Tourism
Human Resource Development Strategies in British Columbia:

An In-Depth Look at the Sources and Types of Information that Need to be Acquired

Prepared for:

go2

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List of Abbreviations

AETS – Adult Education and Training Survey
APS – Aboriginal Peoples Survey
BR – Business Register
CCSIS – Community College Student Information System
CDW – (Post-Secondary) Central Data Warehouse
CIC – Citizenship and Immigration Canada
CIP – Classification of Instructional Programs
CISO – (BC) College and Institute Student Outcomes
COPS – Canadian Occupational Projection System
CTHRC – Canadian Tourism Human Resource Council
ESIS – Enhanced Student Information System
HRD – Human Resource Development
HRDC – Human Resources Development Canada
HRSDC – Human Resources and Skills Development Canada
IMDB – Longitudinal Immigration Database
INAC – Indian and Northern Affairs Canada
LAD – Longitudinal Administrative Databank
LEAP – Longitudinal Employment Analysis Program
LFS – Labour Force Survey
LSIC – Longitudinal Survey of Immigrants to Canada
MCRI – Major Collaborative Research Initiative
NAICS – North American Industrial Classification System
NGS – National Graduate Survey
NOC – National Occupational Classification
PCTIA – Private Career Training Institutions Agency of BC
PPSEC – Private Post-Secondary Education Commission
PTTSA – Provincial and Territorial Tourism Satellite Account
RAIS – Registered Apprenticeship Information System
RDC – Research Data Centres
ROI – Return on Investment
ROTI – Return on Training Investment
SEPH – Survey of Employment, Payrolls and Hours
SIC – Standard Industrial Classification
SLID – Survey of Labour and Income Dynamics
SORS – Student Outcomes Reporting System
SOC – Standard Occupational Classification
SSHRC – Social Sciences and Humanities Research Council of Canada
TSA – Tourism Satellite Account
TVOC – Trade Vocational Student Survey
UBGS – University Baccalaureate Graduates Survey
USIS – University Student Information System
WES – Workplace and Employee Survey

Executive Summary

go2, the coordinating organization for tourism human resource development (HRD) in British Columbia, identified the tourism industry and labour market information that they require to inform their contemplated BC Tourism Industry HRD strategies. This list, with input from tourism industry associations, formed an information “wish list” for the tourism industry in BC. The purpose of this research project was to conduct an environmental scan to determine whether current research efforts meet the information needs of the industry. This report outlines how go2 could access the available information (e.g. cost, format, timing, etc.), identifies the gaps between the “wish list” and the information that is available, and provides some recommendations on how go2 might attempt to alleviate those gaps.

Available Information and Gaps

The evidence collected in this study reveals that while there is a large amount of relevant tourism industry and labour market information available, there are significant gaps in this information that reduce its usefulness. The following presents a summary of the information sources found for each “wish list” category, and gaps for each are briefly discussed.

Turnover Rates and Industry Retention of Employees

- Workplace and Employee Survey (Statistics Canada)
- Survey of Labour and Income Dynamics (Statistics Canada)
- Compensation Planning Outlook (Conference Board of Canada)

Gaps: Information is not detailed enough (e.g. detailed regional breakdowns are unavailable, specific variables for the tourism industry cannot be isolated).

Employment/Unemployment Rates

- Labour Force Survey (Statistics Canada)
- Census of Population (Statistics Canada)
- Survey of Labour and Income Dynamics (Statistics Canada)
- Job Futures (HRDC)
- Work Futures (HRDC & Ministry of Advanced Education)

Gaps: No gaps – sources provide sufficient information.

Length of Time to Fill Jobs

- Workplace and Employee Survey (Statistics Canada)

Gaps: Insufficient information exists on this subject. The Workplace and Employee Survey cannot be broken down past the provincial level or into useful occupation/industry sector categories.

Projections for Industry Growth and Labour Market Projections

- Total Tourism Sector Employment Update (CTHRC)

- Long-Term Canadian and Provincial Forecasts (Conference Board of Canada)
- Labour Market Pressures (Ministry of Skills Development and Labour)
- 2010 Winter Games Labour Supply and Gap Analysis (Roslyn Kunin & Associates; one-time studies)

*Gaps: Projections for both industry and labour market growth do not go into sufficient regional detail. Projections on very specific occupations are not available (e.g. we can determine that chefs may be in demand, but not **what type** of chef).*

Occupations in Demand and Gap Analysis

- Total Tourism Sector Employment Update (CTHRC)
- Labour Market Pressures (Ministry of Skills Development and Labour)
- 2010 Winter Games Labour Demand Analysis and the 2010 Winter Games Labour Supply Gap Analysis (Roslyn Kunin & Associates; one-time studies)
- Help Wanted Index (Statistics Canada; terminated)
- Canadian Occupational Projections System (COPS) and the BC Unique Scenario (HRDC, Conference Board of Canada, Ministry of Advanced Education)
- Job Futures (HRDC)
- Work Futures (HRDC & Ministry of Advanced Education)
- Workplace and Employee Survey (Statistics Canada)

Gaps: There is some effort to examine occupations in demand; however, measures are indirect and do not go into regional or sufficient occupational detail.

Workforce Demographic Information

- Labour Force Survey (Statistics Canada)
- Total Tourism Industry Employment Update (CTHRC)
- Census of Population (Statistics Canada)
- Work Futures (HRDC & Ministry of Advanced Education)
- Workplace and Employee Survey (Statistics Canada)
- Immigration Research and Statistics (Citizenship and Immigration Canada)
- Longitudinal Survey of Immigrants to Canada (Statistics Canada)
- Annual Migration Estimates (Statistics Canada)
- Longitudinal Administrative Databank & Longitudinal Immigration Databank (Statistics Canada)
- Aboriginal Peoples Survey (Statistics Canada)
- Aboriginal Statistics (Indian and Northern Affairs Canada)

Gaps: Workforce demographic information, including data on First Nations and Immigrants, is sufficiently detailed and can be broken down into regional levels. The only caution is that Census information can become quickly outdated.

Return on Investment

- Return on Training Investment (CTHRC)
- Calculating the Return on Investment (FuturEd)

Gaps: There does not appear to be any systematic return on investment information collected for the tourism industry in BC or Canada.

Tourism Business Demographics & Labour Indicators tied to Business Indicators

- Tourism Satellite Account (Statistics Canada)
- National Tourism Indicators (Statistics Canada)
- Provincial and Territorial Tourism Satellite Account (Statistics Canada)
- Survey of Service Industries: Food Services and Drinking Places (Statistics Canada)
- Annual Survey of Travel Arrangement Services (Statistics Canada)
- Annual Survey of Traveller Accommodation (Statistics Canada)
- Business Register (Statistics Canada)
- Employment Dynamics & Longitudinal Employment Analysis Program (Statistics Canada)
- Hotel Association of Canada Hotel Directory

Gaps: The main issues with this category are that many small tourism businesses are not included in most tourism statistics, and that regional data is not available for some surveys that would tie labour indicators to business indicators.

Tourism as a Stimulant for Other Economic Growth

- Tourism Economic Assessment Model (Canadian Tourism Research Institute (Conference Board of Canada))
- Input/Output Model and Standard Economic Multipliers (BC Stats)
- Tourism Satellite Account (Statistics Canada)
- Provincial & Territorial Tourism Satellite Accounts (Statistics Canada)
- National Tourism Indicators (Statistics Canada)

Gaps: Most tourism impact assessment tools/reports do not provide information at the regional level. However, the Tourism Economic Assessment Model allows for regional impact assessments; therefore, a gap does not exist in this category.

Salary Information

- Survey of Employment, Payrolls and Hours (Statistics Canada)
- Tourism Satellite Account – Human Resource Module (Statistics Canada)
- Work Futures (HRDC & Ministry of Advanced Education)
- Workplace and Employee Survey (Statistics Canada)
- Survey of Labour and Income Dynamics (Statistics Canada)
- Labour Force Survey (Statistics Canada)
- Census of Population (Statistics Canada)
- BC College & Institutes Outcomes Survey (BC Stats)
- University Baccalaureate Graduate Survey (University Presidents' Council of BC)
- National Graduate Survey (Statistics Canada)
- Compensation Planning Outlook (Conference Board of Canada)

Gaps: Most information about wages and salaries is not available at the regional level or for specific occupations. The exception to this is the Census. However, Census data can become quickly outdated.

Tourism Education Program Enrolment/Graduation

- Post-Secondary Central Data Warehouse (Ministry of Advanced Education)
- Facts & Figures (University Presidents' Council of British Columbia)

- Enhanced Student Information System (Statistics Canada)
- University Student Information System (Statistics Canada)
- Community College Student Information System (Statistics Canada)
- Trade and Vocational Student Survey (Statistics Canada)
- Adult Education and Training Survey (Statistics Canada)
- Registered Apprenticeship Information System (Statistics Canada)
- Career Programs Enrolment – Secondary Students (Ministry of Education)
- Private Career Training Institution Enrolment (not available; Private Career Training Institutions Agency)

Gaps: Enrolment and graduation data for public institutions is excellent. There is, however, a severe gap in information from private institutions. Any data that is collected from these institutions is currently not available.

Tourism Program Student Outcomes

- BC College and Institute Student Outcomes Survey (BC Stats)
- University Baccalaureate Graduates Survey (University Presidents' Council of British Columbia)
- National Graduate Survey (Statistics Canada)
- Private Career Training Institution Outcomes (not available; Private Career Training Institutions Agency)
- On-Track: Private Training Outcomes Survey (Ministry of Advanced Education and HRDC; terminated)

Gaps: Student outcomes data for public institutions is excellent. There, however, a severe gap in information from private institutions. Any data that is collected from these institutions is currently not available.

Public Opinion of Tourism Jobs/Careers

Gaps: There were no formal mechanisms that were found in place for capturing this information.

Skills Information

- Census of Population (Statistics Canada)
- Labour Force Survey (Statistics Canada)
- Workplace and Employee Survey (Statistics Canada)
- Survey of Labour and Income Dynamics (Statistics Canada)
- Total Tourism Sector Employment Update (CTHRC)

Gaps: Most of the information in this category will likely not be available at sub-provincial levels. The Census can be broken down regionally, and may provide a good indication of workers' skill levels; however, caution must be used because, as previously discussed, Census data can become quickly outdated.

Use and Awareness of HRD Resources

- Workplace and Employee Survey (Statistics Canada)

Gaps: Other than the Workplace and Employee survey (which cannot be broken down regionally), there does not appear to be a coordinated effort to determine which tourism organizations are using HRD resources.

Number of Employers Using Effective HR Practices

- Crystal Tourism Awards of Excellence: Human Resources Leadership Award (Tourism Industry Association of Nova Scotia)
- The Best Companies to Work for in BC (BCBusiness Magazine and Watson Wyatt Worldwide)
- Canada's Top 100 Employers (Mediacorp Canada Inc.)
- Tourism Industry Awards (Tourism Industry Association of New Zealand)

Gaps: There is not one specific way that "effective HR practices" is measured in the tourism industry. This report has provided some examples of how some organizations are recognizing employers using good HR practices.

Customer Satisfaction

- BC College and Institute Student Outcomes Survey (BC Stats)
- University Baccalaureate Graduates Survey (University Presidents' Council of BC)

Gap: There is no information about the satisfaction levels of private post-secondary institutions.

OBSERVATIONS AND RECOMMENDATIONS

As a result of the gap analysis, several observations were made:

Usefulness of Information

- There is poor geographic and occupational breakdown of survey data.
- Any useful (detailed) data that is available can become quickly outdated (i.e. Census information, which can be broken down into small geographic regions at excellent detail).
- In our national statistical classification systems, tourism is not considered a separate category, making tourism analyses difficult and expensive.

Coordination of Information

- Sources of tourism industry and labour market information are not well understood. Determining where and how to find tourism data can therefore be a very lengthy and inefficient process.
- Nationally, there is a lack of coordination in collecting and disseminating tourism information. Other provinces are looking for the same information, meaning that

time and money are being spent on research that could be done more efficiently at the national level.

Based on the findings of the gap analysis, and on the observations, several recommendations were made. These are presented in greater detail in Section Five of this report.

Use of Statistics Canada's or Other Agencies' Professional Services

- Commission Statistics Canada to increase the sample sizes of surveys that are of particular interest to go2 to allow for data analyses with more detail and with better geographic breakdowns (very expensive).
- Commission Statistics Canada to incorporate questions into their existing surveys to obtain missing information (again, very expensive).
- Commission Statistics Canada to help design go2's own surveys to capture missing or inadequate information.
- Commission other agencies to conduct surveys for go2 to capture missing or inadequate information.
- Use omnibus surveys to collect public opinion information on a regular (annual) basis.

Use of Partnerships to Obtain Information

- Collaborate with tourism stakeholders to form a funding consortium to obtain information.
- Collaborate with other industries, as well as government, to form a larger and more powerful funding consortium to obtain mutually sought-after information, including wage information and updates of the Kunin reports.
- Collaborate with industry associations to administer member surveys to capture missing/inadequate information.
- Organize tourism information collection and dissemination at the national level to overcome inefficiency and confusion.
- Partner with others to create a tourism industry and labour market information website.
- Collaborate to find more effective ways of capturing and sharing data.
- Nationally agree upon a standard method for calculating return on employee investment for the tourism industry.
- Nationally agree upon a standard method for evaluating tourism HR practices.

