Human Resource Module of the Canadian Tourism Satellite Account

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Seminar on Employment in Tourism
Malaga, Spain, November 19-20, 2013
Outline of presentation

- About the HRM
- Key variables
- Main sources and methods
- Selected results
- New developments
Human Resource Module of CTSA

- Database of tourism-related employment statistics
- Concepts/definitions of the SNA and TSA
- Integrates and reconciles data from several sources
- Carried out by Statistics Canada with funding from Canadian Tourism Human Resource Council
Key variables

- Number of jobs in tourism industries (1.7 million in 2012)
- Hours worked (2.6 billion)
- Compensation of labour ($51.3 billion)

Note: One Canadian dollar is worth about 0.71 euros
Key derived variables

- Full-time equivalent employee jobs (1.2 million)
- Annual hours worked per job (1,514)
  - average weekly hours (29.0)
- Annual compensation per job ($30,438)
  - average weekly compensation ($584), hourly compensation ($20.10)
- Jobs attributable to tourism (609.5 thousand in 2012)
Key categorical variables

- Industry
- Occupation
- Job type
- Full-time/part time
- Gender
- Age group
- Immigrant status
Industry and occupation details

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

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

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

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

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

- **Travel services** (retail trade managers; travel counsellors; all other)
Main sources and methods

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

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

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

- Jobs attributable to tourism calculated with TSA ratios
1.7 million jobs in tourism industries in Canada in 2012; 610 thousand jobs due directly to tourism
Different distribution of employment in tourism industries compared to direct tourism employment

Distribution of employment in tourism industries versus direct tourism employment, Canada, 2012

- Air transportation
- Other transportation
- Accommodation
- Food and beverage services
- Recreation and entertainment
- Travel agent services
- Other industries

Employment in tourism industries versus Direct tourism employment.
2.6 billion hours worked in tourism industries; average work week in tourism industries, 29.0 hours per job
Compensation of employees in tourism industries of $45.9 billion in 2012; average hourly compensation $20.25
104 thousand jobs in tourism from self-employment in 2012; longer hours of work in self-employment
Full-time jobs for cooks in food and beverage services industry pay more than part-time jobs; similar hourly earnings for male and female cooks.

Average hourly earnings of cooks, in food and beverage services industry, Canada, 1997 to 2012.
Distribution of jobs by occupation in accommodation industry stable over time

Distribution of employee jobs, by occupation, Accommodation, Canada, 1997 to 2012

- All other occupations in accommodation
- Food Counter Attendants and Kitchen Helpers
- Janitors, Caretakers and Building Superintendents
- Light Duty Cleaners
- Hotel Front Desk Clerks
- Food and Beverage Servers
- Bartenders
- Cooks
- Chefs
- Program Leaders and Instructors in Recreation, Sport and Fitness
- Accommodation Service Managers
New developments: “tourism characteristic occupations”

- Current situation
  - No definition, in Canada or internationally
  - Criteria: Restriction to tourism industries and minimum size

- Proposed working definition
  - Tourism Characteristic Occupation is one in which employment would be significantly affected as a direct result of an absence of tourism

- Exploring several criteria
  1. Occupation is *found* in tourism industries
  2. Tourism industries hold a *significant* share of all jobs in the occupation
  3. Tourism *generates* a *significant* share of all jobs in the occupation
  4. Occupation involves *direct contact* with visitors
     1. Or the supervision/management of such occupations
  5. Occupation accounts for a *significant* share of all jobs in tourism sector
New developments: provincial-territorial HRM

- Demand for regional tourism labour market information
- Multi-phase feasibility study, including pilot studies

Issues
- New platform
- Confidentiality
- Adding up constraints
- Timeliness

Set to launch with next update
New developments: Quarterly HRM

- Demand for HRM data on quarterly basis
  - in tourism industries and generated by tourism
- Quarterly data for jobs generated by tourism
  - First published in June 1996 in the National Tourism Indicators (1986Q1+)
- Developed quarterly data for all jobs in tourism industries
  - Benchmarked to HRM annual estimates
  - Quarterly movements based on SEPH
  - Seasonally adjusted and unadjusted
  - Three main variables (jobs, hours and compensation)
  - Industry level aggregates only (no occupation or demographic details)
- First released in March 2013 for 1997Q1 to 2012Q4
Thank you for your attention

Questions?