

Demographic Profile of
Tourism Sector Employees

Aboriginal Peoples

Tourism **HR**
Canada



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ABORIGINAL
TOURISM ASSOCIATION OF CANADA



AUTOCHTONE
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DU CANADA

Demographic Profile of Tourism Sector Employees: Aboriginal Peoples

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Tourism HR Canada is a national organization working for the tourism sector in Canada, an \$88.5 billion industry employing over 1.7 million people including over 500,000 youth. Its main goals include improving the quality and mobility of the tourism workforce and supplying tourism businesses with the labour market intelligence they need to plan for and overcome their current and future human resource challenges.

Tourism HR Canada is recognized as a global leader in setting occupational standards, building competency frameworks, developing occupational training and certification programs, conducting research into the tourism labour market, and analyzing the resulting data to plan and implement HR strategies for the industry.

Tourism HR Canada, under the Emerit Consulting banner, performs consulting services for all sectors in occupational training and instructional design, assessment tools and certification programs, human resource planning and strategy, and labour market research and analysis. The team has worked with private companies, educational organizations, professional associations, and all levels of government, both in Canada and internationally.

Aboriginal Tourism Association of Canada (ATAC)'s purpose is to improve the socioeconomic situation of Aboriginal people through the provisions of economic development advisory services, conferences, professional development training and workshops, industry statistics and information for Aboriginal tourism operators and communities, or those looking to start a cultural tourism business within the 13 regions; 10 provinces and 3 territories of Canada.

Aboriginal Tourism Association of Canada (ATAC) will develop relationships with other groups and regions with similar mandates, uniting the Aboriginal tourism industry in Canada.

Aboriginal Tourism Association of Canada (ATAC) will work to enable collective support, promotion and marketing of authentic Aboriginal cultural tourism businesses in a respecting protocol.

Aboriginal Peoples

Demographic Profile of Tourism Sector Employees



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In 2011, Canada's tourism sector had an employed labour force of 1,651,440 workers. This represented 10% of Canada's employed workers, making tourism the 3rd largest sector in terms of total employment share, ahead of manufacturing (9.2%), educational services (7.5%) and public administration (7.3%).¹ The following demographic profile presents tourism sector data from the 2011 National Household Survey, and represents only a sample of the available data.

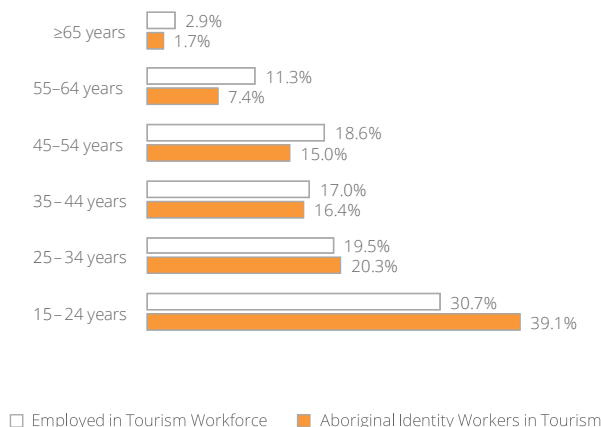
Aboriginal Peoples in Tourism

The 2011 National Household Survey showed there were 16.6 million employed Canadians in the labour force, of whom 525,100 self-identified as Aboriginal. The tourism sector employed 1.65 million Canadians including 57,680 who self-identified as an Aboriginal person. These Aboriginal workers made up 3.5% of the tourism workforce in 2011, an increase since the 2006 census, which indicated that 3.2% of those working in tourism were Aboriginal.

Aboriginal Youth in Tourism

The increasing percentage of Aboriginal workers in tourism is not surprising in light of the sector's reliance on young workers, defined as those between the ages of 15 and 24 (Figure 1). Among all employed Canadians, 13.1% were between 15 and 24. However, in the tourism sector, 30.7% of employed workers were 15 to 24. As a group, Aboriginal people working in tourism tended to be even younger, 39.1% were 15 to 24 and a further 20.3% were between 25 and 34 years of age.