Use of Partnerships to Lobby for Better Tourism Information

- Partner with provincial and national tourism organizations to lobby Statistics Canada and the Federal Government to make tourism a specific category in statistical classifications.
- Work with local and provincial government bodies to lobby for the creation of a specific category for tourism.
- Lobby for further breakdowns of occupation categories.
- Lobby for better occupations-in-demand information – nothing has replaced the Help Wanted Index since its termination.
- Lobby for more information about private post-secondary institutions.
- Lobby for more longitudinal data on student outcomes to reveal what former students are doing many years after graduation.
- Work more closely with the CTHRC to lobby for provincial/regional information, especially with respect to the HR Module of Statistics Canada's Tourism Satellite Account.

Considerations for Further Research

This study found that the current state of information that is available for the tourism industry is unacceptable, especially in light of the fact that tourism is such a dominant part of our provincial and national economies. One of the next research priorities should be to conduct an environmental scan to establish ***what is being done*** to improve the state of data collection and availability for the tourism industry at provincial and national levels. We also need to determine ***what actions can be taken*** to improve the usefulness of data available to the tourism industry. Several questions that future research should address are presented at the conclusion of this report. They include:

- Are other organizations concerned about the quality/usefulness of tourism data that is currently available?
- Is there anything being done to address the issues identified in this paper?
- What are other provinces doing to add to or improve upon current tourism information?
- What concerns do other industry sectors have about the usefulness of statistical information that is available?
- How are other nations collecting and disseminating tourism statistics and information, and what can we learn from them?

Section One: Introduction

1.1 BACKGROUND

The tourism industry is an extremely important contributor to British Columbia's economy. Annual revenues from tourism were estimated at $8.9 billion in 2003, and are targeted to reach $20 billion by 2012. BC's tourism employment goals are equally as impressive. There are approximately 117,500 direct tourism jobs in the province, a number which is targeted to grow to 200,000 by 2012.

With the anticipated opening of almost 84,000 new direct tourism jobs over the next ten years, the possibility of future shortages in skilled labour has been recognized. The BC Tourism Human Resources Development Task Force was assembled in 2001 to address this issue. The results of the Task Force's efforts included the implementation of a 5-year plan and the formation of go2, an industry-led, industry-financed organization, to focus on tourism's human resource development needs.

The primary purpose of go2 is to assist the tourism industry in meeting its business goals through its investment in people. go2 aims not only to attract a sufficient number of appropriately skilled people into the tourism workforce so that the 2012 tourism targets can be met, but also to ensure that the workforce is internationally competitive. To achieve this, go2 provides information and resources to tourism employers on a wide range of recruitment, retention, management and training issues. The organization also works on long-term strategic initiatives which include campaigning to improve the public perception of working in tourism, promoting industry career awareness activities, and working with educators to ensure that graduates obtain the skills that the industry needs.

All of go2's services and initiatives need to be built upon a good understanding of the tourism industry and its labour market if future industry and employment requirements are to be met. Furthermore, go2 has expressed the need to monitor industry and labour market trends so that they are able to assess the effectiveness of BC's tourism human resource development initiatives, and to enable evidence-based decision making. go2 therefore requires access to accurate, detailed and regularly updated tourism-related data.

Unfortunately, while some useful tourism industry and labour market information is available, it comes from multiple sources at different time intervals, and at varying costs. To complicate matters, some of the information that would greatly benefit go2's efforts is either not collected or available, or is somewhat dated. go2 would like to have a better understanding of the current status of tourism industry and labour market research that is taking place in BC. The organization has accordingly retained the services of Kim C. Smith to conduct an environmental scan in order to determine what research is currently being conducted, who it is being conducted by, and how go2 could access this information in a timely manner.

1.2 PURPOSE AND RESEARCH QUESTIONS

The overall purpose of this project is to provide go2 with a comprehensive description of provincial tourism industry and labour market information sources. In order to achieve this, three main research questions are addressed:

1. In addition to the informational requirements determined by go2, what are the informational interests of key Tourism Industry Associations?
2. What are the sources of primary tourism industry and labour market information, and how could go2 access this information in a timely manner?
3. What gaps exist between the information that is required by go2 and the information that is currently available, and how could these gaps be closed?

1.3 RESEARCH METHODS

Three research methods are employed for this project:

Method One: Internet Review

The Internet is used to obtain general information about the organizations that may have access to or be providers of primary tourism industry and labour market information. Some of the more detailed Internet sites are used to obtain specific characteristics about information/statistics that are available (e.g. some sites specify what information they have available, when it is available, and at what cost).

Method Two: Interviews

Email and telephone interviews are conducted with:

1. Representatives of key tourism industry associations in order to assess the types of tourism industry and labour market information that they would find useful to have access to;
2. Key informants who may provide guidance as to where the various types of information may be found; and,
3. Collectors and providers of tourism industry and labour market information in order to obtain a comprehensive description of the data that they collect/provide (such as the cost of obtaining the data, the format that it comes in, etc.), and also to determine how go2 would go about obtaining data that is not readily available.

Method Three: Gap Analysis

Results from the Internet review and the telephone/email interviews are compared against go2's original information "wish list" in order to determine whether any informational gaps exist. Recommendations to go2 for filling these informational gaps are suggested, based on the interviews and Internet review.

1.4 REPORT STRUCTURE

The remainder of this report is divided into five main sections.

- Section Two outlines the types of information that go2 and tourism industry associations are interested in, and why this information may be useful;
- Section Three presents a detailed account of the potential sources of information;
- Section Four identifies and discusses informational gaps;
- Section Five provides the observations made during the gap analyses and gives strategies for filling those gaps; and,
- Section Six concludes this report and offers considerations for further research.

Section Two: The Informational Needs of British Columbia's Tourism Industry

Industry and labour market information is collected and analyzed for a multitude of purposes. At the simplest level, this type of information allows industries to follow consumer, business and workforce trends. We can also use this information to make projections about what the future of industries and the economy might be like. Obtaining detailed information about the tourism industry and its labour market is a vital component in tourism human resource planning and development. This section outlines the information that go2 and key tourism industry associations are interested in (the "wish list"), and briefly discusses the importance and possible applications of the information.

Turnover Rates & Industry Retention of Employees

The tourism industry is known for its high turnover rates and low retention of employees. Due to the seasonal nature of many tourism operations, some turnover is expected. The costs associated with unwanted turnover, however, can be high. To replace a manager or professional can cost an organization up to 18 months' salary, and up to six months' salary to lose and replace an hourly worker. Included in these costs are administrative expenses, recruitment and screening efforts, plus training and orientation for new hires.

A challenge for go2 is to help tourism operators retain skilled workers. By examining the reasons for unwanted turnover as well as the factors contributing to successful employee retention, go2 will be better equipped to provide tourism operators with the information and tools they need to reduce turnover. Monitoring turnover rates and retention of employees may also act as a means by which go2 can assess the effectiveness of human resource development efforts in the province. go2 hopes to: examine voluntary and involuntary turnover; compare the turnover rates between seasonal, part-time and full-time employment and between management and frontline jobs; and benchmark tourism turnover and employee retention rates against other industries.

Employment/Unemployment Rates

Monitoring employment and unemployment rates for the tourism industry can provide information about the state of the industry and the workforce. High employment and low unemployment rates could signify a present or oncoming shortage of workers. On the other hand, high unemployment may indicate a lack of available jobs or shortage of *skilled* workers to fill positions. Tracking employment and unemployment, and analyzing the reasons for unemployment, can help the tourism industry determine where to focus its efforts in human resource development. go2 hopes to collect this information for the tourism industry and to compare it against the overall employment/unemployment rates for the province.

Length of time to fill jobs

As with employment and unemployment rates, the amount of time it takes to fill jobs can provide useful information about the labour force and the industry, especially if reasons for extended job vacancies or postings closed without hires are given. Those reasons, which could include lack of applications or a shortage of applicants with appropriate skills, can also be analyzed to help the tourism industry focus its human resource efforts.

Projections for Industry Growth & Labour Market Projections

Projecting future trends in the tourism industry and in labour markets is the focal point of long-term human resource planning. There are many unforeseen factors that can influence the industry and workforce and therefore make accurate projections difficult. However, when certain variables that are known, such as the demographics of the workforce or upcoming events (e.g. the 2010 Olympic Games), they can be used to project what the future state of the tourism industry and its workforce might be. It is critical to consider these projections and to incorporate them into human resource strategies so that severe labour and skills shortages in the future can be minimized. Updating the information which feeds into projection models must be done on a regular basis as well in order to take into account any short-term changes that occur. go2 hopes to obtain projections at regional levels and by specific sectors/occupations.

Occupations in Demand & Tourism Job Gap Analysis

Gap analysis in this context refers to the number of available tourism jobs compared to new entrants in the tourism industry. By establishing which occupations are in demand, the tourism industry can determine the education, training and other HR initiatives that need to be focused on. Alternately, by finding out which are the occupations that have too many new entrants compared to available jobs, the tourism industry could put less emphasis on education and training in those areas (e.g. by limiting spaces in post-secondary tourism programs). go2 would like to determine the level of detail that we can examine occupations in demand. For instance, we may know that chefs are in demand, but can we tell what *types* of chefs are in demand?

Workforce Demographic Information

In any industry, a comprehensive understanding of workforce demographics is a key component in human resource planning and development. Some occupational projections may be based on demographic analysis. An examination of the age of the current labour force, for instance, is often used to predict future job openings due to retirement. Other demographics, including those collected on immigrants and First Nations, can provide useful insight into current and potential labour market sources. Understanding and tracking workforce demographics at regional levels and by sectors within the tourism industry will allow go2 to develop specific HRD strategies for attracting and/or retaining potential and current tourism workers.

Return on Investment

Tourism operators can often be discouraged from investing in their employees and workplace conditions because they feel that it is time consuming and the associated costs are too high. However, businesses that have improved their HRD practices and have invested their resources in their staff have greatly benefited from higher employee satisfaction and lower attrition rates. This can have a cascade effect – happy employees tend to offer better service, which can lead to happy customers. go2 could potentially use research that links the time and money spent on employees with the benefits experienced by tourism businesses to encourage tourism operators to improve their HRD practices. Furthermore, go2 may wish to encourage operators to conduct their own return on investment studies to help illustrate that time and money spent on employees are resources well spent.

Tourism Business Demographics and/or Labour Indicators tied to Business Indicators

In addition to understanding workforce demographics, go2 recognizes that they need to examine tourism business demographics. go2 would like to examine the number of employees working at particular businesses, revenues, types of businesses, all by sector and region if possible. These business demographics and indicators can provide insight into the working conditions in the tourism industry.

Tourism as a Stimulant for other Economic Growth

The impact that tourism can have in other sectors of the economy can be significant. By measuring these impacts (e.g. through employment, wages or GDP), the economic importance of tourism-related activities can be conveyed. This might help go2 gain community, industry and government support for their initiatives. It also provides some insights as to the types of indirect tourism jobs that will need to be planned for.

Salary Information

Salary and wage information can be used to measure changes in the economy, determine supply and demand of various skill types, and allocate resources to appropriate educational programs[1]. go2 would like to have access to good salary information, such as average salary be region and by sector, and overall for the workforce compared to other industries/sectors.

Tourism Program Student Outcomes

Information about the graduates of tourism programs, such as labour outcomes and satisfaction with education, can help the industry with its human resource initiatives in many ways. The Outcomes Working Group (who oversees the BC College and Institute

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[1] BC Ministry of Advanced Education. 2001. *A Review of Wage and Salary Information Sources*. http://www.aved.gov.bc.ca/labourmarketinfo/reports/wagesreview.pdf.

Student Outcomes Project) specify that data from student outcomes can provide information on the state of post-secondary education and can be used to assess the effectiveness of college and institute systems. The information can also be used to evaluate and improve programs in the post-secondary education system, as well as to asses the supply and demand of labour in BC[2]. go2 would specifically like to examine the number of tourism programs graduates that are placed into tourism jobs, the types of jobs they hold and their salaries. They would also like to know how many do not get tourism jobs and the reasons for this.

Tourism Education Program Enrolment and Graduation

In addition to tracking the outcomes of former tourism program students, go2 would also like to monitor the number of students enrolling and graduating from tourism programs. Analyzing enrolment trends may give an indication of changing perceptions of and attitudes towards tourism jobs. For instance, a decrease in the number of students enrolled in tourism programs could indicate that there is a growing negative perception about wages, working conditions and future job prospects in the tourism industry. Increases in enrolment numbers, on the other hand, could signify that efforts to change the public perception of tourism jobs have been successful, or that tourism jobs are deemed more desirable for other reasons.

Public Opinion of Tourism Jobs/Careers

Public opinions of tourism jobs can be a major factor influencing enrolment in tourism training and education programs and participation in the industry's workforce. By tracking public perceptions of tourism careers, the industry can refocus its career awareness resources to appeal to the appropriate audiences.

