0	55.1
15 - 24 years	0.7	6.3	2.4	21.2	8.3	72.4
25 and over	3.2	37.1	2.6	31.0	2.7	31.8

This occupational category has a very large proportion of visible minorities (16%). This is over twice the proportion of the Canadian work force. People with disabilities are also well represented in this occupation. However, the percentage of aboriginal people working as Labour Services workers is only slightly higher than the average for the work force in Canada.

Table 63.

Equity Groups in the Occupation

	Work Force in Canada		Labour Services Workers in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	13.2	15.7
Aboriginal People	294.4	2.1	2.3	2.8
People with Disabilities	753.0	5.4	6.3	7.5

Perhaps partly as a reflection of the youthfulness of this occupation, the average educational level is low. Seventy-seven percent of Labour Services workers have a high school certificate or less as compared to a figure of 46% for the total employed labour force. A higher percentage of women have low educational levels (82%) than men (74%). We would expect that an examination of the country of origin of these workers and the year of immigration for foreign born would shed light on the lower formal educational levels for women.

Table 64.

Education Levels of Labour
Services Workers in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	52.2	100.0	31.1	100.0	21.1	100.0
High School Certificate or Less	40.4	77.3	23.1	74.0	17.3	82.0
Trade Cert/Diploma	0.8	1.6	0.6	1.9	0.2	1.0
Post-Secondary, no University	7.0	13.4	4.6	14.6	2.4	11.4
University (includes Bachelor Degree)	4.0	7.6	2.8	9.1	1.1	5.4
Bachelor Degree +	0.1	0.2	0.1	0.3	0.0	0.1

7.11. Janitors⁶

The Janitor occupational group includes janitors, cleaners, floor cleaners, building operators and superintendents. Information on these workers in tourism-related sectors is unavailable in the same format as data Tourism Canada obtained for other occupations, and therefore the discussion below is for all Janitors.

As we can see in the following table, this category is made up of a much older work force than most of the other occupations we have been examining. Thirty-nine percent of all Janitors are over the age of 45, as compared to a much lower 27% for the Canadian labour force.

Table 65.

Age of Janitors in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	238.3	100.0	139.0	100.0	99.4	100.0
15 - 24 years	54.2	22.8	38.0	27.4	16.2	16.3
25 - 44	91.6	38.4	49.2	35.4	42.5	42.7
45 - 64	87.6	36.8	48.5	34.9	39.2	39.4
65 and over	4.8	2.0	3.3	2.4	1.5	1.5

As well as having an older work force than most of the other occupations being examined, Janitors tend to have a larger complement of full-time, full-year jobs. However, at 39% working full-time, year round, it is still lower than the average for the employed labour force as a whole which is 51%. Part-time workers are also present in higher than average numbers (36% as compared to 21% for the employed labour force as a whole). As the following table indicates, men are much more likely than women to have the full-time, year round work, while women are much more likely to work part-time.

⁶See Note 2 in Sources for Worker Profiles in Selected Occupations, page 111

Table 66.**Work Patterns of Janitors in Canada**

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
Both Sexes	97.1	38.5	65.5	26.0	89.5	35.5
Men	67.5	46.7	40.6	28.1	36.3	25.1
Women	29.6	27.5	24.9	23.1	53.2	49.4

Equity groups are well represented in this occupational category, with all three groups we have been examining being present in larger proportions than average. The most strongly represented group is people with disabilities, who make up 8% of all Janitors compared to 5% of the Canadian work force.

Table 67.**Equity Groups in the Occupation**

	Work Force in Canada		Janitors in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	19.2	7.1
Aboriginal People	294.4	2.1	8.8	3.2
People with Disabilities	753.0	5.4	22.4	8.3

The average level of education in this occupation is the lowest of all job categories that have been examined. As can be seen in the following table, only 22% of Janitors have educational levels beyond a high school certificate. Female Janitors tend to be less educated than males, with 83% of women in this occupation having a high school certificate or less.

Table 68.

Education Levels of Janitors in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	271.7	100.0	153.6	100.0	117.1	100.0
High School Certificate or Less	210.4	77.5	113.4	73.8	97.1	82.9
Trade Cert/Diploma	7.0	2.6	5.2	3.4	1.8	1.5
Post-Secondary, with or without diploma/cert	50.5	18.6	32.7	21.2	17.9	15.2
University Degree	3.6	1.3	2.6	1.7	1.1	0.9

7.12. Travel Clerks

People in this occupation are involved in clerical duties related to travel and transportation: arranging itineraries, providing tickets and reserving accommodation for travellers, selling airline, bus, train and other transportation tickets. They include travel agents, travel counsellors, ticket sellers, passenger agents and tourist agents.

Data on Travel Clerks were obtained for the Transportation Sectors by Tourism Canada, and unless otherwise noted, our discussion of Travel Clerks will be of those within Transportation.

This is yet another occupational category dominated by women. They are 70% of the Travel Clerks in Canada, while women are only 43% of the work force as a whole.

In other ways, however, Travel Clerks are very different from many other tourism occupations.

As the following table shows, there are proportionally fewer young people working as Travel Clerks, than in most of the other occupational groups we have examined. With the majority being between 25 - 44, their age is fairly comparable to the Canadian labour force as a whole. Men Travel Clerks tend to be older than women Travel Clerks.

Table 69.

**Age of Travel Clerks in the
Transportation Sector in Canada**

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
All Ages	25.0	100.0	7.7	100.0	17.3	100.0
15 - 24 years	4.8	19.4	0.8	10.4	4.0	23.4
25 - 44	15.1	60.4	4.7	60.6	10.4	60.4
45 - 64	4.7	18.9	2.1	27.1	2.6	15.2
65 and over	0.3	1.3	0.2	1.9	0.2	1.0

Another way in which this occupation differs from most in tourism is that there is a very high percentage of full-time, full-year employment among Travel Clerks. No other occupation has so much full-time full-year work. Sixty-one percent of all Travel Clerks work full-time, year round; only 17% are employed part-time. Though they are in a minority, men are much more likely than women to have the full-time, full-year work (71% of men Travel Clerks work full-time all year round; 56% of women do so). There is also a much higher percentage of young people employed in full-time, year round positions than in other occupations examined in this study. Forty-one percent of Travel Clerks under 25 years of age have full-time, full-year work.

Table 70.

**Work Patterns of Travel Clerks in
the Transportation Sector in Canada**

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	15.2	60.7	5.6	22.6	4.2	16.7
15 - 24 years	2.0	41.2	1.6	33.9	1.2	25.0
25 and over	13.2	65.3	4.0	19.9	3.0	14.8

Visible minorities are well-represented among Travel Clerks, with an 8% share of the occupation. However, the other two equity groups are under-represented as Travel Clerks. People with disabilities constitute only 1% of the occupation.

Table 71.

Equity Groups in the Occupation

	Work Force in Canada		Travel Clerks in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	2.4	7.5
Aboriginal People	294.4	2.1	0.4	1.2
People with Disabilities	753.0	5.4	0.5	1.4

In yet a further characteristic, Travel Clerks are different from other tourism occupations. Travel Clerks are the most well educated group when compared to the other occupations in this study and also have higher levels of education than the Canadian labour force as a whole. Seventy percent of Travel Clerks have educational levels beyond a high school certificate — well beyond the 54% in the general labour force.