Figure 1: Aboriginal Workers Employed in Tourism vs. Total Employed in Tourism in Canada by Age Cohort



This trend may become more noticeable in the future. The age structures of the general population and the Aboriginal population are quite different. Aboriginal children under the age of 14 made up 28.0% of the Aboriginal population in 2011, while non-Aboriginal children under 14 represented only 16.5% of the non-Aboriginal population.² With its reliance on young workers, Aboriginal youth present the tourism sector with a significant opportunity to find future employees.

Table 1: Percent of Population Age 24 and Younger

Age Cohort	% Aboriginal	% Other Canadian
20-24 years	8.2	6.5
15-19 years	9.9	6.5
10-14 years	9.3	5.7
5-9 years	9.0	5.3
≤4 years	9.7	5.5

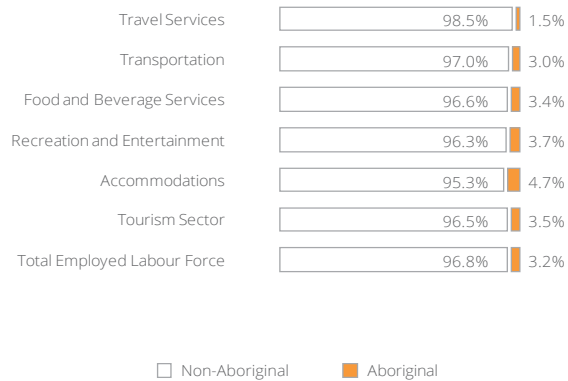
Aboriginal Workers by Industry Group

The tourism sector includes five industry groups: food and beverage services, transportation, accommodation, recreation and entertainment and travel services. The largest industry group is food and beverage, which employed almost 805,000 people of whom, 27,570 (3.4%) were Aboriginal. The accommodation industry employed the largest proportion of Aboriginal workers at 4.7%. The percentage of Aboriginal people working in tourism was also higher than among the total employed labour force.

1 Statistics Canada, 2011 National Household Survey Portrait of Canada's Labour Force

2 Statistics Canada, 2011 National Household Survey, AANDC tabulations

Figure 2: Aboriginal People within Tourism's Employed Labour Force, 2011



Full-Time and Part-Time Employment

The tourism sector has a higher percentage of people working in part-time positions compared to the total employed labour force. In Canada's employed labour force, 80.8% of workers are in full-time positions (defined as 30 hours or more per week). In the tourism sector, 64.3% of employed workers are in full-time positions. The industry with the highest percentage of part-time employees was food and beverage services. In terms of full-time or part-time work, Aboriginal workers were similar to the general workforce, 61.4% of Aboriginal tourism workers had full-time positions, while 38.6% held part-time positions. Aboriginal workers were slightly more likely to be working part-time, which may be due to the higher percentage of youth among Aboriginal tourism workers.

Table 2: Full-Time and Part-Time Work by Industry Group

	Aboriginal Peoples		Tourism Workers	
	% Full-time	% Part-time	% Full-time	% Part-time
Total Employed Labour Force	80.2	19.8	80.8	19.2
Total Tourism Sector	61.4	38.6	64.3	35.7
Accommodations	73.4	26.6	77.1	22.9
Recreation & Entertainment	66.5	33.5	64.7	35.3
Food and Beverage Services	48.9	51.1	53.6	46.4
Transportation	80.8	19.2	83.2	16.8
Travel Services	78.3	22.5	82.7	17.3

Occupations Employing Aboriginal Workers

Three-quarters (76.3%) of tourism workers are in one of 38 occupations. Of those occupations, seven employ over 2,000 Aboriginal workers. In many cases, Aboriginal workers make up a greater proportion of the occupation's work force compared to the proportion of Aboriginals in the tourism labour force (3.5%). Light duty cleaners had the highest proportion of Aboriginals at 5.4%.

The occupation with the highest percentage of full-time workers was restaurant and food service manager (90.4%), while the highest percentage of part-time workers were food counter attendants (63.7%) and cashiers (61.2%).