Skills Information

An examination of the skill levels of the workforce can reveal a number of things. For instance, by looking at the education levels of people employed in certain jobs, we can determine whether they appear to be over- or under-qualified for those jobs. Some surveys also set out to reveal whether employers are providing their workers with skills enhancement opportunities (e.g. paying for training or offering in-house training).

Use and Awareness of HRD Resources

go2 provides information and resources to tourism employers on a wide range of recruitment, retention, management and training issues. Therefore, go2 needs to ensure that tourism employers are aware of the HRD resources available to them. go2 would like to determine the awareness among tourism employers about HRD resources, and also track the purchase and utilization of these resources, including customer satisfaction, number of repeat sales and referral trends.

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[2] Outcomes Working Group. 2004. http://outcomes.bcstats.gov.bc.ca/about.asp.

Customer Satisfaction

Organizations may wish to track customer satisfaction so that they can determine the effectiveness of the products and services they offer. Based on customer feedback, improvements can be made to those products and services to make them more useful. go2 would like to track the satisfaction of participants in tourism education and training programs with respect to their training, applicability of their education in the workplace and perceived payback. Also, go2 would like to follow-up with supervisors to assess productivity gains or other contributions to business performance as a result of training programs (see Return on Investment).

Section Three: Sources of Information

An environmental scan was conducted to determine where go2 might be able to obtain the information from their “wish list”. The following section presents the results of this scan and is divided into the same informational categories as the “wish list”. Within each category the sources of information are listed and described in detail. In some instances, sources of information (e.g. Statistics Canada’s Workplace and Employee Survey) are relevant to multiple categories. In such cases, the source is described in detail in its first category occurrence, and is subsequently listed in any other categories to which it applies with a referral back to its initial occurrence.

3.1 Turnover Rates & Industry Retention of Employees

3.1.1 Workplace and Employee Survey (WES)

Conducted/Provided by: Statistics Canada

Purpose: This survey aims to shed light on the relationship among competitiveness, innovation, technology use and human resource management on the employer side and technology use, training, job stability and earnings on the employee side. The survey is unique in that employers and employees are linked at the micro data level. Employees are selected from within sampled workplaces. Thus, information from both the supply and demand sides of the labour market is available to enrich studies on either side of the market. The primary goal of the WES is to establish a link between events occurring in workplaces and the outcomes for workers. The second goal of the survey is to develop a better understanding of what is occurring in companies in an era of substantial change. To provide this link, the WES is comprised of two components: (1) a workplace survey covering subjects such as the adoption of technologies, organizational change, training and other human resource practices, business strategies, and labour market dynamics, to name a few; and (2) a survey of employees within these same workplaces covering wages, hours of work, job type, human capital, use of technologies and training.
In what follows, the link between workplace characteristics and employee characteristics is shown through workplace and employee outcomes.

Area Surveyed & Geographical Breakdown: National survey that can be broken down into provincial level data. In some instances, some census metropolitan areas may be looked at, depending on the sample size and other variables involved.

Classification Scheme & Level of Detail*:* WES has 6-digit NAICS on file (see Appendix A) for this survey. Statistics Canada can create breakdowns as per the client's needs. They can cross different variables or go to small levels of detail. It is difficult to assess beforehand what will result in reliable data. Usually, anything beyond 3 digit NAICS is not reliable, and even some 3 digits yield high CVs.

The employer portion of the survey has some questions by occupation but those are only grouped by the seven groups shown in the questions (managers, professionals, technical, sales, administrative, production and other.)

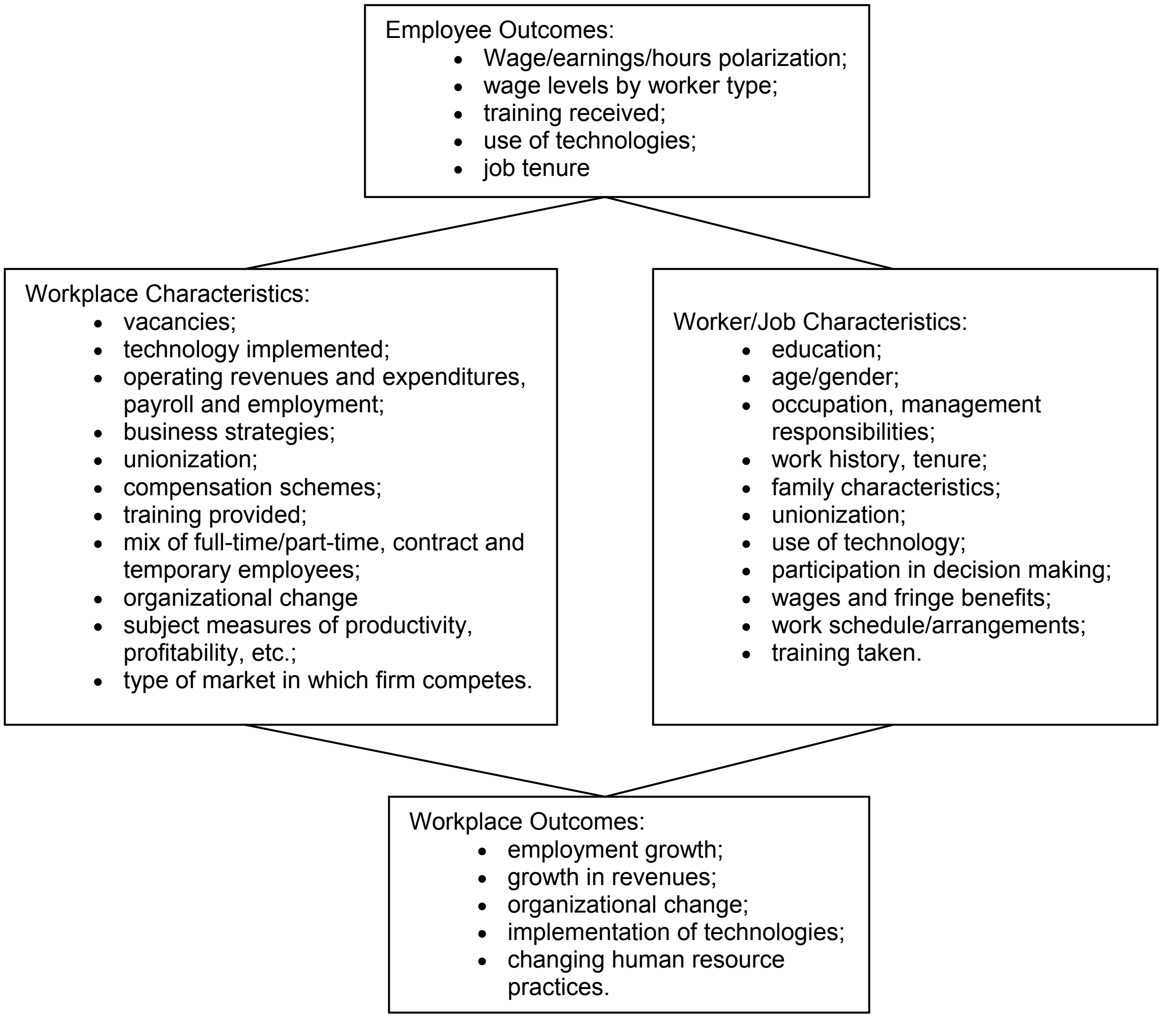
The employee portion of the survey has the 4 digit SOC91 (see Appendix A). They also have a mapping to the employer's seven groups for comparability. They can go to the 4 digit level, create custom aggregations, but again cannot assess beforehand the reliability of the data. (See Appendix B for more information on levels of detail that can be used for Statistics Canada's data).

Types of Information Collected/Available: WES collects information on:

- The Nature of Employment
    - degree to which workplaces employ part-time, part-year, temporary, contract or other "contingent" workers
    - benefits accruing to part-time workers
    - schedules of work, including the predictability of schedule
    - special arrangements like reduced or compressed work weeks, job sharing, flexible hours, and work-at-home
- Labour Turnover
    - hiring, vacancies, separations
    - leave of absences from work
    - workers' past layoffs
- Compensation
    - special incentives like profit sharing, merit and skill-based pay, and productivity/quality gains sharing
    - non-wage benefits to full- and part-time workers
    - wages
- Decision Making
    - employee participation
    - supervisors
    - identification of who makes decisions in particular areas of responsibility
- Organizational Change
    - types, impact and objectives
- Competition
    - geographic area of competition
    - number of competitors in the major market
    - share of revenue by geographic source
    - price level relative to that of the main competitor
    - assessment of workplace performance relative to that of the main competitor
- Technology
    - use of technology by employees
    - adoption of technology by workplaces
    - employees directly using and trained to use technology
    - effects of technology implementation on workplace performance and production factors.
- Collective Bargaining
    - union and collective agreement coverage
    - provisions in collective agreements
    - occurrence of industrial action
    - incidence and outcomes of filed grievances, disputes or complaints
    - assessment of labour-management relations

Figure 3.1.1 outlines the conceptual framework for the WES. This illustrates the interconnectedness of the information captured by the survey.

Figure 3.1.1 WES Conceptual Framework[3]



WES asks employees questions from which one might examine turnover rates and industry retention of employees. For example, for those employees who are at different jobs than the previous year, they are asked to provide information about their previous jobs, such as their start and finish dates, as well as the reasons that they left or that their job came to an end. They also are asked to provide details of new jobs, if applicable, and also to state how they spent their time between jobs (or how they are currently spending their time if they are unemployed). Respondents who are with the same job as the previous year are asked their start date, hours worked, education required, how they found out about the job, and more.
The questionnaires for WES can be viewed at http://www.statcan.ca/english/freepub/71-585-XIE/free.htm.

[3] Source: Statistics Canada *Workplace and Employee Survey Compendium, 2001*. Found online at http://www.statcan.ca/english/freepub/71-585-XIE/free.htm.

Format and Cost of Obtaining Data: Some free online reports related to the WES data can be found in Statistics Canada's official release bulletin, *The Daily*. Some WES data is also available, at a cost ($3.00 per series), using Statistic Canada's CANSIM, an on-line database for exploring some Canadian socio-economic information based on Statistic Canada's surveys. Custom tabulations by Statistics Canada can be done, and access to microdata files could possibly be granted. See Appendix B for more information on these options.

WES Compendiums have been released for 1999 and 2001 data. They provide tables based on selected sections of the WES questionnaires. They give snapshots of Canadian workplaces and their employees, show some of the changes occurring in these workplaces and their employees, and emphasize the linked nature of the WES data. The compendiums are available at no charge online at http://www.statcan.ca/english/freepub/71-585-XIE/free.htm.

Also available free online is *The Evolving Workplace Series*, which can be downloaded at http://www.statcan.ca/english/freepub/71-584-MIE/free.htm. This series includes reports on *Employer and Employee Perspectives on Human Resource Practices; The Quest for Workers: A New Portrait of Job Vacancies in Canada; Innovative Work Practices and Labour Turnover in Canada; Empowering Employees: A Route to Innovation;* and others.

Frequency and Timing of Data Availability: The WES was first conducted in 1999, and has been conducted annually since. The results from the 2004 survey are expected in spring 2006. In general, survey results are available two years after they have been collected. There is no set month during which results are released each year. Release dates will be posted on Statistics Canada's website when they are known.

Data Collection Methodology: The WES draws its sample from the Business Register (maintained by the Business Register Division of Statistics Canada), and from lists of employees provided by the surveyed employers. The Business Register is a list of all business in Canada, and is updated each month using data from various surveys. In 1999, workplace data was collected in person. As of 2000, computer assisted telephone interviews are conducted.

Contact Information:

Marie Drolet, Research Manager, WES
Senior Research Economist
Phone: (613) 951-5691
Email: Marie.drolet@statcan.ca

Carole Fraser, Subject Matter Manager, WES
Phone: (613) 951-4039
Phone: Carole.Fraser@statcan.ca

3.1.2 Compensation Planning Outlook

Conducted/Provided by: Conference Board of Canada

Purpose: The Compensation Planning Outlook is designed to provide high-quality, timely reports on leading issues in compensation.

Area Surveyed & Geographical Breakdown: Regional data is available.

Classification Scheme & Level of Detail: Employee groups, industry and sectors are looked at.

Types of Information Collected/Available: The Compensation Planning Outlook examines turnover rates (voluntary, excludes early retirements and severances); average salary increases by employee group, industry, sector, and by region; variable pay; long-term incentives; performance management; and, pay issues in collective bargaining. There is also some information regarding the number of organizations reporting difficulties with recruitment and/or retention of employees.

Format and Cost of Obtaining Data: The Compensation Planning Outlook is available free of charge to survey participants and/or to members of the Compensation Research Centre. A print copy is $1,000 and a PDF is $900, and are available through the Conference Board of Canada.

Frequency and Timing of Data Availability: This publication is availably annually.

Data Collection Methodology: Information is obtained through confidential surveys of Conference Board membership.

Relevant Notes: While there are some tourism organizations who participate in the surveys from which Compensation Planning Outlook information is based, the numbers are small and are therefore not significant enough to make reliable generalizations about the tourism industry.