Table 72.

Education Levels of Travel Clerks in
the Transportation Sector in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	25.0	100.0	7.7	100.0	17.3	100.0
High School Certificate or Less	7.6	30.3	3.4	43.8	4.2	24.2
Trade Cert/Diploma	0.6	2.4	0.2	2.2	0.4	2.5
Post-Secondary, no University	9.6	38.3	1.9	24.7	7.7	44.3
University (includes Bachelor Degree)	6.9	27.6	2.1	27.4	4.8	27.6
Bachelor Degree +	0.4	1.4	0.1	1.6	0.2	1.3

7.13. Travel Guides⁷

People in this occupation are involved in escorting individuals and groups on sightseeing visits, travel tours and excursions and describing points of interest. They include information booth attendants, step-on guides, sightseeing guides, and travel and tourist guides. (Mountaineering, hunting and fishing guides are not part of this group. These sports and recreation Guides are small in number, across the country, as can be seen from Table 19).

There are not many people working in this occupation in Canada. In 1985 those working as Travel Guides numbered only 7,000. The majority of these are women (63%). As the following table shows, this is a very young work force, with 61% of all Travel Guides under the age of 25. In fact, this is the youngest of the 16 tourism-related occupations examined in this study, and far younger than the labour force as a whole. Only 11% of Guides are over 45 years of age or older.

Table 73.

Age of Travel Guides in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	7.0	100.0	2.6	100.0	4.4	100.0
15 - 24 years	4.3	61.1	1.5	58.7	2.8	62.5
25 - 44	1.9	27.5	0.8	30.6	1.1	25.6
45 - 64	0.7	10.1	0.2	8.1	0.5	11.2
65 and over	0.1	1.4	0.1	2.5	0.0	0.7

There are very few full-time, full-year positions for Travel Guides in Canada. Those working full-time, year round amount to only 8% of this group. This is a seasonal occupation; the most seasonal of all tourism occupations examined. More than half (56%) of all Travel Guides work full-time, but for only part of the year. More than

⁷See Note 2 in Sources for Worker Profiles in Selected Occupations, page 111.

Table 74.**Work Patterns of Travel Guides in Canada**

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
Both Sexes	0.6	7.8	4.3	55.8	2.8	36.4
Men	0.2	7.4	1.7	63.0	0.8	29.6
Women	0.3	6.1	2.6	53.1	2.0	40.8

In terms of equity groups, aboriginal people are well-represented among Travel Guides, with twice the representation in this occupation as in the overall employed labour force. Both visible minorities and people with disabilities have lower proportional representation.

Table 75.**Equity Groups in the Occupation**

	Work Force in Canada		Travel Guides in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	0.5	5.8
Aboriginal People	294.4	2.1	0.4	4.2
People with Disabilities	753.0	5.4	0.3	4.0

Travel Guides have very high educational levels. Nineteen percent of all Travel Guides have a university degree. Only 28% of Guides working in Canada have a high school certificate or less, compared to 46% for the labour force as a whole. Women who are Guides have attained higher educational levels than men in this occupation. Given the seasonality and the high levels of education among Travel Guides, it appears that many workers are in college or university and working as Travel Guides during the summer vacation.

Table 76.

Education Levels of Guides in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	8.3	100.0	3.0	100.0	5.3	100.0
High School Certificate or Less	2.3	27.7	0.9	30.5	1.4	26.0
Trade Cert/Diploma	0.1	1.1	0.0	1.3	0.0	0.9
Post-Secondary, with or without certificate	4.4	52.7	1.5	48.3	2.9	55.4
University Degree	1.5	18.6	0.6	19.9	0.9	17.7

7.14. Taxi Drivers

As Taxi Drivers work in the Transportation sector, our discussion will be confined to that sector.

This is an occupation dominated by men. Ninety-three percent of all Taxi Drivers in Canada are men, as compared to an average employed labour force figure of 57%. Of all tourism occupations examined in this study, this is the most male dominated.

As the following table demonstrates, this is also an occupation unlike most other tourism occupations since it is also dominated by older workers. Only a small fraction (9%) of Taxi Drivers are under 25 years of age, less than half of the average for the employed labour force as a whole.

Table 77.

Age of Taxi Drivers in the
Transportation Sector in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	23.8	100.0	22.2	100.0	1.6	100.0
15 - 24 years	2.1	8.8	1.9	8.6	0.2	10.7
25 - 44	13.2	55.4	12.2	54.9	1.0	62.2
45 - 64	8.0	33.7	7.6	34.3	0.4	25.3
65 and over	0.5	2.2	0.5	2.3	0.0	1.8

Compared to other tourism occupations, Taxi Driving offers year round work. Half of all Taxi Drivers work full-time, all year around. This is similar to the Canadian average of 51% for full-time, full-year workers. Women are slightly more likely to be working part-time as Taxi Drivers than men.

Table 78.

**Work Patterns of Taxi Drivers in
the Transportation Sector in Canada**

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	11.7	49.2	8.2	34.3	3.9	16.4
15 - 24 years	0.6	28.7	0.9	45.2	0.5	26.1
25 and over	11.1	51.2	7.2	33.3	3.4	15.5

Equity groups are very well represented in this occupation. Aboriginal people and people with disabilities are present in slightly higher proportions than in the overall work force. Visible minorities have the second largest representation of any occupation examined (15%). The taxi drivers who belong to visible minority groups may be Canadian or foreign born.

Table 79.

Equity Groups in the Occupation

	Work Force in Canada		Taxi Drivers in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	4.8	14.8
Aboriginal People	294.4	2.1	1.0	3.2
People with Disabilities	753.0	5.4	2.2	6.7

As a group, Taxi Drivers have less education than the Canadian labour force. Sixty-one percent of all Taxi Drivers in Canada have a high school certificate or less. Of course, this finding may be related to the large numbers of visible minorities (and perhaps foreign born) Taxi Drivers. Perhaps foreign born Taxi Drivers have had less formal education. At the same time, 15% percent of all Taxi Drivers have had some university education.

Table 80.

Education Levels of Taxi Drivers in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	23.8	100.0	22.2	100.0	1.6	100.0
High School Certificate or Less	14.7	61.6	13.7	61.6	1.0	61.6
Trade Cert/Diploma	0.7	3.1	0.7	3.1	0.0	2.4
Post-Secondary, no University	4.9	20.5	4.5	20.2	0.4	23.8
University (includes Bachelor Degree)	3.1	13.2	3.0	13.4	0.2	10.7
Bachelor Degree +	0.4	1.6	0.4	1.7	0.0	0.0

7.15. Bookkeepers

Only 3% of all Bookkeepers in Canada are employed in the Accommodation and Food and Beverage Sectors, but they are examined here because they represent a sizeable number of jobs within these two and other tourism-related sectors.

Women account for a substantial proportion of the Bookkeepers in Canada. Women make up 43% of the Canada labour force, but an overwhelming 84% of all Bookkeepers.

As the following table shows, this is another occupational category that has a larger proportion of older workers than most we have been examining. Age ranges for Bookkeepers tend to follow the general labour force, with slightly fewer being under 25 years of age (18% of Bookkeepers as compared to 20% of the employed labour force).