Table 3: Top Seven Tourism Occupations Employing Aboriginal Workers

Occupation	Number Employed	% Workforce	% Full-time	% Part-time
Food counter attendants, kitchen helpers	9,150	3.9	36.4	63.7
Cooks	6,330	4.4	61.1	38.9
Food and beverage servers	6,100	3.7	46.2	53.8
Cashiers	2,705	4.3	38.6	61.2
Light duty cleaners	2,345	5.4	68.2	31.8
Restaurant and food service managers	2,060	2.1	90.4	9.8
Bus drivers, other transit operators	2,040	3.0	60.3	39.7

Another notable source of employment for Aboriginals working in tourism was the occupation of outdoor sport and recreation guide. This is not a large occupation, employing 1,650 people in total. However, of those workers, 11% were Aboriginal. Most Aboriginals (72.2%) in this occupation worked full-time. The occupation also has a strong seasonal component. Whether they worked full or part-time, 66.6% of Aboriginals in the occupation worked for less than 26 weeks per year.

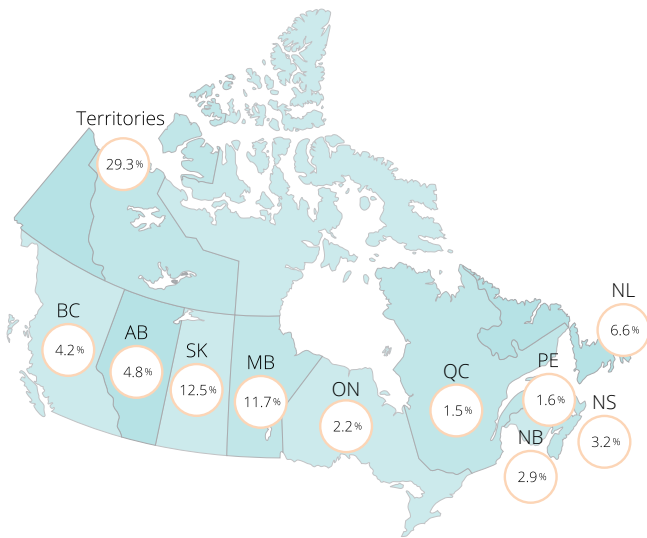
Aboriginal Employment by Province

The largest number Aboriginal tourism workers were located in Ontario (13,800), British Columbia (11,400), and Alberta (8,900).

When examining Aboriginal workers as a proportion of a province's tourism workforce, a different picture emerged.

Aboriginal tourism workers were most prominent in the Territories (29.3%), Saskatchewan (12.5%) and Manitoba (11.7%). By census metropolitan area, Aboriginals made up the largest percentage of tourism workers in Regina (10.6%), Saskatoon (9.5%) and Winnipeg 9.0%).

Figure 3: Aboriginal Identity Employment by Province



Aboriginal Workers by Gender

In the tourism sector, the split between male workers (48.9%) and female workers (51.1%) was almost even. This gender division skewed slightly more towards females among the Aboriginal identity population, as 56.1% of tourism workers are female. The accommodations, food and beverage and travel services industry groups all had a higher proportion of females than males in their Aboriginal workforce.

Table 4: Aboriginal Tourism Workers by Gender

	% Male	% Female
Total Tourism Sector	43.9	56.1
Accommodations	29.1	70.8
Food and Beverage Services	37.1	62.9
Recreation and Entertainment	54.0	46.0
Transportation	65.2	34.9
Travel Services	33.6	66.4

Moving Towards the Future

Demand for tourism products and services is expected to grow at a faster pace than current tourism labour force growth can support. This means the Canadian tourism sector is unlikely to meet its full growth potential unless businesses increase the attractiveness of tourism occupations, increase training and find new sources of labour.

The Aboriginal identity population was 1.4 million people in 2011 and could reach 2.2 million people by 2031.³ The Aboriginal population is growing faster than the overall Canadian population and is also younger. The tourism sector cannot afford to overlook the Aboriginal workers as a source of future employees.

³ Statistics Canada, Population Projections by Aboriginal Identity in Canada, 2006 to 2031

Strategic Partners



Aboriginal Tourism Association of Canada includes over 20 Aboriginal tourism industry organizations and government representatives from every province and territory in Canada. Through a unified Aboriginal tourism industry voice, Aboriginal Tourism Association of Canada focuses on marketing, product development support, and creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Aboriginal tourism in Canada.



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