Contact Information: Compensation Research Centre, Conference Board of Canada
Phone: 613-526-3280
Web: http://www.conferenceboard.ca/crc/default.htm

3.1.3 Survey of Labour and Income Dynamics (SLID)

Conducted/Provided by: Statistics Canada

Purpose: SLID provides an added dimension to traditional surveys on labour market activity and income: the changes experienced by individuals and families through time. At the heart of the survey's objectives is the understanding of the economic well-being of Canadians. SLID, as a longitudinal survey, interviews the same people from one year to the next for a period of six years. The survey's longitudinal dimension allows evaluation of concurrent and often related events, which yields greater insight on the nature and extent of poverty in Canada

Area Surveyed & Geographical Breakdown: Economic Regional or Census Metropolitan Area are collected for each respondent.

Classification Scheme & Level of Detail: Occupations and industries are collected (NAICS and NOC). Level of detail that custom tabulations can go into depends upon the reliability of the variables chosen (see Appendix B for more information).

Types of Information Collected/Available:

Labour market activity:
- major activity during year
- employment/unemployment spells (start and end dates, durations)
- weekly labour force status
- total weeks of employment, unemployment and inactivity by year
- multiple job-holding spells
- work absence spells

Work experience
- years of full-time and part-time employment
- years of experience in full-time, full-year equivalents

Jobless periods
- job search during spell
- dates of search spells
- desire for employment
- reason for not looking

Job characteristics
- start and end dates, first date ever worked for this employer
- wages
- work schedule (hours and type)
- benefits
- union membership
- occupation
- supervisory and managerial responsibilities
- class of worker
- tenure
- how job was obtained
- reason for job separation

Absences from work
- absence dates
- reason
- paid or unpaid

Employer attributes
- industry
- firm size
- public or private sector

Educational activity
- enrolled in a credit program, months attended
- type of institution
- full-time or part-time student
- certificates received (if applicable)
- job-related training courses, seminars, workshops and conferences

Level of schooling/educational attainment
- years of schooling
- degrees and diplomas
- major field of study

The SLID also collects personal information (e.g. demographics) and income and wealth data.

Format and Cost of Obtaining Data: A public microdata file is available on CD-ROM from http://www.statcan.ca:8096/bsolc/english/bsolc?catno=75M0010X for $2000.

Custom tabulations of the SLID data are also available at a cost-recovery basis (see Appendix B)

Frequency and Timing of Data Availability: The SLID has been an annual survey since 1993. Most recent data released: data for 2002 released on May 20, 2004

Data Collection Methodology: The samples for the SLID are selected from the monthly Labour Force Survey (LFS) and thus share the latter's sample design. The SLID uses computer-assisted telephone interviewing to collect information.

Contact Information: Client Services, Income Statistics Division
Phone: 1-888-297-7355 or 613-951-7355
Email: income@statcan.ca

3.2 Employment/Unemployment Rates

3.2.1 Labour Force Survey (LFS)

Conducted/Provided by: Statistics Canada

Purpose: The Canadian Labour Force Survey was developed following the Second World War to satisfy a need for reliable and timely data on the labour market. Information was urgently required on the massive labour market changes involved in the transition from a war to a peace-time economy. The main objective of the LFS is to divide the working-age population into three mutually exclusive classifications - employed, unemployed, and not in the labour force - and to provide descriptive and explanatory data on each of these.

Area Surveyed & Geographical Breakdown: National level survey that can be broken down provincially, and in some instances, sub-provincial data is available at the Economic Region level. The Economic Region is a geographical unit generally composed of several census divisions within a province, and cannot be broken down further (see Appendix B for BC divisions). Occasionally, information from the LFS can be broken down to the Census Metropolitan Area (e.g. Vancouver, Victoria and “other”).

Classification Scheme & Level of Detail: NAICS is used to code industry, and SOC-91 is used to code occupations (see Appendix A). The level of detail that information can be obtained depends upon the reliability of the data requested (See Appendix B).

Types of Information Collected/Available: LFS data are used to produce the well-known unemployment rate as well as other standard labour market indicators such as the employment rate and the participation rate. The LFS also provides employment estimates by industry, occupation, public and private sector, hours worked and much more, all cross-classifiable by a variety of demographic characteristics. Estimates are produced for Canada, the provinces, and a large number of sub-provincial regions. For employees, wage rates (since 1997), union status, job permanency and workplace size are also produced. A link to the questionnaire can be found at http://stcwww.statcan.ca/english/sdds/3701.htm.

Format and Cost of Obtaining Data: A broad range of tabulated data compiled from the Labour Force Survey is contained in regular publications, on CDROM, and CANSIM (see Appendix B for more information on these options).

Labour Force Information is available monthly with an analysis of the latest labour market developments in the context of recent trends, charts of major data series, and tables of indicators for main demographic groups, industries, provincial and subprovincial areas. Yearly subscriptions are available in .htm format at a cost of $84 per year. Monthly volumes are available individually in .pdf format at $9 per issue. Both are available at http://www.statcan.ca:8096/bsolc/english/bsolc?catno=71-001-X.

Perspectives on Labour and Income, *Canadian Social Trends* is an online publication that contains featured analytical articles, major findings on the latest special surveys and analytical surveys, reports on upcoming surveys and products, and key labour and income facts. The volume for October, 2004, for example, contains feature articles on "Low-paid workers: How many live in low-income families", and "Retaining older workers". Online issues of this publication can be downloaded from http://www.statcan.ca/english/studies/75-001/peonline.htm for $6.00 per issue or $52 per year in .pdf format.

The Canadian Economic Observer is another monthly periodical that contains a summary of the economy, major economic events and a feature article. A statistical summary contains a wide range of tables and graphs on the principal economic indicators for Canada, the provinces and the major industrial nations. This publication can be downloaded in .pdf format for $19 per issue or $182 per year at http://www.statcan.ca:8096/bsolc/english/bsolc?catno=11-010-XIB.

The wealth of information that can be extracted from the LFS, and the variety of questions that can be addressed, are far too vast for regular publication. In order to meet particular analytical needs, and address issues of current interest, the survey provides a custom tabulation service on a cost-recovery basis (this is dependent upon several factors – see Appendix B). A public use microdata file is also available for clients wishing to do their own data extractions and analyses (see Appendix B).

Labour Force Historical Review on CD-ROM is also available at $209. Introduced in 1995, this annual product contains thousands of cross-classified monthly and annual data series, spanning from 1976 to the latest complete calendar year. The software is easy to use and gives the user control over the content and time-period of each data view. Selected data can be easily printed or copied to other Windows-based software packages for further manipulation, or be displayed in many different types of charts.

BC Stats summarizes some Labour Force Survey data on their website. Free publications include employment by industry (3 digit level NAICS – see Appendix A) for BC (1991-2003 data available for comparison) for Development Regions in BC (see Appendix B) (1997-2003 data available) and for employed vs. self-employed. These reports can be viewed at http://www.bcstats.gov.bc.ca/index.htm.

Frequency and Timing of Data Availability: The LFS is a monthly survey.

Data Collection Methodology: Interviewers initially make contact with households to be surveyed in person. Once permission is obtained, subsequent interviews are conducted by telephone.

Contact Information: Client Services, Labour Statistics Division
Phone: 1 866 873-8788
Email: labour@statcan.ca
Web: http://stcwww.statcan.ca/english/sdds/3701.htm

3.2.2 Census of Population

Conducted/Provided by: Statistics Canada

Purpose: The purpose of the Census of Population is to develop a statistical portrait of Canada and its population on one specific day. The census is designed to provide information about the demographic, social and economic characteristics of the Canadian population and about its housing units.

Area Surveyed & Geographical Breakdown: A national survey that can be broken down into several geographic categories: National, Provinces/Territories Census Divisions, Census Subdivisions – Municipalities, Census Metropolitan Areas, Census Agglomerations, Urban Areas, Federal Electoral Districts, Urban and Rural, Forward Sortation Areas, and Statistical Area Classification.

Classification Scheme & Level of Detail: NAICS (up to the 5-digit level) is used to classify industries for the 2001 Census (for labour market activities), while prior surveys utilized the SIC 1980.

Types of Information Collected/Available: General demographics (age, sex, marital status), religion, language, ethnic/culture, mobility, education level and major field of study, labour market activities (employment/unemployment, hours, wages, industry), and dwelling information are collected.

Format and Cost of Obtaining Data: Custom services are of six types: custom tabulations, semi-custom profiles, products concerning the place of work and mode of transportation to work at geographic levels below the census subdivision, geocoding services, geography custom services, and geography custom mapping. Each has a different degree of flexibility in terms of content, geographic level, and medium. Custom services are available in print, CD-ROM, diskette and other, and range in price: $ 1,000 and up for each custom table; $275 and up for semi-custom profiles; prices for data analysis services remain to be determined. Semi-custom profiles refer to those that are based on one of the existing tables, but a different level of geography is desired.

In addition to customer services, the Census website offers a large quantity of Census-related products. For instance, Table 97F0012XCB01012 provides information on class of worker, NAICS 4-digit industry code, sex, and can be broken down into small geographic areas (e.g. the table can show how many workers by sex in Prince George work in NAICS 7211, Traveller Accommodation). This and many other tables, listed under topic categories, are available free of charge online in .htm format at http://www12.statcan.ca/english/census01/products/standard/themes/index.cfm. Topics include: Age and Sex; Language Composition; Immigration and Citizenship; Aboriginal

Peoples of Canada; Canada's Paid Workforce; Place of Work; Education – Major Fields of Study; Earnings; Income; and many others.

Electronic Profiles are available and provide a statistical overview of various geographic areas based on a large number of detailed census variables. These profiles vary in cost: there is a retrieval/delivery fee of $60 per occurrence; an area charge of $3.45 for the first 100 areas; and additional areas cost $0.23 per area. For more information visit: http://www12.statcan.ca/english/census01/products/standard/profiles/Profiles.cfm.

BC Stats also provides 2001 Census profiles for Canada, the provinces, development regions, regional districts and provincial electoral districts. For each geographic area there is an 18 page report which summarizes the Census data for that region (includes demographics, labour force activity (including top occupations and industries), level of education, employment, income, immigration and occupation by NOC 3-digit level (see Appendix A). This information can be viewed free of charge at http://www.bcstats.gov.bc.ca/index.htm.

Frequency and Timing of Data Availability: The Census of Population is conducted every five years. Most recent data release: data for May 15, 2001 released on May 13, 2003 (Major data releases). Full content profiles are available on the day of release. Profile data at more detailed standard geographic levels are released approximately one month later.

Data Collection Methodology: To ensure the best possible coverage, the country is divided into small geographic areas called enumeration areas (EAs). A census representative is responsible for at least one EA. In the 2001 Census, approximately 98% of households were self-enumerated. For self-enumeration, a census representative drops off a questionnaire at each household during the two weeks before Census Day. Approximately 2% of households were enumerated in the 2001 Census using the canvasser enumeration method. Not every person receives the same questionnaire – 4 out of every 5 households receive the short form, which asks seven questions (the respondent's name, sex, age, marital and common-law status, family and household relationships and mother tongue). The remaining 1/5th of the population receives the longform, which includes the seven questions from the short questionnaire plus 52 additional questions, including a question on religion and new questions on birthplace of parents and language spoken at work.

Contact Information: Phone: 1-800-267-6677
Email: order@statcan.ca
Web: http://www12.statcan.ca/english/census01/home/index.cfm.

3.2.3 Survey of Labour and Income Dynamics (SLID)

Conducted/Provided by: Statistics Canada

Types of Information Collected/Available: Employment and unemployment information is collected from respondents.

See Section 3.1.3 for more information on this source.

3.2.4 Job Futures

Conducted/Provided by: Human Resources Development Canada

Purpose: Job Futures is a career tool to help Canadians plan for their future. It provides useful information about 226 occupational groups and describes the work experiences of recent graduates from 155 programs of study.

Area Surveyed & Geographical Breakdown: Information is presented at the national level.

Classification Scheme & Level of Detail: The NOC system is used, the level of detail depends upon the quality of information that can be provided.

Types of Information Collected/Available: Job Futures features an online tool that allows users to search for information on either a specific occupation or an education program. Information included for each occupation include the top occupational areas that they find work, required or related educational programs, current conditions for work prospects (based on wages, unemployment rates, number of job seekers vs. number of openings), job outlooks to 2007, earnings, unemployment, full- and part-time ratios, and more.

Format and Cost of Obtaining Data: Data online is free of charge and can be found at http://www.jobfutures.ca/en/home.shtml.

Frequency and Timing of Data Availability: Data is updated as new information becomes available.

Data Collection Methodology: Job Futures is developed using COPS. COPS partners reviewed and validated the information for their respective province/territory for the "Program of Study" section. Private and public sector experts from professional, trade and business associations, unions, sector councils and educational groups also reviewed profiles related to occupational groups within their area of expertise and provided valuable comments.

Contact Information: Job Futures, HRSDC
Phone: 1-800-622-6232
Email: jobfutures@hrdc-drhc.gc.ca
Web: http://www.jobfutures.ca/en/home.shtml

3.2.5 Work Futures: British Columbia Occupational Outlooks: 2000 Edition

Conducted/Provided by: Human Resources Development Canada and the BC Ministry of Advanced Education

Purpose: Work Futures provides a comprehensive description of close to 200 occupations as they relate directly to the B.C. labour market. It is for learners, individuals interested in changing careers or re-entering the labour market, and for career practitioners.