Table 81.

Age of Bookkeepers in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	352.5	100.0	57.1	100.0	295.4	100.0
15 - 24 years	62.5	17.7	13.3	23.2	49.2	16.7
25 - 44	196.0	55.6	28.3	49.5	167.8	56.8
45 - 64	87.5	24.8	13.5	23.6	74.1	25.1
65 and over	6.4	1.8	2.1	3.7	4.3	1.5

Bookkeepers in Tourism are slightly younger. 26% in Accommodation are under 25 years of age, and 22% in Food and Beverage.

Unlike other occupations we have been examining here, there are a large number of full-time workers among Bookkeepers. Indeed, the majority are employed full-time year round (57%). This compares well to the 51% of full-time, full-year work for the employed labour force as a whole. Men are more likely than women to have full-

time, full-year positions (66% as compared to 55%). Higher proportions of workers 25 years and over work full-time, full-year as well.

Table 82. Work Patterns of Bookkeepers in Canada

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	200.8	57.0	65.3	18.5	86.4	24.5
15 - 24 years	30.4	48.6	19.8	31.7	12.3	19.6
25 and over	170.4	58.8	45.5	15.7	74.1	25.6

Bookkeepers in Accommodation and Food and Beverage have less full-time full-year work, more full-time work for part of the year, and are more likely to be working part-time if they work in the Food and Beverage Sector.

Table 83. Work Patterns of Bookkeepers in Accommodation and Food and Beverage Sectors in Canada

	Full-time & Full-year %	Full-time & Part-year %	Part-time %
Accommodation	55.2	26.1	18.0
Men	54.7	25.9	16.1
Women	54.6	25.5	19.2
Food and Beverage	50.0	17.7	32.2
Men	56.1	16.5	27.3
Women	49.1	17.8	33.1

As the following table shows, visible minorities are well represented among Bookkeepers. Aboriginal people and people with disabilities are under-represented in this occupation.

Table 84. Equity Groups in the Occupation

	Work Force in Canada		Bookkeepers in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	27.4	6.6
Aboriginal People	294.4	2.1	6.6	1.6
People with Disabilities	753.0	5.4	20.0	4.8

This occupational category has amongst the highest educational levels of occupations we have looked at, and higher levels than the employed Canadian labour force as whole. Fifty-seven percent have more than a high school certificate compared to a figure of 54% for the total employed labour force, and one-fifth has university education.

Table 85. Education Levels of Bookkeepers in Canada

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	352.5	100.0	57.1	100.0	295.4	100.0
High School Certificate or Less	150.4	42.7	17.5	30.7	132.8	45.0
Trade Cert/Diploma	8.9	2.5	1.3	2.2	7.7	2.6
Post-Secondary, no University	117.7	33.4	16.7	29.2	101.0	34.2
University (includes Bachelor Degree)	71.6	20.3	20.1	35.3	51.5	17.4
Bachelor Degree +	3.9	1.1	1.5	2.6	2.4	0.8

It was interesting to find that while bookkeepers in the Food and Beverage Sector have a similar education profile to all bookkeepers in Canada, bookkeepers in the Accommodation Sector are better educated.

As Table 86 shows, bookkeepers in Accommodation are more likely to have post-secondary education and university education than bookkeepers in general in Canada.

Table 86.

Education Levels of Bookkeepers in Canada

	All Bookkeepers	Bookkeepers in Accommodation	Bookkeepers in Food & Beverage
	%	%	%
High School Certificate or Less	42.7	34.2	42.6
Trade Cert/Diploma	2.5	2.6	2.5
Post-Secondary, no University	33.4	35.2	32.7
University (includes Bachelor Degree)	20.3	25.1	21.4
Bachelor Degree +	1.1	1.5	0.6

7.16. Cashiers and Tellers

This is another occupation where only a minority work in tourism-related sectors, but where that minority nevertheless represents a significant number of jobs. Nine percent (9%) of Cashiers and Tellers are in the Food and Beverage Sector and 1% in Accommodation. The majority of Cashiers and Tellers work in the Retail Trade and Finance.

Of the Cashiers and Tellers who were working in the Accommodation and Food and Beverage Sectors in 1985, only 1,565 were in Accommodation; 21,800 were in the Food and Beverage Sector.

This is another occupational category that is dominated by women. An overwhelming 91% of Cashiers and Tellers in Canada are women, compared to the employed labour force as a whole where women account for 43% of workers. 84% of Cashiers and Tellers in Accommodation are women; 93% are women in the Food and Beverage Sector.

As the following table demonstrates, Cashiers and Tellers are much younger than the average for the labour force as a whole. Forty-seven percent of Cashiers and Tellers are under 25 years of age as compared to 20% of the overall employed labour force. Men tend to be significantly younger than women, with 64% of men being between 15 and 24 years. Only 11% of men and 13% of women Cashiers and Tellers in Canada are over the age of 45.

Table 87.**Age of Cashiers and Tellers in Canada**

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	240.4	100.0	22.7	100.0	217.7	100.0
15 - 24 years	112.1	46.6	14.5	63.7	97.6	44.9
25 - 44	96.5	40.1	5.7	25.3	90.8	41.7
45 - 64	30.7	12.8	2.3	10.0	28.5	13.1
65 and over	1.1	0.4	0.2	1.1	0.8	0.4

But Cashiers and Tellers in the Food and Beverage Sector are much younger.

Table 88.**Age of Cashiers and Tellers in the Accommodation and Food and Beverage Sectors in Canada**

	All Cashiers & Tellers	Accommodation Cashiers & Tellers	Food & Beverage Cashiers & Tellers
	%	%	%
15 - 24 years	46.6	48.9	69.1
25 - 44	40.1	32.3	21.5
45 - 64	12.8	17.6	9.0
65 and over	0.4	1.3	0.4

The majority (58%) of all Cashiers and Tellers work mostly part-time. While women tend to work part-time more than men, it is the younger worker who is most likely to be employed part-time. In fact, 15% of young workers work full-time, year round. The tourism-related sector with the largest number of Cashiers and Tellers is Food and Beverage. It is interesting therefore to see their work patterns in this sector. Here we find an even greater concentration in part-time and seasonal work. Fewer than one in every five people have full-time jobs all year round.

Table 89.

**Work Patterns of Cashiers and Tellers
in the Food & Beverage Sector in Canada**

	Full-time & Full-year		Full-time & Part-year		Part-time	
	000's	%	000's	%	000's	%
All Ages	4.0	18.4	4.4	20.2	13.4	61.3
15 - 24 years	1.4	9.1	2.6	17.5	11.1	73.5
25 and over	2.7	39.4	1.8	26.3	2.3	34.1

In terms of equity groups, visible minorities tend to work as Cashiers and Tellers in the same proportion as the Canadian average. Aboriginal people, on the other hand, are slightly under-represented in this occupation and people with disabilities are present in significantly lower numbers.

Table 90.

Equity Groups in the Occupation

	Work Force in Canada		Cashiers and Tellers in Canada	
	000's	%	000's	%
Visible Minorities	872.7	6.3	20.7	6.4
Aboriginal People	294.4	2.1	5.7	1.8
People with Disabilities	753.0	5.4	11.8	3.7

In relation to education, sixty-three percent are at the level of a high school certificate or less. Women Cashiers and Tellers tend to have lower educational levels than men, and a significant number of men have university education.