Area Surveyed & Geographical Breakdown: Geographic distribution is based on the regional share of all work done in 1995, by occupation, as reported by the 1996 Census. The regions used correspond to Human Resources Development Canada service areas. These areas have been combined in a way that allows for a very close match with groupings of the Government of British Columbia Development Regions. The regional breakdowns are: Lower Mainland (Lower Mainland/Southwest); Vancouver Island (Vancouver Island/Coast); Okanagan/Kootenay (Thompson-Okanagan); Kootenay (Northern BC); Cariboo (North Coast); and, Nechako (Northeast).

Classification Scheme & Level of Detail: Work Futures provides information on occupations using the National Occupation Classification System. Occupations classified with 3-digit codes (e.g. chefs & cooks together) and 4-digit codes (e.g. bakers) are used whenever data reliability permits.

Types of Information Collected/Available: Work Futures provides some detailed information about occupations in British Columbia. Included in specific occupation descriptions are:

- education and skills needed or sought after by industry;
- average salaries, average salaries for full-time employees, salary compared to average for total occupation in BC;
- number of employees in the occupation and recent trends in employment numbers;
- percentage of full- and part-time workers, as well as self-employment and issues of seasonality;
- the main sectors that employ the specific occupation;
- geographic distribution of workers;
- gender differences in salaries and full-/part-time workers; and,
- projections of growth in the occupational group based on the Canadian Occupational Projection System (COPS), as well as discussions of possible factors influencing future growth or affecting the certainty of predictions.

Format and Cost of Obtaining Data: Data is available for free online for each occupational profile. Visit http://www.workfutures.bc.ca/profiles/index_noc.cfm?lang=en&site=graphic#7 for a list of occupational codes and links to information about the occupations.

Frequency and Timing of Data Availability: Data for Work Futures is updated as the information becomes available.

Data Collection Methodology: Statistical data used in the tables and as a background to the descriptive text were gathered from the 1996 Census of Canada, and from COPS (Canadian Occupational Projection System). While the COPS system provides a few different scenarios to test different economic conditions across Canada, the specific scenario used for this *Work Futures-British Columbia* publication is the "1999 B.C. Unique Reference Scenario," with variable coefficients enriched by the latest data from Statistics Canada's Labour Force Survey. Where available, more specific earnings data such as entry-level wages are included in the profiles. These were provided by industry and professional associations. Additional earnings data appearing within the Working Conditions section of a number of the occupational profiles were taken from the 1999 *B.C. Colleges and Institutes Student Outcomes Survey*. Beyond the COPS projection, the analyses of other trends and the inclusion of expert advice provides important subjective commentary on occupational projections. The Employment Prospects section of the Occupational Profiles in *Work Futures* often includes information and perspectives from such occupational experts including trade associations, professional societies, unions, industrial organizations and government agencies.

Contact Information: Human Resources Development Canada
Strategic Services, Employment Programs Branch
Phone: 1-800-622-6232

Ministry of Advanced Education, Accountability Branch
Phone: 1-888-664-2256

Website: http://www.workfutures.bc.ca/

3.3 Length of Time to Fill Jobs

3.3.1 Workplace and Employment Survey (WES)

Conducted/Provided by: Statistics Canada

Types of Information Collected/Available: The WES collects information from employers about filling vacant positions. The questions specifically ask the number of jobs that have remained vacant for four months or longer, what type of position it is, and the reasons for the vacancies. The WES also collects information on the number of new hires for the previous year, the type of position of new hires, *why* employees left their positions and *how* vacant positions are usually filled (from within or outside of the company).

See Section 3.1.1 for more details about this source.

3.4 Projections for Industry Growth & Labour Market Projections

3.4.1 *Total Tourism Sector Employment Update*: Labour Market Growth Projections

Conducted/Provided by: Canadian Tourism Human Resource Council

Purpose: The *Total Tourism Sector Employment Update* will give a comprehensive overview of the tourism industry and its labour market.

Area Surveyed & Geographical Breakdown: National level data will be provided, but provincial growth projections will likely not be included.

Classification Scheme & Level of Detail: The labour market growth projections will be broken down by industry, but will not be available by NOC.

Types of Information Collected/Available: National tourism sector labour market growth projections from 2005-2020 will be included in this report.

Format and Cost of Obtaining Data: Distribution methods for this study have not been finalized yet. The CTHRC anticipates that it will be available in both hard copy and online in .pdf format. go2 will receive one free hard copy of the Total Tourism Sector Employment Update.

Frequency and Timing of Data Availability: This study will be released in January, 2005.

Contact Information: Jennifer Wright (Director, Research and Evaluation)
Phone: 613.231.6949 ext. 230
Fax: 613.231.6853
Email: jwright@cthrc.ca
Web: www.cthrc.ca

3.4.2 Long-Term Canadian and Provincial Forecasts

Conducted/Provided by: The Conference Board of Canada

Purpose: These forecasts are meant to provide scenarios through 2020 that will allow users to: examine key economic indicators that affect strategic planning; gauge long-term market demand growth, financing costs, and the competitive environment; identify emerging marketplace changes and trends; measure the return on investment for major long-term projects; and, identify emerging policy issues and assess new policy initiatives.

Area Surveyed & Geographical Breakdown: National and provincial data is examined.

Classification Scheme & Level of Detail: Some broad industry categories are used (NAICS 2-digit – see Appendix B).

Types of Information Collected/Available: These publications provide a twenty-year outlook of key economic indicators, including real GDP, interest rates, the dollar, prices, the unemployment rate, and retail sales for all 10 provinces. There is a rigorous assessment of long-term investment profiles for all major projects, carefully developed demographic profiles for each province, and analyses of each province's industrial mix.

Format and Cost of Obtaining Data: Reports are available in hard copy and .pdf:

	Hard Copy	**PDF**
Canadian Outlook Long-Term Executive Summary	$590	$540
Canadian Outlook Long-Term Full Report	$1525	$1425
Provincial Outlook Long-Term Executive Summary	$775	$725
Provincial Outlook Long-Term Full Report	$1775	$1675

Frequency and Timing of Data Availability: These reports are updated annually.

Data Collection Methodology: The information contained and analyzed in these reports is derived from a number of sources, including data from Statistics Canada, the Bank of Canada, the Conference Board of Canada and others.

Relevant Notes: While these reports do not focus specifically on the tourism sector, they will be useful for examining overall provincial forecasts and for comparing between industry sectors. The Conference Board of Canada also produces *The Canadian Industrial Outlook Service* which provides 5-year forecasts for 10 key Canadian industry sectors, one of which is tourism. Detailed sector analyses use indicators such as prices for key products, revenues, expenditures, profits, output (GDP), employment, and others.

Contact Information: Conference Board of Canada
Phone: 1-866-711-2262
Email: contactcboc@conferenceboard.ca
Web: www.conferenceboard.ca

3.4.3 2010 Winter Games Labour Demand Analysis and the 2010 Winter Games Labour Supply and Gap Analysis

Conducted/Provided by: Roslyn Kunin & Associates

Purpose: These two reports were commissioned in order to assess the demand for labour up until and beyond the 2010 Winter Games, to examine the supply of labour, and to identify potential surpluses and gaps in labour.

Area Surveyed & Geographical Breakdown: These reports focused on provincial-level data. Sub-provincial data was not readily available.

Classification Scheme & Level of Detail: Occupations were broken down into the 3-digit NOC level.

Types of Information Collected/Available: go2 provides these reports online at http://www.go2hr.ca/Content.aspx?item=1301&catID=12.

Format and Cost of Obtaining Data: These reports are available free of charge online.

Frequency and Timing of Data Availability: These reports were one-time studies with no updates planned.

Data Collection Methodology: Feeding into these reports were: Census data, COPS BC Scenario projections, the University Baccalaureate Graduates Survey, the BC College and Institutes Student Outcomes data, the Ministry of Education Graduate Transition Survey, On-Track: Private Training Outcomes Survey, the Registered Apprenticeship Information System, as well as other BC Stats and Statistics Canada data (e.g. immigration data, BC Stats Input/Output Model) and information from other sources (e.g. Ministry of Skills Development and Labour, Richmond-Airport-Vancouver Rapid Transit Project).

Relevant Notes: While no updates are planned for this work, Roslyn Kunin and Associates could be retained to run the analyses again with more up-to-date data (e.g. based on newer Census, COPS and graduate information). Occupations could be looked at using 4-digit NOC levels – Census data would be used to accomplish this. A ballpark cost of re-producing an updated version of these reports is $30,000.

Contact Information: Roslyn Kunin and Associates, Inc.
Phone: 604-736-0783
Email: Rkunin@Rkunin.com
Web: http:/www.rkunin.com/

3.4.4 Labour Market Pressures

Conducted/Provided by: BC Ministry of Skills Development and Labour

Purpose: One of the fundamental ingredients for prosperity in BC is having a qualified and competent workforce. Growing BC businesses need skilled workers to produce quality products and services. And a skilled workforce will attract businesses looking to relocate in BC.

Area Surveyed & Geographical Breakdown: Provincial level data can be provided.

Classification Scheme & Level of Detail: Skills pressures can be examined at the 4-digit NOC level.

Types of Information Collected/Available: The Ministry of Skills Development and Labour examine possible labour market pressures. They can outline skills pressures and can focus on those areas that are particularly relevant to tourism. They can also examine trends for surplus and shortage of labour, as well as sources where workers are coming from. Furthermore, they can highlight occupations, such as skill sets that tourism shares/competes with other sectors for. Customized data can be provided.

Format and Cost of Obtaining Data: The Ministry can supply customized data free of charge in summary and table format.

Frequency and Timing of Data Availability: Data is updated as it becomes available. For instance, to look at labour supply, they must wait for Census data. The Ministry will be updating their data once the Canadian Occupation Projection System is updated.

Data Collection Methodology: The BC Ministry of Skills Development and Labour uses COPS, Census information, the Survey of Employees, Payroll and Hours, and student outcomes data in order to produce possible labour market pressures.

Contact Information: Janice Mansfield, Ministry of Skills Development and Labour
Phone: 250-387-3161
Email: Janice.mansfield@gems7.gov.bc.ca
Web: http://www.gov.bc.ca/bvprd/bc/channel.do?action=ministry& channelID=-8392&navId=NAV_ID_province

3.5 Occupations in Demand & Gap Analyses of Available Tourism Jobs vs. Available Workers

3.5.1 *Total Tourism Sector Employment Update*

Conducted/Provided by: Canadian Tourism Human Resource Council

Types of Information Collected/Available: The CTHRC is working on labour demand and supply projections at the national level to include in this report. Some gap analysis information may also be provided in this report.

See section 3.4.1 for further details on this information source.

3.5.2 Labour Market Pressures

Conducted/Provided by: BC Ministry of Skills Development and Labour

Types of Information Collected/Available: The Ministry of Skills Development and Labour can provide information on occupations in demand.

See section 3.4.4 for more information about this source

3.5.3 2010 Winter Games Labour Demand Analysis and the 2010 Winter Games Labour Supply and Gap Analysis

Conducted/Provided by: Roslyn Kunin & Associates

Types of Information Collected/Available: go2 provides these reports online at http://www.go2hr.ca/Content.aspx?item=1301&catID=12.

See section 3.4.3 for more information about this information source.

3.5.4 Help Wanted Index

Conducted/Provided by: Statistics Canada

Purpose: The Help Wanted Index was created to measure the changes in demand for labour and was viewed as a proxy measure for unmet labour demand and an indicator of the near-term direction of the labour market.

Area Surveyed & Geographical Breakdown: Provincial data is available.

Classification Scheme & Level of Detail: N/A

Types of Information Collected/Available: The Help Wanted Index collected information on the number of help wanted advertisements from 22 large newspapers from across Canada.

Format and Cost of Obtaining Data: CANSIM tables and *the Daily* provide information from the Help Wanted Index.

Frequency and Timing of Data Availability: The Help Wanted Index was a monthly survey from January 1981 - April 2003.

Data Collection Methodology: Information was collected from newspapers advertisement and an index ratio was created to compare the number of help wanted advertisements.

Relevant Notes: Many users expressed concern over the Help Wanted Index performance, especially in light of the growing use of the Internet by employers as a means of posting job openings. As a result, this survey has been discontinued.

Contact Information: Labour Statistics Division:
Phone: 613-951-4090
Email: labour@statcan.ca
Web: http://stcwww.statcan.ca/english/sdds/2606.htm

3.5.5 Canadian Occupational Projections System (COPS) and the BC Unique Scenario

Conducted/Provided by: Human Resources and Skills Development Canada, the Conference Board of Canada, and Regional COPS partners (e.g. BC Ministry of Advanced Education).

Purpose: The mandate of the Canadian Occupational Projection System (COPS) is to provide the best possible information on current and future conditions of labour demand by occupation and industry in order to heighten job market effectiveness.

Area Surveyed & Geographical Breakdown: National and provincial data are available. For British Columbia, the COPS BC Unique Scenario provides provincial information.