Table 91.**Education Levels of Cashiers and Tellers in Canada**

	Both Sexes		Men		Women	
	000's	%	000's	%	000's	%
Total	240.4	100.0	22.7	100.0	217.7	100.0
High School Certificate or Less	151.9	63.2	12.1	53.1	139.8	64.2
Trade Cert/Diploma	5.4	2.3	0.4	1.5	5.1	2.3
Post-Secondary, no University	50.7	21.1	4.8	21.1	45.9	21.1
University (includes Bachelor Degree)	31.6	13.1	5.3	23.4	26.3	12.1
Bachelor Degree +	0.7	0.3	0.2	0.9	0.5	0.23

However, Cashiers and Tellers who work in the Accommodation Sector are better educated than Cashiers and Tellers generally in Canada. They have a smaller proportion with a high school certificate or less, and a higher proportion with university education. By comparison, Cashiers and Tellers in the Food and Beverage Sector have less education than Cashiers and Tellers generally in Canada. They have a higher proportion with less than high school completion, and a lower proportion with some university training. Indeed, 71% of Cashiers and Tellers in the Food and Beverage Sector have high school or less formal education.

Table 92.**Education Levels of Cashiers and Tellers
in the Accommodation and Food and Beverage
Sectors in Canada**

	All Cashiers & Tellers	Cashiers & Tellers in Accommodation	Cashiers & Tellers in Food & Beverage
	%	%	%
High School Certificate or Less	63.2	55.6	71.0
Trade Cert/Diploma	2.3	1.3	1.5
Post-Secondary, no University	21.1	21.1	17.7
University (includes Bachelor Degree)	13.1	19.5	9.5
Bachelor Degree +	0.3	0.0	0.1

Summary of Worker Profiles in Selected Occupations

The graphs on the following pages summarise the information on people who work in tourism occupations presented in this chapter.

The graphs show that the people who work in these tourism occupations:

- . are most likely to be women, much more so than in the labour force in general;
- . are very young, with large proportions either in or not long out of school;
- . have very little formal education, well below the national average;
- . have a far smaller share of full-time work all year round than does the average worker, and conversely, are much more likely to have to settle for seasonal and/or part-time work.
- . have higher than average representation of people that CEIC has identified as being particularly disadvantaged in the Canadian labour force: namely, visible minorities, people with disabilities and aboriginal people.

The graphs illustrate these patterns more dramatically than words can, and they quickly show the occupations which fit this general pattern and the few anomalies that do not.

Figure 14. Gender Profile of Occupations

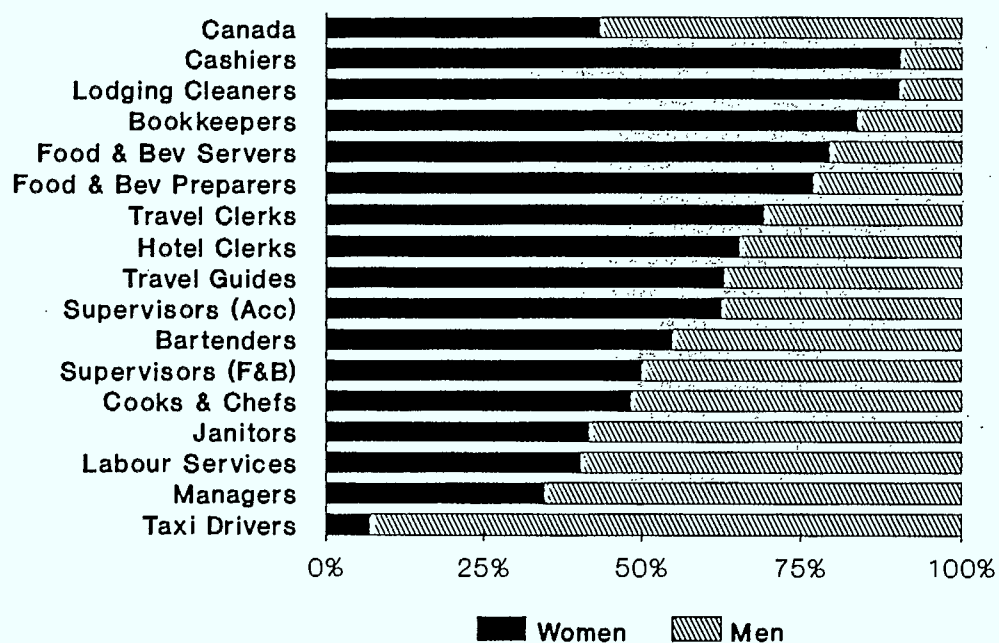
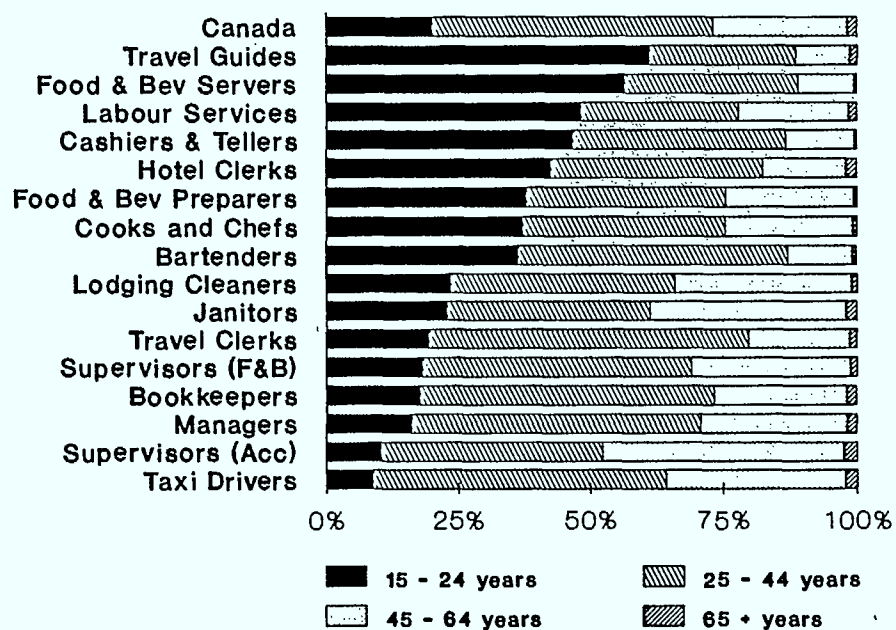


Figure 15. Age Profile of Occupations



**Figure 16. Education Profile
of Occupations**

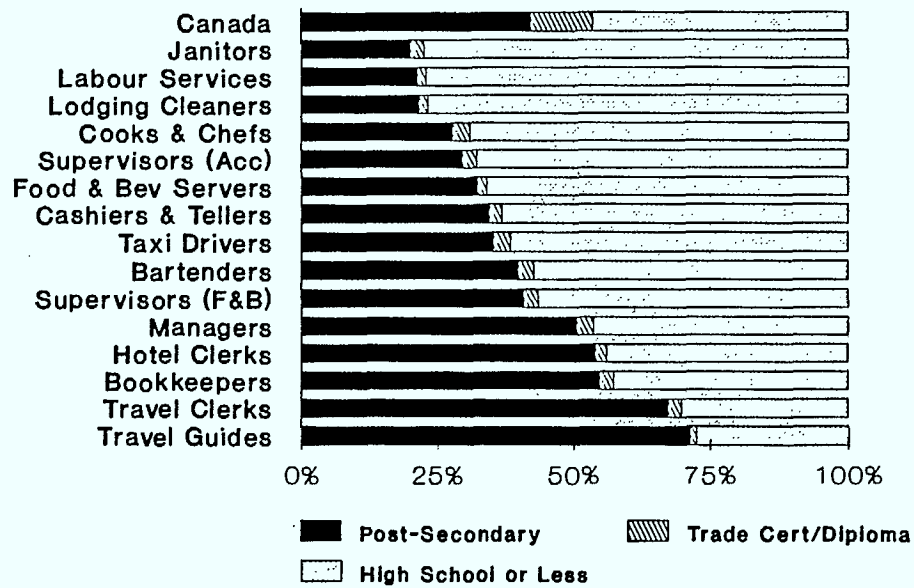
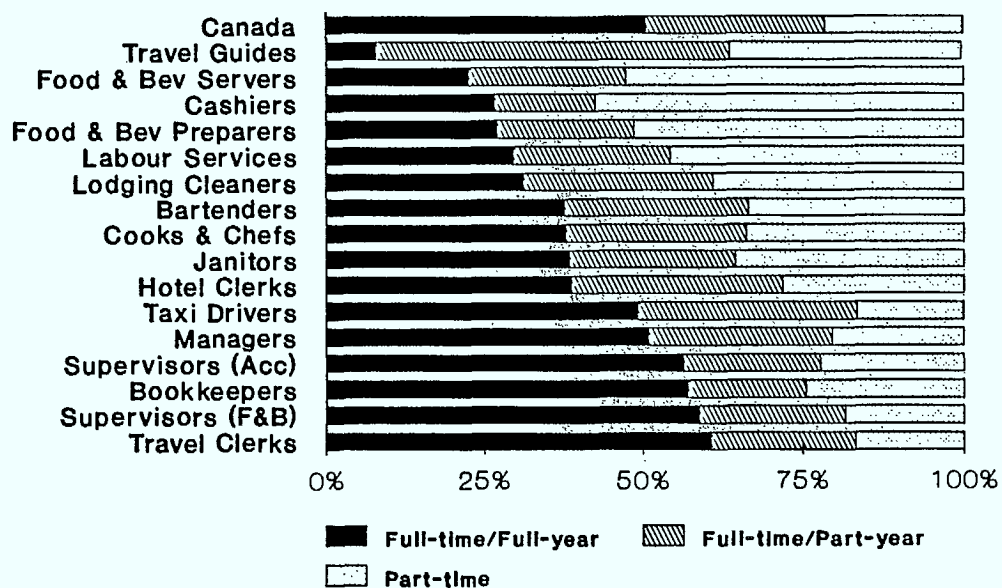
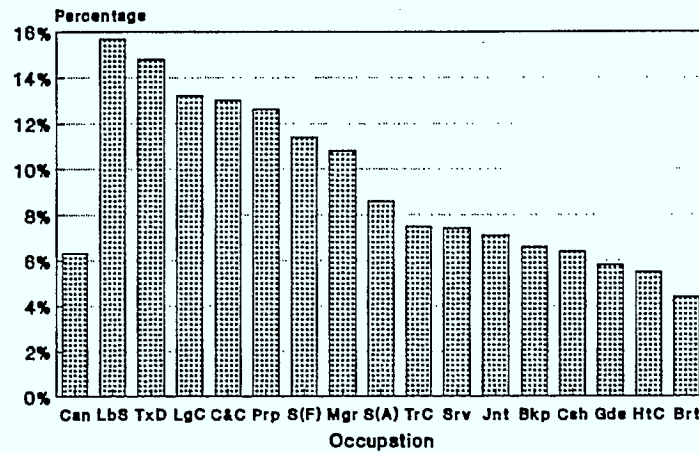


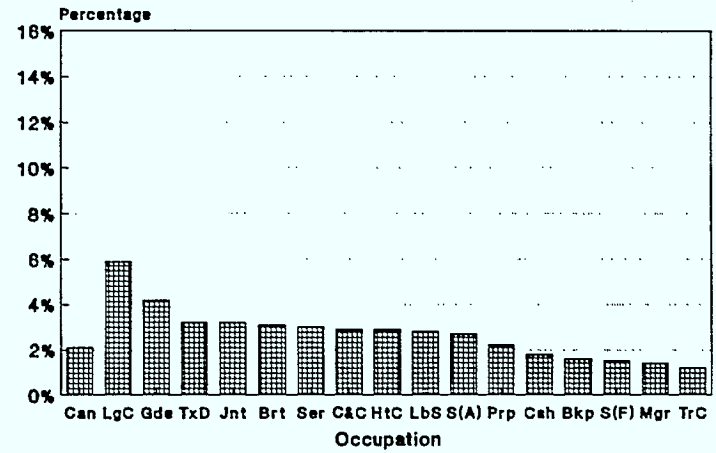
Figure 17. Work Pattern Profile
of Occupations



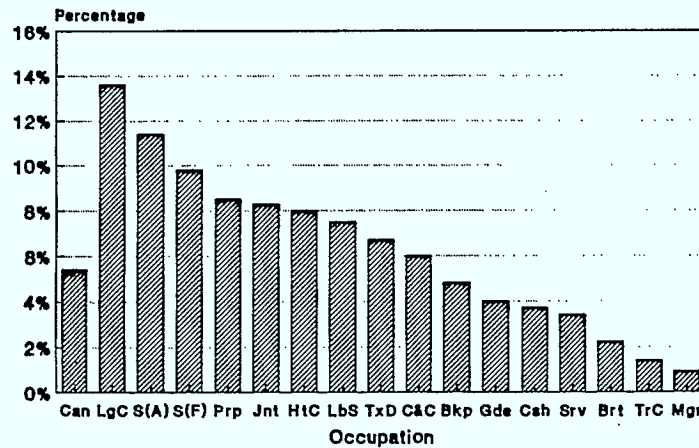
1. Visible Minorities



2. Aboriginal People



3. People with Disabilities



Equity Group Profile of Occupations

Legend

Can -	Canada
Bkp -	Bookkeepers
Brt -	Bartenders
Csh -	Cashiers & Tellers
C&C -	Cooks & Chefs
Gde -	Guides
HtC -	Hotel Clerks
Jnt -	Janitors
LbS -	Labour Services
LgC -	Lodging Cleaners
Mgr -	Managers
Prp -	Food & Beverage Preparers
S(A) -	Supervisors (Accommodation)
S(F) -	Supervisors (Food & Beverage)
Srv -	Food and Beverage Servers
TrC -	Travel Clerks
TxD -	Taxi Drivers

Sources for Worker Profiles in Selected Occupations

1. The majority of the occupational data in this chapter are unpublished data from the 1986 Census, Statistics Canada, provided by Tourism Canada. These data are for the age, gender, education and work patterns of people employed in 1985 for Services Managers; Food & Beverage Servers; Chefs & Cooks; Supervisors, Food & Beverage; Bartenders; Supervisors, Accommodation; Hotel Clerks; Lodging Cleaners; Labour Services; Bookkeepers; Cashiers & Tellers; Travel Clerks; and Taxi Drivers. Prior to the study, the age, gender, education, and work patterns data were extracted from the 1986 Census using 1970 definitions of the 3-digit SIC for All industries; Accommodation (881 + 884); Food & Beverage (886) for the first 11 of the occupations listed above. The same data were extracted for the last two occupations for Transportation industries (SICs 501 to 519).