Classification Scheme & Level of Detail: Industry employment forecasts are converted into occupational employment forecasts, providing projections for 510 occupations as defined by the National Occupational Classification. Forecasts are available at the 4-digit level (e.g. 6252 = Baker).

Types of Information Collected/Available: COPS forecasts estimate expected trends in occupations, employment, GDP and other labour force characteristics over a 10 year period.

Format and Cost of Obtaining Data: COPS forecasts and the BC Unique Scenario are available free of charge from the Ministry of Advanced Education in .pdf format.

Frequency and Timing of Data Availability: Annual forecasts are made for 10 year projections. The most recent BC Reference Scenario was produced in February 2003. An updated version will be available in February 2005.

Data Collection Methodology: The COPS model is based on the Conference Board of Canada macroeconomic and industry forecast (for 33 industries), with input from provincial and HRDC regional COPS partners. Data from the Canadian Census and the Labour Force Survey are used. Occupational employment projections are produced through the COPS employment demand model using the industry employment forecasts and the variable industry by occupation coefficient matrices.

The employment projection for an individual occupation is influenced by both the expected growth in the industries where the occupation is found and by the projected change over time in its employment share within industries. Finally, an employment attrition component in the COPS employment demand model provides expected employment openings due to retirements and deaths within particular occupations. The projection of expected employment openings due to retirements is based on the age distribution and typical age ranges of retirements within particular occupations. The occupational and industry employment projections from the B.C. Reference Scenario are reviewed in detail by staff from the Ministry of Advanced Education and HRSDC BC/Yukon region. The initial projections of employment, employment growth, and employment openings from growth and attrition are further evaluated and refined by means of a targeted consultation survey with over 100 occupational, industry and employer groups in B.C.

Relevant Notes: It must be formally recognized that these projections of employment demand are not meant to, and do not, fully factor in the supply side of individual workers. That is, there is no assertion in the COPS model that workers with the particular skills-sets required will be available to fill those jobs projected by the model to be available.

The COPS projections are simply projections of employment demand, and not forecasts of shortages or surpluses of workers for particular occupational groups[4].

Contact Information: Publications Office, Applied Research Branch, HRDC
Phone: (819) 994-3304
E-mail: research@spg.org

For COPS BC Unique Scenario:
Stephen Pal, Planning and Data Management Branch
BC Ministry of Advanced Education
Phone: 250-952-6111
Email: Stephen.Pal@gems3.gov.bc.ca
Web: http://www.aved.gov.bc.ca/labourmarketinfo/reports/cops-bcunique-paper.pdf

3.5.6 Job Futures

Conducted/Provided by: Human Resources Development Canada

Types of Information Collected/Available: Job outlooks to 2007 are provided.

See section 3.2.4 for further details on this information source.

3.5.7 BC Work Futures

Conducted/Provided by: Human Resources Development Canada and the BC Ministry of Advanced Education

Types of Information Collected/Available: BC Work Futures provides projections of growth in the occupational group based on the Canadian Occupational Projection System (COPS), as well as discussions of possible factors influencing future growth or affecting the certainty of predictions.

See section 3.2.5 for further details on this information source.

3.5.7 Workplace and Employee Survey

Conducted/Provided by: Statistics Canada

Types of Information Collected/Available: WES collects information from employers on job vacancies.

See section 3.1.1 for further details on this information source.

[4] BC Work Futures, Technical Comments.
http://www.workfutures.bc.ca/article.cfm?print=true&lang=en&site=graphic&article=tech_comm2

3.6 WORKFORCE DEMOGRAPHIC INFORMATION

3.6.1 Survey of Employment, Payroll and Hours (SEPH)

Conducted/Provided by: Statistics Canada

Purpose: The Survey of Employment, Payroll and Hours (SEPH) is designed to provide monthly estimates to measure levels and month-to-month trends of payroll, employment, paid hours and earnings.

Area Surveyed & Geographical Breakdown: Detailed national and provincial breakdowns are available. Sample sizes are too small to support further breakdowns.

Classification Scheme & Level of Detail: The SEPH uses NAICS to the sector and sub sector level (3-digit level), and some to the industry group level (4-digit level).

Types of Information Collected/Available: Detailed information is available on:

- the total number of paid employees, number of part-time workers
- payrolls, salaries
- hours at detailed industrial, provincial and territorial levels.
- In addition to providing the principal input to Labour Income estimates, it also serves as a proxy output measure for about 15% of Real and Gross Domestic Product.

Format and Cost of Obtaining Data: *Employment, Earnings and Hours* is a publication (product #72-002-XIB) which contains tabulations that focus on monthly labour market information and historical data series. The major economic variables for over 280 industries are provided at the national and provincial/territorial level. The publication also includes a succinct monthly highlights section, and notes on the concepts and methodology of the survey. The cost of this publication is $26 per issue (monthly) or $257 for an annual subscription. It is availably to be downloaded from http://www.statcan.ca:8096/bsolc/english/bsolc?catno=72-002-X.

In addition, highlights from the SEPH are presented in the *Daily*, CANSIM tables are available, and custom tabulations can be done (see Appendix B for more information on these products and services).

Frequency and Timing of Data Availability: The SEPH has been a monthly survey since 1983. Most recent data release: data for August 2004 released on October 27, 2004.

Data Collection Methodology: The Survey of Employment Earnings and Hours is produced from the combination of the Business Payroll Survey results and the payroll deductions administrative data received from Canada Customs and Revenue Agency.

Relevant Notes: The SEPH and the Labour Force Survey result in different estimates of total employment because the two surveys cover the labour market differently. Tourism BC has preferred to use the SEPH because it provides greater detail in employment categories, permitting better estimates of tourism employment. The SEPH, however, does not include British Columbians who were self-employed in the tourism industry.

Contact Information: Clients Services unit of the Labour Statistics Division
Phone: 613-951-4090; 1-866-873-8788,
Email: labour@statcan.ca

Web: http://stcwww.statcan.ca/english/sdds/2612.htm

3.6.2 Labour Force Survey (LFS)

Conducted/Provided by: Statistics Canada

See Section 3.2.1 for further details on this information source.

3.6.3 *Total Tourism Industry Employment Update*

Conducted/Provided by: Canadian Tourism Human Resource Council

Types of Information Collected/Available: This report will contain national demographics information for industry groups using NAICS and main occupations using NOC-S 2001 in the national tourism sector. The source for the data is Census 2001. The demographic information included will be age, gender, work patterns (part-time/full-time), level of schooling, school attendance, equity groups, mother tongue and place of birth. Similar analysis has been done in past studies using the 1996 and 1991 Census data. The CTHRC believes that this level of detail is not available from the LFS.

See section 3.4.1 for further details on this information source.

3.6.4 Census of Population

Conducted/Provided by: Statistics Canada

Types of Information Collected/Available: General demographics information (age, sex, marital status), religion, language and ethnic/culture are collected.

See section 3.2.2 for more information on this source.

3.6.5 Work Futures: BC

Conducted/Provided by: Human Resources Development Canada and the BC Ministry of Advanced Education

Types of Information Collected/Available: Some demographic information is used in occupational descriptions and analyses (such as gender and wage differences).

See section 3.2.5 for more information on this source.

3.6.6 Workplace and Employee Survey

Conducted/Provided by: Statistics Canada

Types of Information Collected/Available: Basic demographic information is taken (age, gender), and can be cross-referenced with seasonality, by occupation.

See section 3.1.1 for more information on this source.

3.6.7 Immigration Research and Statistics

Conducted/Provided by: Citizenship and Immigration Canada (CIC)

Purpose: CIC provides the latest research and statistical information on citizenship and immigration trends.

Area Surveyed & Geographical Breakdown: National, provincial and census metropolitan area breakdowns are provided.

Classification Scheme & Level of Detail: Immigrants classifications are broken down into family (e.g. spouse, grandparent, other), economic (skilled worker, business, live-in care-givers, provincial nominees) and "other" (post-determination refugee claimants, deferred removal orders, retirees, permit holders applying for permanent residence, and IRPA other).

Types of Information Collected/Available: A wide variety of immigration data is available, including:

- number of immigrants entering BC/census metropolitan area
- source areas, education levels, age and gender, marital status, language ability, skill level and labour market intention.

Format and Cost of Obtaining Data: Reports on statistics, facts and figures about immigration are available online in .pdf format, and are mainly comprised of tables and graphs. "The Monitor" is an on-line newsletter posted by CIC. It features timely statistics on citizenship and immigration trends, is available in .html format, and is comprised of descriptions, tables and graphs. Data is provided free of charge on the CIC website.

Frequency and Timing of Data Availability: Data is available yearly, as updated. Currently data from 1966 until 2002 is available online under the "Citizenship and Immigration Statistics" heading. *The Monitor* provides quarterly updates and includes the most recent immigration statistics, trends

Contact Information: Citizenship and Immigration Canada Call Centre
Phone: 1 888 242-2100
Web: http://www.cic.gc.ca/english/research/index.html

3.6.8 Longitudinal Survey of Immigrants to Canada (LSIC)

Conducted/Provided by: Statistics Canada

Purpose: There exists a growing need for information on recent immigrants to Canada. As part of adapting to life in Canada, many immigrants face challenges such as finding suitable accommodation, learning or becoming more fluent in one or both of Canada's official languages, participating in the labour market or accessing education and training opportunities. The results of this survey will provide indicators of how immigrants are meeting these and other challenges. While integration may take many years, the LSIC is designed to examine the first four years of settlement, a time when newcomers establish economic, social and cultural ties to Canadian society. To this end, the objectives of the survey are two-fold: to study how new immigrants adjust to life in Canada over time; and, to provide information on the factors that can facilitate or hinder this adjustment.

Area Surveyed & Geographical Breakdown: National, provincial and census metropolitan areas can be examined. Further breakdown is dependent upon the reliability of the variables chosen.

Classification Scheme & Level of Detail: Data is collected down to the 4-digit SOC-91 level (occupation) and the 4-digit NAICS (industry) (see Appendix A). Level of detail that occupations can be broken down into depends upon the reliability of the variables chosen (see Appendix B for further discussion).

Types of Information Collected/Available: Topics covered in the survey include language proficiency, housing, education, foreign credential recognition, employment, health, values and attitudes, the development and use of social networks, income, and perceptions of settlement in Canada. The education portion of the survey asks respondents to identify what degree levels they hold in what major field of study. It also asks if they have other technical or professional credentials, if they plan on taking further studies, and what types of occupations they would like to be trained in. The employment questions address such issues as their pre-immigration employment experience, the type of industry and work they participated in, the job duties, as well as their current job characteristics.

Format and Cost of Obtaining Data: For the LSIC there will not be a Public-Use Microdata File (PUMF). The data for the survey may be accessed at one of Statistic's Canada's Research Data Centres (RDC) (see Appendix B).

Frequency and Timing of Data Availability: This is an irregular survey that began in 2000. Most recent data release: data for 2001 (Wave 1) released on September 4, 2003.

Data Collection Methodology: The final questionnaire for wave 1 consisted of a Computer-Assisted Interview (CAI) and a questionnaire guide, translated into fifteen languages, including English and French. The majority of interviews (68%) were conducted in a face to face environment, and the remaining 32% were conducted by telephone. The average interview lasted approximately 90 minutes.

Contact Information: Client Services, Special Surveys Division, Statistics Canada
Phone: 613-951-3321 or 1-800-461-9050
Email: ssd@statcan.ca
Web: http://stcwww.statcan.ca/english/sdds/4422.htm

3.6.9 Annual Migration Estimates

Conducted/Provided by: Statistics Canada

Purpose: The annual inter-provincial migration data are a legislated requirement to provide population estimates (The Federal-Provincial Fiscal Arrangements Act).

Area Surveyed & Geographical Breakdown: National data can be broken down into census divisions or census metropolitan areas.

Classification Scheme & Level of Detail: N/A (occupation/industry codes are not collected).

Types of Information Collected/Available: This statistical activity is conducted to produce annual migration estimates between census divisions, census metropolitan areas, provinces/territories, and movement to and from Canada, by age group and sex of migrants.

Format and Cost of Obtaining Data: Annual migration estimates are available by using CANSIM tables (see Appendix B). Table 111-0030 , for instance, examines in-, out- and net-migration estimates, by geographic regions of origin and destination.

Frequency and Timing of Data Availability: This is an annual survey. Most recent data: data for July 1, 2002 to June 30, 2003 released on September 29, 2004

Data Collection Methodology: The migration estimates are derived from a comparison of addresses from individual income tax returns for two consecutive years.

Contact Information: Client Services, Small Area and Administrative Data Division
Phone: (613) 951-9720
Toll-Free (866) 652-8443
Email: saadinfo@statcan.ca
Web: http://stcwww.statcan.ca/english/sdds/4101.htm

3.6.10 Longitudinal Administrative Databank (LAD) and Longitudinal Immigration Database (IMDB)

Conducted/Provided by: Statistics Canada

Purpose: The LAD is a 20% longitudinal sample of Canadian taxfilers constructed from the information provided annually to the Canada Customs and Revenue Agency in personal income tax returns (T1 forms). The longitudinal data in LAD facilitate the analysis of changes in socio-economic characteristics over time. In addition, the LAD contains information on both individuals and their families. There is no way of identifying immigrants from non-immigrants on the LAD and hence these data have not previously been useful for immigration policy research.