2. Tourism Canada did not have similar data (People employed in 1985) for three of the occupational categories of interest to it: Food and Beverage Preparers, Janitors and Guides. Therefore, published data from various sources had to be used to obtain profiles of these occupations.

For these three occupations, data on age were for the Labour Force 15 Years and Over and were obtained from Statistics Canada, Cat.No. 93-112, Table 1; data on work patterns were for Persons 15 years and Over who Worked in 1985 and were obtained from Statistics Canada, Cat.No. 93-112, Table 2; and, data on education levels were for Persons 15 years and Over who had Worked since January 1 1985 and were obtained from Statistics Canada, Cat.No. 93-157, Table 1 (information on education levels of Food & Beverage Preparers was not available).

3. Information on visible minorities, aboriginal people and people with disabilities working in the occupation were obtained from 1986 Census data in the *1986 Employment Equity Availability Data Report*, Employment Equity Branch, CEIC, Ottawa, Tables 5 and 15. Data on visible minorities and aboriginal people are for people who worked in the "work force" i.e. they worked in 1985 or 1986 (Table 5); data on people with disabilities are for people who worked at some time between 1981 and 1986 (Table 15).

Appendix I.

**Change in Tourism-Related Employment
in Canada and the Three Largest Provinces: 1984-1991**

NUMBER OF PEOPLE EMPLOYED, CANADA, ANNUAL AVERAGES (IN THOUSANDS)

1980 S.I.C.	1984	1985	1986	1987	1988	1989	1990	1991
ACCOMMODATION	147.0	147.1	150.3	153.7	154.5	158.5	173.3	159.7
911 Hotels, Motels, Trailer Courts	142.4	142.7	146.2	150.3	151.6	155.0	167.4	155.6
913 Campgrounds, Travel Trailer Parks	4.6	4.4	4.1	*	*	*	5.9	4.1
FOOD & BEVERAGE	450.1	472.2	506.9	539.1	553.3	572.7	582.9	596.6
921 Restaurants, Take-outs, Caterers	411.6	435.1	471.4	505.6	520.8	537.5	548.2	562.7
922 Taverns, Bars, Nightclubs	38.5	37.1	35.5	33.4	32.5	35.2	34.7	33.9
ADVENTURE TOURISM & RECREATION	37.1	41.5	42.9	43.6	45.5	47.2	50.3	50.1
914 Recreation Camps	5.7	6.5	7.9	7.0	8.6	6.8	8.9	8.4
965 Sports & Recreation	31.4	35.0	35.0	36.6	36.9	40.3	41.3	41.7
TRANSPORTATION	268.5	276.3	279.0	265.9	271.0	284.9	275.9	275.1
451 Air Transport & Services	47.0	55.9	56.1	54.1	57.7	68.4	70.8	63.6
453 Railway Transport & Related Services	98.9	94.6	91.3	83.7	78.6	78.9	67.3	68.5
454 Water Transport	17.4	19.4	19.2	16.1	22.0	18.3	19.4	16.5
457 Public Passenger Transport	66.5	66.0	68.5	66.6	71.9	78.4	73.5	78.0
458 Other Transport (Taxicabs)	29.6	29.6	33.6	35.4	29.8	29.2	33.2	37.2
992 Auto and Truck Rental/Leasing	9.1	10.9	10.3	9.9	11.0	11.8	11.8	11.3
TRAVEL TRADE								
996 Travel Agencies, Wholesale Tour Operators	18.6	19.2	21.7	20.8	25.4	26.8	27.8	27.2
ATTRACTIONS	73.9	77.8	91.6	86.8	85.8	88.1	88.1	90.7
963 Theatrical & Other Stage Equipment	23.3	25.2	26.7	27.3	30.2	32.8	30.4	29.6
964 Commercial Spectator Sports	10.5	9.8	9.7	11.9	9.3	9.7	10.6	9.6
969 Other Amusements & Recreation	33.0	33.2	44.9	38.1	35.5	33.4	34.1	39.0
855 Museums and Archives	7.1	9.7	10.3	9.4	10.8	12.2	13.0	12.5
TOTAL	995.2	1034.1	1092.5	1109.8	1135.6	1178.3	1198.3	1199.4
TOTAL, ALL INDUSTRIES	10931.8	11221.2	11531.1	11861.0	12244.5	12485.6	12571.6	12340.2

SOURCE: Statistics Canada. Labour Force Survey.

* Estimates less than 4,000

NUMBER OF PEOPLE EMPLOYED, ONTARIO, ANNUAL AVERAGES (IN THOUSANDS)

1980 S.I.C.	1984	1985	1986	1987	1988	1989	1990	1991
ACCOMMODATION	52.4	50.0	50.3	54.0	54.2	53.2	59.9	48.8
911 Hotels, Motels, Trailer Courts	50.2	47.9	48.8	52.2	53.1	51.8	56.1	46.2
913 Campgrounds, Travel Trailer Parks	*	*	*	*	*	*	3.8	*
FOOD & BEVERAGE	169.6	181.3	194.5	212.2	209.4	221.8	216.9	221.2
921 Restaurants, Take-outs, Caterers	157.4	170.8	187.0	206.2	203.0	212.2	209.8	212.1
922 Taverns, Bars, Nightclubs	12.2	10.5	7.4	6.0	6.4	9.6	7.1	9.1
ADVENTURE TOURISM & RECREATION	14.3	15.3	18.1	16.3	16.5	19.5	17.9	19.8
914 Recreation Camps	*	*	*	*	*	*	3.7	*
965 Sports & Recreation	12.5	12.6	15.0	14.0	13.2	18.0	14.2	17.8
TRANSPORTATION	85.2	85.8	93.8	87.1	85.9	100.8	90.3	95.5
451 Air Transport & Services	12.7	16.3	19.2	17.5	16.4	21.2	18.9	19.0
453 Railway Transport & Related Services	26.8	22.2	23.7	20.1	20.5	22.2	19.5	19.2
454 Water Transport	*	*	*	*	*	*	*	*
457 Public Passenger Transport	27.1	27.6	30.9	29.5	30.6	37.4	31.9	34.2
458 Other Transport (Taxicabs)	12.3	10.2	11.4	13.5	9.7	12.4	12.3	15.0
992 Auto and Truck Rental/Leasing	*	5.7	4.6	4.6	4.9	5.0	5.8	6.0
TRAVEL TRADE								
996 Travel Agencies, Wholesale Tour Operators	8.5	7.7	7.9	8.1	12.0	13.7	13.9	14.6
ATTRACTIONS	29.5	30.3	37.5	35.7	36.8	34.2	35.7	36.9
963 Theatrical & Other Stage Equipment	9.8	9.7	12.5	10.3	13.8	10.9	13.0	12.5
964 Commercial Spectator Sports	4.5	4.9	4.8	6.1	5.2	5.6	5.6	5.1
969 Other Amusements & Recreation	12.1	11.3	15.7	14.7	12.4	11.3	11.0	13.6
855 Museums and Archives	*	4.5	4.5	4.6	5.3	6.5	6.1	5.7
TOTAL	359.6	370.4	402.1	413.3	414.7	443.2	434.5	436.6
TOTAL, ALL INDUSTRIES	4235.4	4376.9	4523.7	4688.6	4862.2	4949.5	4937.0	4769.8

SOURCE: Statistics Canada. Unpublished data from the Labour Force Survey.