The IMDB is a database combining linked immigration and taxation records. The IMDB is a comprehensive source of data on the economic behaviour of the immigrant tax filer population in Canada and is the only source of data that provides a direct link between immigration policy levers and the economic performance of immigrants. The database is managed by Statistics Canada on behalf of a federal-provincial consortium led by Citizenship and Immigration Canada.

Bringing together these databases enriches the LAD by enabling comparisons of known immigrants and other Canadian tax filers. Similarly, the IMDB is enriched by the supplementary family information and the extended period of tax filing information available on the LAD sample of immigrants.

Area Surveyed & Geographical Breakdown: National, province, census metropolitan area/census agglomeration information are collected.

Classification Scheme & Level of Detail: Immigrants can be classified by industry code, education levels, class, and more.

Types of Information Collected/Available: The LAD includes 109 variables on the individual, 80 variables on the family and 86 variables on the parent/spouse. These variables include demographic, geographic and income information.
The IMDB variables added to the LAD_IMDB were selected primarily to enable researchers to identify and control for period, place of origin and entry into Canada, and to analyze economic behaviour in the context of key characteristics related to the

economic integration of immigrants. The landing year, place of destination (province and census metropolitan area/census agglomeration) and three country variables – country of last permanent residence, country of birth, and country of citizenship – allow researchers to control for the economic situation from which and into which immigrants migrate. Key immigrant characteristics on the file include the class of immigrant (e.g., skilled worker class, refugee class), education at landing, Canadian official language ability, native language, intended occupation at landing, primary status history, marital status, special program, and industry code.

Format and Cost of Obtaining Data: Custom tabulations can be done for $100 per hour. There may be additional costs depending on the request if, for example, additional development or specification work is required, or depending on the mode of delivery to the client. Analytical requests (e.g. requests for multivariate modelling) may be priced differently from the above.

Frequency and Timing of Data Availability: These databases are updated annually.

Data Collection Methodology: Information from tax files and immigration records are used to create these databases.

Contact Information: Housing, Family and Social Statistics Division, Statistics Canada
Phone: 613-951-5979
Web: http://www.statcan.ca:8096/bsolc/english/bsolc?catno=89-612-X

3.6.11 The Aboriginal Peoples Survey

Conducted/Provided by: Statistics Canada

Purpose: The Aboriginal Peoples Survey (APS) provides data on the social and economic conditions of Aboriginal people in Canada. Its specific purpose is to identify the needs of Aboriginal people focusing on issues such as health, language, employment, income, schooling, housing, and mobility. The survey was designed and implemented in partnership with national Aboriginal organizations.

Area Surveyed & Geographical Breakdown: Non-reserve data can be broken down into national and provincial levels, with some sub-provincial data and community level data. For the on-reserve population, because the sampling strategy focused on the larger reserves in each province, the information collected was not designed to be representative of the entire on-reserve population. Aggregating data to the provincial and national level may therefore pose problems.

Classification Scheme & Level of Detail: The APS is linked to the Census, therefore it's classification system is the same: NAICS (up to the 5-digit level) is used to classify industries for the 2001 Census (for labour market activities), while prior surveys utilized the SIC 1980.

Types of Information Collected/Available: The APS collects information on Aboriginal Peoples with respect to their education (e.g. highest level of schooling), labour activity (labour force status (employed, unemployed), reasons for not working, reasons for working part-time), income, health, housing, mobility, and other. As the APS is linked to Census data, rich and detailed sets of information can be compiled. APS takes concepts that are touched on in the Census and asks questions that dig deeper in order to provide more detailed information. For example, from the Census we can find out a person's highest level of schooling. When we add information from APS, we can learn whether any of their teachers were Aboriginal, whether they received any financial assistance to pursue their post-secondary schooling or why they didn't continue their formal schooling.

Format and Cost of Obtaining Data: Custom tabulations and summaries in the *Daily* for this data are available (see Appendix B for more information).

Frequency and Timing of Data Availability: Most recent data: Data for 2001 released on September 24, 2003

Data Collection Methodology: The APS is a post-censal survey (respondents were selected based upon their Census responses). For the APS, telephone screening is first done, followed by in-person interviews.

Contact Information: Housing, Family and Social Statistics Division, Statistics Canada
Phone: 613-951-5979
Web: http://stcwww.statcan.ca/english/sdds/3250.htm

3.6.12 Statistics – Indian and Northern Affairs Canada (INAC)

Conducted/Provided by: Indian and Northern Affairs Canada

Purpose: In general, INAC has primary, but not exclusive, responsibility for meeting the federal government's constitutional, treaty, political and legal responsibilities to First Nations, Inuit and Northerners.

Area Surveyed & Geographical Breakdown: Most of the information provided by INAC is at the national level. Some provincial breakdown is available. Summary demographics for Bands or Reserves are also given.

Classification Scheme & Level of Detail: Various reports are available at different levels of detail.

Types of Information Collected/Available: Statistics available include: Registered Indian Population by Sex and by Residence (down to the Band level – yearly account); Comparison of Social Conditions, 1991 and 1996 (including education, labour force and income); Population Projections of Registered Indians, 2000-2021; Aboriginal Labour Force Characteristics (employment & unemployment, vs. non-Aboriginal); Aboriginal Post-Secondary and Labour Market Outcomes; Indian Mobility and Migration; Community Profiles (shows basic socio-demographic and education breakdown for each Reserve in Canada); Survey of First Nations People Living On-Reserve (includes Attitudes Related to Education and Reasons for not Pursuing Post-Secondary Education).

Format and Cost of Obtaining Data: Reports are available free of charge online at http://www.ainc-inac.gc.ca/pr/index_e.html.

Frequency and Timing of Data Availability: Various reports are available as they become available (mainly based on Statistics Canada data).

Data Collection Methodology: The majority of publications available on INAC's website are derived from Statistics Canada's Census information.

Contact Information: Statistical Line
Phone: 819-953-9999
Email: instat@inac.gc.ca.

Web: http://www.ainc-inac.gc.ca/index_e.html

3.7 Return on Investment

3.7.1 Return on Investment Training (ROTI)

Conducted/Provided by: Canadian Tourism Human Resource Council

Purpose: The CTHRC is currently developing a Return on Training Investment (ROTI) project that will illustrate the financial impact from training.

Area Surveyed & Geographical Breakdown: Specific businesses are looked at rather than specific locations.

Classification Scheme & Level of Detail: The first phase of ROTI will focused on food and beverage servers and hotel front desk clerks, and the initial case studies will also focus on these two occupations. The hope is that this will be an on-going project and that several businesses of various sizes and locations will be looked at over time.

Types of Information Collected/Available: ROTI will measure the financial impact of training.

Format and Cost of Obtaining Data: go2 will have access to ROTI once it is available.

Frequency and Timing of Data Availability: More information on this project will be available in March, 2005.

Data Collection Methodology: Case studies will be used.

Contact Information: Jennifer Wright, Director, Research and Evaluation, CTHRC
Phone: 613-231-6949 ext. 230
Email: jwright@cthrc.ca
Web: www.cthrc.ca

3.7.2 Calculating the Return on Investment

Conducted/Provided by: FuturEd

Purpose: FuturEd aims to assess both the dollar value of expenditures associated with training and also the benefits derived from that training to determine the real return on the training of personnel.

Area Surveyed & Geographical Breakdown: N/A

Classification Scheme & Level of Detail: N/A

Types of Information Collected/Available: FuturEd provides a workbook from which businesses can calculate return on investments themselves.

Format and Cost of Obtaining Data: This workbook is free of charge online, in .pdf format.

Frequency and Timing of Data Availability: N/A

Data Collection Methodology: N/A

Contact Information: Dr. Kathryn Barker
Phone:250-539-2139
Email: kbarker@futured.com
Web: http://www.futured.com/index.htm

3.8 TOURISM BUSINESS DEMOGRAPHICS & LABOUR INDICATORS TIED TO BUSINESS INDICATORS

3.8.1 Tourism Satellite Account (TSA)

Conducted/Provided by: Statistics Canada

Purpose: The TSA was developed to address the growing interest about the scope of tourism in Canada. It's purpose is to provide answers to such questions as which industries constitute "the tourism industry", what are the industry's GDP and employment, and what is the extent of tourism-related expenditures. Industry is able to track tourism data over time and identify patterns of change. This enables the development of economic models that project an economic outlook, which allow the sector to manage its activities and investments more effectively.

Area Surveyed & Geographical Breakdown: National level data is available (see the Provincial and Territorial Tourism Satellite Account for provincial data – section 3.8.3).

Classification Scheme & Level of Detail: NAICS is used up to the 6-digit level (see Appendix A)

Types of Information Collected/Available: The TSA examines demand and supply sides of tourism within a balances system which describes the production and demand functions of the whole economy, and thus to better understand the importance of tourism in Canada. The TSA:

- identifies which industries benefit from tourism demand
- shows the value added by tourism industries
- highlights the relationships between supply of and demand for tourism commodities
- shows the number of jobs depending on tourism as well as the indirect taxes generated by the sale of goods and services to tourists and same-day visitors.

Format and Cost of Obtaining Data: The only data available for the TSA is a publication for each year that the study is done. The most recent one, 1992, can be downloaded for free on line in .pdf format at http://www.statcan.ca:8096/bsolc/english/bsolc?catno=13-604-M1994031.

Frequency and Timing of Data Availability: The TSA is conducted every 2-5 years. The latest one is 1992, and Statistics Canada is currently working on one for the year 2000.

Data Collection Methodology: The TSA uses the results from Statistics Canada's quarterly and annual surveys of industries and their revenues (production). Demand is based on expenditure data taken primarily from the International Travel Surveys (ITS) and the Canadian Travel Survey (CTS).

Contact Information: Income and Expenditure Accounts Division
Phone: 1-613-951-3640

3.8.2 National Tourism Indicators (NTI)

Conducted/Provided by: Statistics Canada, commission by the Canadian Tourism Commission

Purpose: The NTI measures trends in the components of the Tourism Satellite Account which characterize the supply and demand activities of tourism.

Area Surveyed & Geographical Breakdown: The NTI cannot be broken down provincially.

Classification Scheme & Level of Detail: Focuses on the main producers of tourism commodities. NAICS is used up to the 6-digit level.

Types of Information Collected/Available: The NTI examines the domestic supply of tourism commodities; the demand by Canadian and non-resident visitors for these domestically produced tourism commodities; and, the employment attributable to tourism within the tourism industries. The employment reflects the level of production generated in tourism industries from direct sales to visitors. The indicators do not measure the employment in tourism industries which results from the sale of goods and services to other consumers. Also, contrary to the data available in the Tourism Satellite Account, the indicators do not provide estimates of the employment generated by tourism in non-tourism industries.

Format and Cost of Obtaining Data: Some data from the NTI can be found on CANSIM (tables 387-0001 to 387-0010) at a cost of $3.00 per series (see Appendix B).

Statistics Canada also produces *The National Tourism Indicators, Quarterly Estimates* which can be downloaded free of charge in .pdf format from http://www.statcan.ca:8096/bsolc/english/bsolc?catno=13-009-XIB. This publication, which currently dates back to 1997, presents information on the National Tourism Indicators (NTI). The data portray the evolution of tourism in Canada on a quarterly basis. Data from 1987-1996 can be viewed in *The National Tourism Indicators, Historical* Estimates, which can be downloaded online at no charge in .pdf format from http://www.statcan.ca:8096/bsolc/english/bsolc?catno=13-220-X. Both Quarterly and Historical Estimates can also be downloaded free of charge in .pdf format from the Canadian Tourism Commission's business website at http://www.canadatourism.com/ctx/app/en/ca/publication.do?catId=home.catalog.publications.research&path=templatedata\ctx\publication\data\en_ca\research\nti_estimates\estimates_nti.

Individual NTI tables can be obtained in laser printout format on the day of release by contacting the Income and Expenditure Accounts Division.

Frequency and Timing of Data Availability: Quarterly estimates are published at intervals of approximately 90 days after the end of the reference quarter, while annual estimates are available with the first quarter estimates of each year. Most recent data: data for second quarter 2004 released on September 28, 2004

Data Collection Methodology: The NTI estimates the supply indicators by using results from Statistics Canada's input-output tables, which are based on quarterly and annual surveys of industries and their revenues (production). Demand indicators are based on expenditure data taken primarily from three surveys of international travelers crossing the Canadian border (International Travel Surveys) and a survey of Canadian households on travel in Canada (Canadian Travel Survey).

Contact Information: Income and Expenditure Accounts Division, Statistics Canada
Phone: 613-951-3640
Email: iead-info-dcrd@statcan.ca
Web: http://www.statcan.ca:8096/bsolc/english/bsolc?catno=13-009-X&CHROPG=1

3.8.3 Provincial and Territorial Tourism Satellite Account (PTTSA)

Conducted/Provided by: Statistics Canada

Purpose: The PTTSA was formed in response to the demand by the tourism community in Canada for provincial breakdowns of the Tourism Satellite Account.