* Estimates less than 4,000

NUMBER OF PEOPLE EMPLOYED, QUEBEC, ANNUAL AVERAGES (IN THOUSANDS)

1980 S.I.C.	1984	1985	1986	1987	1988	1989	1990	1991
ACCOMMODATION	26.3	31.6	28.8	32.8	32.5	31.2	34.3	31.2
911 Hotels, Motels, Trailer Courts	25.2	30.4	27.3	32.1	32.0	30.4	33.6	30.7
913 Campgrounds, Travel Trailer Parks	*	*	*	*	*	*	*	*
FOOD & BEVERAGE	114.2	115.7	129.5	132.6	137.0	132.2	146.4	148.5
921 Restaurants, Take-outs, Caterers	97.3	100.9	111.8	115.2	121.5	118.3	130.9	134.8
922 Taverns, Bars, Nightclubs	16.9	14.8	17.7	17.4	15.5	14.0	15.5	13.7
ADVENTURE TOURISM & RECREATION	10.0	11.2	10.7	11.8	11.7	11.4	11.4	11.8
914 Recreation Camps	*	*	*	*	*	*	*	*
965 Sports & Recreation	7.7	8.9	7.7	8.9	9.2	7.8	9.4	8.3
TRANSPORTATION	71.3	78.1	75.7	73.1	75.8	75.7	72.7	69.6
451 Air Transport & Services	12.5	17.0	15.0	14.8	14.5	18.8	21.6	17.2
453 Railway Transport & Related Services	26.1	25.9	25.4	22.8	21.8	20.5	14.4	16.0
454 Water Transport	*	*	4.0	*	5.5	4.8	4.4	*
457 Public Passenger Transport	21.2	22.0	20.5	20.1	23.5	22.6	20.9	22.3
458 Other Transport (Taxicabs)	6.2	7.9	9.0	11.0	8.3	5.8	8.2	10.4
992 Auto and Truck Rental/Leasing	*	*	*	*	*	*	*	*
TRAVEL TRADE								
996 Travel Agencies, Wholesale Tour Operators	*	4.8	5.9	*	5.5	4.9	6.2	*
ATTRACTIONS	15.0	18.2	18.9	17.6	18.0	22.3	22.7	23.1
963 Theatrical & Other Stage Equipment	5.4	6.2	6.3	6.6	7.3	9.5	8.2	7.6
964 Commercial Spectator Sports	*	*	*	*	*	*	*	*
969 Other Amusements & Recreation	7.9	8.4	8.8	8.2	7.7	9.4	9.1	9.4
855 Museums and Archives	*	*	*	*	*	*	4.0	4.1
TOTAL	240.6	259.7	269.6	271.8	280.4	277.7	293.8	288.0
TOTAL, ALL INDUSTRIES	2691.9	2767.8	2825.1	2918.4	3000.6	3031.2	3054.8	2986.9

SOURCE: Statistics Canada. Unpublished data from the Labour Force Survey.

* Estimates less than 4,000

NUMBER OF PEOPLE EMPLOYED, BRITISH COLUMBIA, ANNUAL AVERAGES (IN THOUSANDS)

1980 S.I.C.	1984	1985	1986	1987	1988	1989	1990	1991
ACCOMMODATION	22.5	20.3	25.5	24.2	24.5	27.1	29.6	27.7
911 Hotels, Motels, Trailer Courts	22.1	19.9	25.1	23.9	23.9	26.3	29.0	27.2
913 Campgrounds, Travel Trailer Parks	*	*	*	*	*	*	*	*
FOOD & BEVERAGE	59.0	63.3	66.5	73.8	73.1	85.9	78.4	83.4
921 Restaurants, Take-outs, Caterers	56.1	58.8	63.3	70.5	69.9	80.3	73.7	79.9
922 Taverns, Bars, Nightclubs	*	4.5	3.3	3.4	3.2	5.6	4.7	4.5
ADVENTURE TOURISM & RECREATION	5.4	7.0	5.2	6.6	6.6	6.0	9.2	6.5
914 Recreation Camps	*	*	*	*	*	*	*	*
965 Sports & Recreation	4.7	6.5	4.6	6.0	5.5	5.6	7.7	5.1
TRANSPORTATION	37.3	38.7	40.8	39.1	37.9	40.3	46.6	49.2
451 Air Transport & Services	10.1	11.9	10.8	10.0	13.6	14.1	17.5	14.4
453 Railway Transport & Related Services	10.1	11.4	11.4	11.7	7.9	9.8	10.4	12.2
454 Water Transport	6.7	6.1	6.2	6.4	7.5	6.5	7.6	8.3
457 Public Passenger Transport	5.7	5.1	5.7	5.3	3.8	6.2	6.5	8.2
458 Other Transport (Taxicabs)	3.3	3.3	4.9	3.6	3.3	*	4.2	4.5
992 Auto and Truck Rental/Leasing	*	*	*	*	*	*	*	*
TRAVEL TRADE								
996 Travel Agencies, Wholesale Tour Operators	*	3.3	3.2	4.1	3.8	5.5	4.5	5.3
ATTRACTIONS	9.9	10.9	15.3	12.3	8.2	11.7	11.3	11.0
963 Theatrical & Other Stage Equipment	*	3.9	*	5.0	3.1	5.4	4.1	4.1
964 Commercial Spectator Sports	*	*	*	*	*	*	*	*
969 Other Amusements & Recreation	4.8	5.4	10.7	5.1	3.6	3.4	4.9	6.0
855 Museums and Archives	*	*	*	*	*	*	*	*
TOTAL	136.7	143.6	156.5	160.1	154.2	176.5	179.5	183.1
TOTAL, ALL INDUSTRIES	1190.7	1219.7	1270.1	1305.5	1357.5	1434.5	1469.1	1489.1

SOURCE: Statistics Canada. Unpublished data from the Labour Force Survey.

* Estimates less than 3,000

Appendix II.

**Assumptions used by COPS for its 1991-2001 Projections
Average Annual Rate of Growth**

Assumptions used by COPS for its 1991-2001 Projections
Average Annual Rate of Growth

Unemployment Rate	9.4%
CPI	2.8%
Population	1.3%
GNP	2.9%
U.S. GNP	2.7%
US \$	85.16 cents Canadian on average until the end of the decade
Oil \$ CDN/bbl	28.75 Canadian by 2001
Fertility	1.71 children per woman
Net Immigration	186,000 p.a. on average
Housing Starts	218,000 p.a.
Labour Force Participation Rate	
Both Sexes	68.1% by 2001
Men	75% in 1991. Down to 73.5% by 2001
Women	58.5% in 1991. Up to 63% by 2001

Appendix III.

**Brief Definitions of
Occupations of Particular Importance to Tourism**

Brief Definitions of
Occupations of Particular Importance to Tourism.

SOC	Occupation	Includes
6125	Food and Beverage Servers	Reserving and arranging dining room tables; greeting and seating customers; and serving food and beverages in hotels, restaurants, lounges, etc. Includes Bussperson, Host/Hostess, Food Counter Attendant, Waiter/Waitress, Wine Steward.
6121	Cooks and Chefs	Planning menus; ordering supplies; and preparing and cooking foods in hotels, restaurants, clubs and other related establishments. Includes First Cook, Second Cook, Camp Cook, Chef de Cuisine, Pastry Chef.
1142	Managers	Managerial and administrative activities in organizations which provide lodging and other accommodation, food and beverage and other tourism-related services. Includes Sales, Marketing, Human Resources, General Manager and other Managers in Accommodation and Food and Beverage industries.
6120	Supervisors, Food and Beverage	Supervising, directing and coordinating the activities of staff engaged in preparing and serving food and beverages. Includes Foodservice Supervisor, Catering and Functions Supervisor, Maitre d'Hotel and other Supervisors.
4133	Cashiers and Tellers	Receiving and disbursing money in retail stores, banks and other financial institutions, hotels, motels and other resort/leisure facilities. Includes Ticket Cashier, Change Attendant, Fare Collector, Ticket Seller.
9171	Bus Drivers	Conveying passengers by operating buses over established or other routes to local or distant points. Includes Motor Coach Driver, Bus Driver.

6123	Bartenders	Mixing and serving alcoholic and non-alcoholic drinks and beverages.
6198	Labour Services	Serving clients in accommodation facilities and assisting with washing and cleaning. Includes Doorkeeper, Dishwasher, Kitchen Helper, Laundry Worker, Baggage Checker and Cleaners.
4193	Travel Clerks	Advising clients on travel options, arranging itineraries, providing tickets and handling reservations. Includes Travel Counsellor, Customer Service Agent, Reservation (Ticket) Agent.
6130	Supervisors, Accommodation	Supervising and coordinating the activities of workers engaged in cleaning and servicing hotels, motels and other resort/leisure facilities. Includes Chief Concierge, Assistant Front Office Manager, Night Manager, Assistant Executive Housekeeper, Linen Room/Laundry Supervisor.
6129	Food and Beverage Preparers	Food and beverage preparation, assembly and packing food and beverages for serving and assisting in maintenance of kitchen area. Includes Food Counter Attendant, Food Assembler, Food Preparer, Kitchen Helper.
4131	Bookkeepers	Computing, Classifying and recording data to keep sets of financial records and verifying accuracy of records related to payments, receipts and other transactions. Includes Night Audit Clerk, Accounts Payable and Receivable Clerk, Control Clerk, Budget Clerk and other bookkeeping and accounting clerks.
6191	Janitors	Cleaning building interiors, furnishings and equipment including washing, dusting, vacuuming and carrying out minor repairs. Includes Night Cleaner, Public Space Attendant, Project Cleaner, other cleaners and janitors.

6133	Lodging Cleaners	Making beds, replenishing linens, cleaning rooms and halls, arranging furniture and performing other cleaning services in hotels, motels and other resort/leisure facilities. Includes Housekeeper, Room Attendant, Linen/Laundry Attendant, Room Cleaners.
9173	Taxi Drivers	Operating taxis and automobiles to transport passengers.
4194	Hotel Clerks	Registering guests, renting rooms, checking keys and valuables and supplying information to guests of hotels, motels and other resort/leisure facilities. Includes Desk Clerk, Front Desk Attendant/Agent, Reservations Clerk/Agent.
6145	Travel and Related Attendants	Arranging for recreational activities and attending to the comfort and safety of passengers on ships, airplanes, trains, buses and in hotels and other resort/leisure facilities. Includes Flight Attendant, On-Board Services Attendant, Seasonal Car Attendant, Terminal Attendant, Purser.
9111	Air Pilots	Piloting fixed-wing aircraft and helicopters, navigating and using radio and other navigation aids and charts, inspecting airplane systems and equipment prior to flight and observing performance of engines and making necessary adjustments. Includes Commercial and Private Airline Pilot, Helicopter Pilot, Flight Engineer, Navigator.
3375	Sports and Recreation Attendants	Attending to the needs of persons engaged in sports and recreational activities including ski, golf, tennis, parks, marine and outdoor/adventure/ecotourism. Includes Ski Lift Attendant, Golf Caddie, Park Attendant, Recreational Facility Attendant, Marina Attendant.

9131	Locomotive Operating Occupations	Operating railway locomotives to transport freight and passengers and to move locomotives within yards and servicing and repair areas. Includes Locomotive Engineer, Road Passenger Engineer.
9113	Air Transport Support Occupations	Providing direct ground support to air transport operations including scheduling crews and aircraft, controlling and operating navigation aids. Includes Traffic Controller, Control-Tower Operator, Flight Dispatcher.
9151	Deck Officers	Managing and operating vessels, including self-propelled dredges, on ocean or coastal and inland waters; activities include supervising crew, navigating vessel and safeguarding passengers. Includes Boat Charter Pilot, Deck Officer, Ferry Boat Captain, Mate and Navigator.
9155	Deck Crew	Performing deck and bridge duties aboard vessels including steering ship, maintaining deck equipment and standing deck watches. Includes Deckhand, Boatdriver, Cabin Attendant.
6144	Travel Guides	Escorting individuals and groups on sightseeing visits, travel tours and excursions and describing points of interest. Includes Tour Guide, Attraction Facility Guide, On Road Guide.
6135	Porters	Handling baggage in trains, hotels, motels, transport terminals and other similar establishments, preparing sleeping berths and escorting guests. Includes Bellperson, Station Attendant, Baggage Handler, Luggage Attendant.
4190	Supervisors, Hotel and Other Clerks	Supervising and coordinating the activities of workers engaged in clerical occupations. Includes Chief Concierge, Guest Services Manager, Assistant Front Office Manager and Supervisors of other clerks.

3379	Sport and Recreational Guides	Organizing and escorting individuals or groups on trips or expeditions including planning itinerary, arranging transportation, assembling necessary equipment and performing safety and emergency measures when required. Includes Ski Guide, Outdoor Guide, Hunting/Fishing/Mountaineering Guide.
6139	Camp and Campsite Attendants	Providing lodging and related services such as housekeeping and maintenance at campsites, motels, trailer parks and other similar resort/leisure facilities. Includes Camp Attendant, Lodging Facilities Attendant, Bull Cook.
9159	Other Water Transport	Occupations concerned with water transport operations such as operating lighthouse equipment and related navigation aids and tending locks and bridges. Includes Ferry Boat Operator, Boat Operator, Water-Taxi Operator, Lock Operator and Motorboat Captain, Canal Attendant, Bridge Operator.

The tourism examples within each SOC were provided by Renate Hall of Vancouver, B.C. and are derived from her A Guide to Tourism Occupations, 1991 (a project completed for Pacific Rim Institute of Tourism).

Tourism-related employment
in Canada / prepared for
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