Area Surveyed & Geographical Breakdown: The PTTSA provides a provincial breakdown of the National Tourism Satellite Account.

Classification Scheme & Level of Detail: Same as TSA.

Types of Information Collected/Available: Same as TSA.

Format and Cost of Obtaining Data: PTTSA information can be downloaded free of charge in .pdf format online at http://www.statcan.ca:8096/bsolc/english/bsolc?catno=13-604-M. The PTTSA reports can also be found on the Canadian Tourism Commission's business site, and can be downloaded free of charge in .pdf format from http://www.canadatourism.com/ctx/app/en/ca/publication.do?catId=home.catalog.publications.research.

Frequency and Timing of Data Availability: The latest PTTSA is available for 1998.

Data Collection Methodology: Same as TSA.

Contact Information: Income and Expenditure Accounts Division
Phone: 613-951-3640

3.8.4 Survey of Service Industries: Food Services and Drinking Places

Conducted/Provided by: Statistics Canada

Purpose: Statistics Canada requires information on this industry in order to measure its trends in areas such as employment, revenue and income, as well as its contribution to the Canadian economy. This survey is part of the Unified Enterprise Survey program that incorporates several annual business surveys into a single framework using questionnaires with a consistent look, structure and content. Through the unified approach, firms operating in different industries provide similar information for each branch operation.

Area Surveyed & Geographical Breakdown: This survey is done at the national level. Some provincial breakdown may be possible, depending upon the reliability of the variables chosen (see Appendix B for further explanation).

Classification Scheme & Level of Detail: Business information is coded to the 6-digit NAICS (see Appendix A).

Types of Information Collected/Available: This survey collects information on the number of employees, revenue (broken down into type, such as revenues from drinks), and expenses (also broken down into type).

Format and Cost of Obtaining Data: Some information is available through CANSIM tables (see Appendix B). For instance, Table 355-0005 allows the user to choose a province, select a type of food service and drinking place (NAICS 4-digit level), and choose the variable (e.g. salary, wages and benefits). This is available at a price of $3.00 per series.

Also available is *Services Indicators*, a quarterly publication which profiles the services industries. Each edition carries two in-depth analytical feature articles, 34 updated tables and nearly 100 charts based on various service industries' output, finances, employment and remuneration data over the most recent eight quarters. The following services industries are covered: communications; finance, insurance and real estate; business services; traveler accommodations and food services; and leisure and personal services. The cost is $28 per edition, or $94 per year and can be purchased at http://www.statcan.ca:8096/bsolc/english/bsolc?catno=63-016-X.

Frequency and Timing of Data Availability: This is an annual survey. Most recent data: data for 2002 released on June 25, 2004

Data Collection Methodology: Data are collected through a mail-out/mail-back process, while providing respondents with the option of telephone or other electronic filing methods.

Relevant Notes: Similar studies exist for Travel Arrangement Services and for Travel Accommodation Services.

Contact Information: Phone: 1-800-263-1136 (General Enquiries)
Phone: 1-800-267-6677 (Products and Services Sales Line)
Web: http://stcwww.statcan.ca/english/sdds/4704.htm

3.8.5 Annual Survey of Travel Arrangement Services

Conducted/Provided by: Statistics Canada

Purpose: The data from this survey are based on a panel of establishments representing the travel agencies and tour operators industries (NAICS categories 561510 and 561520).

Area Surveyed & Geographical Breakdown: This survey is done at the national level. Some provincial breakdown may be possible, depending upon the variables chosen (see Appendix B for further explanation).

Classification Scheme & Level of Detail: Business information is coded to the 6-digit NAICS (see Appendix A).

Types of Information Collected/Available: This survey collects detailed characteristics such as client base, revenue by type of service, detailed expenses items and employment data from retail travel agencies, tour operators, wholesalers, and other miscellaneous service industries in Canada.

Format and Cost of Obtaining Data: Highlight reports of this survey are available through the Canadian Tourism Commission and are free of charge. They can be downloaded in .pdf format from: http://www.canadatourism.com/ctx/app/en/ca/publicationSearch.do?keyword=%22travel+arrangement%22&localeId=. You must be logged in as a registered CanadaTourism.com user in order to reach this – registration is free. Alternately, contact Denisa Georgescu, (613-946-2136; *georgescu.denisa@ctc-cct.ca*).

Custom Tabulations of this survey data can be done on a cost-recovery basis (see Appendix B).

Frequency and Timing of Data Availability: An annual survey started in 1987. Most recent data release: data for 2002 released on March 29, 2004

Data Collection Methodology: Data are collected through a mail-out/mail-back process, while attempting to provide respondents with the option of telephone or other electronic filing methods as required.

Contact Information: Phone: 1-800-263-1136 (General Enquiries)
Phone: 1-800-267-6677 (Products and Services Sales Line)
Web: http://stcwww.statcan.ca/english/sdds/2423.htm

3.8.6 Annual Survey of Traveller Accommodation

Conducted/Provided by: Statistics Canada

Purpose: This survey collects business operating information for statistical and economic analysis of establishments classified to sub-sector 721 (Traveller Accommodation, NAICS) (e.g., hotels, motels, resorts, bed and breakfasts, outfitters, camping grounds, and other establishments providing accommodation for travellers).

Area Surveyed & Geographical Breakdown: This survey is done at the national level. Some provincial breakdown may be possible, depending upon the variables chosen (see Appendix B for further explanation).

Classification Scheme & Level of Detail: Business information is coded to the 6-digit NAICS (see Appendix A).

Types of Information Collected/Available: Data from this survey provide information on revenue, expenses, salaries and wages, and profit margin. Also available are the percentage distributions of revenue and expenses by source, employment, and client base.

Format and Cost of Obtaining Data: Some information is available through CANSIM tables (see Appendix B). For instance, Table 351-0002 allows the user to choose a province, select a type of traveller accommodation (NAICS 4-digit level), and choose the variable (e.g. salary, wages and benefits). This is available at a price of $3.00 per series.

Highlight reports of this survey are available through the Canadian Tourism Commission and are free of charge. They can be downloaded in .pdf format from: http://www.canadatourism.com/ctx/app/en/ca/publicationSearch.do?keyword=traveller+accommodation&localeId=. You must be logged in as a registered CanadaTourism.com user in order to reach this – registration is free. The 2002 report contains such topics as national and provincial highlights, tourism and economic conditions, regional perspectives, affiliated establishments, and appendices, including one with a large number of tables.

Frequency and Timing of Data Availability: This is an annual survey which began in 1949. Most recent data release: data for 2002 released on December 22, 2003

Data Collection Methodology: Data are collected through a mail-out/mail-back process, while attempting to provide respondents with the option of telephone or other electronic filing methods as required. The sampling/collection unit is the statistical establishment.

Contact Information: Phone: 1-800-263-1136 (General Enquiries)
Phone: 1-800-267-6677 (Products and Services Sales Line)
Web: http://stcwww.statcan.ca/english/sdds/2418.htm

3.8.7 Business Register (BR)

Conducted/Provided by: Statistics Canada

Purpose: The BR is used as the principal frame for the economic statistics program of Statistics Canada. The Business Register's role is to provide Statistics Canada with a comprehensive quality frame in terms of coverage and a set of stratification variables such as industrial classification, gross business income, number of employees and total assets.

Area Surveyed & Geographical Breakdown: This is a national register. The geography groupings for the BR are: province/territory, census division, census subdivision, census metropolitan area and census agglomeration.

Classification Scheme & Level of Detail: Two classification systems have been used for the BR. Standard Industrial Classification (SIC) classifies each establishment in Canada into a specific industry (tables at the 1, 2, 3 and 4-digit level). Since the December 1998 reference period, these data are also presented using NAICS (tables at the 2, 3, 4 and 6-digit level) (see Appendix A).

Types of Information Collected/Available: The Business Register maintains a complete, up to date and unduplicated list on all active businesses in Canada that have a corporate income tax (T2) account, are an employer or have a GST account with an annual gross business income of over $30.000. The Business Register includes incorporated businesses, unincorporated businesses, commercial enterprises, non-profit organizations, religious organizations, government departments and government institutions for all of the industrial sectors of the economy.

- Identification information
- Name (legal and operating name)
- Address (physical location)
- Classification information
- Standard industrial classification code
- Standard geographical classification code
- Size code based on the number of employees

- Size code based on gross business income.
- Linkage information
- Identification number (BN-Business Number) giving access to CCRA (Canada Custom and Revenue Agency) administrative information.
- Business Organization information - Legal and operating composition of large enterprises.
- Survey arrangements - Contact information for questionnaires directed to businesses selected for statistical inquiries

Format and Cost of Obtaining Data: The general public does not have access to the Business Register. All information on the Business Register, whether it comes directly from respondents to Statistics Canada surveys or from administrative records of the Canada Custom and Revenue Agency, is protected by the Statistics Act.

However, Statistics Canada produces The *Canadian Business Patterns*. Counts of establishments are classified by industry activity and employment size and are available in a diskette format. The *Canadian Business Patterns* diskette contains both the data and the PC-based retrieval software capable of creating and manipulating tables, allowing the user the flexibility of obtaining data on a customized basis. The cost of this diskette depends upon the geographical breakdown desired by the user:

- Canada and Provinces: $150
- Census Metropolitan Areas and Census Agglomerations: $400
- Census Divisions: $600
- Census Subdivisions: $900
- Census Divisions and Subdivisions: $1,500
- Full CD-ROM (all of the above): $2,000

This diskette can be ordered from http://www.statcan.ca:8096/bsolc/english/bsolc?catno=61F0040X.

Frequency and Timing of Data Availability: Although the BR is updated on an on-going basis, data on population of businesses with employees are released quarterly, since 1988. Most recent data release: data for first quarter 2004 released on June 1, 2004. A new version of the *Canadian Business Patterns* is produced twice a year.

Data Collection Methodology: The Business Register is collected and updated by various sources:

- The monthly BN Master File from Canada Customs and Revenue Agency (CCRA);
- Profiling of large and medium sized businesses; profiling is the process of conducting in-depth telephone or on-site interviews with senior company representatives so as to obtain all pertinent financial information, relationships, and structures about the company for a specified time frame;
- Survey feedback; changes and corrections to frame data on the Business Register are transmitted regularly by survey collection areas during the collection of economic survey data; and,

- Research gathering tools such as: the internet, provincial gazettes, trade and business publications and newspaper clippings.

Contact Information: General Enquiries: 1 800 263-1136
Products and Services: 1 800 267-6677
Web: http://stcwww.statcan.ca/english/sdds/1105.htm

3.8.8 Employment Dynamics & Longitudinal Employment Analysis Program (LEAP)

Conducted/Provided by: Statistics Canada

Purpose: The Employment Dynamics is a compilation of statistical tables on employment, payroll and the number of businesses with employees for Canada, the provinces and territories. They are published annually by Statistics Canada's Small Business and Special Surveys Division, which derives the Dynamics figures from information supplied by the Business and Labour Market Analysis Division. Primarily, the tables are used to analyze how businesses of different sizes contribute to employment change in the economy. The Dynamics are also useful in that they provide estimated counts of entries and exits of businesses from the employer population in Canada.

The LEAP's database contains longitudinal employment and payroll data from 1991 to 2001. This database contains information on payroll, employment, firm counts, size of business, province and industry. It allows users to study firm and employment dynamics including firm and job creation and destruction.

Area Surveyed & Geographical Breakdown: National level data can be broken down into provincial level data, depending upon the variables chosen (see Appendix B for further discussion).

Classification Scheme & Level of Detail: Industries are classified using NAICS.

Types of Information Collected/Available: Payroll, employment, firm counts, size of business, province and industry are examined.

Format and Cost of Obtaining Data: A CD-ROM with *Employment Dynamics* is available for $500 (Catalogue no. 61F0020XCB).

Frequency and Timing of Data Availability: This is an annual survey that began in 1983. Most recent data release: data for 1999 released on July 19, 2002

Data Collection Methodology: This is a compilation of statistical tables.

Contact Information: Sri Kanagarajah, Labour Market Analysis Division
Phone: 1-613-951-1132
Email: *sri.kanagarajah@statcan.ca*)
Web: http://stcwww.statcan.ca/english/sdds/2946.htm

3.8.9 Hotel Association of Canada Hotel Directory

Conducted/Provided by: Hotel Association of Canada

Purpose: The purpose of this directory is to help people with their research on the Canadian Hotel Industry or to help businesses increase their sales.

Area Surveyed & Geographical Breakdown: Information about hotels is collected from across Canada and is broken down by province.

Classification Scheme & Level of Detail: Company type (franchise, management, own).

Types of Information Collected/Available: The directory lists approximately 60% of all hotels in Canada (does not include B&B's, motels and inns). Each company listing includes address and contacts, company properties listed by province, company type (franchising, management, owning) and number of rooms.

Format and Cost of Obtaining Data: Members of the Hotel Association of Canada receive the directory free, and non-members can purchase the hard copy for $95.

Frequency and Timing of Data Availability: The directory is updated on a yearly basis.

Data Collection Methodology: Members submit their information.

Contact Information: The Hotel Association of Canada
Phone: (613) 237-7149
Email: info@hotelassociation.ca
Web: http://www.hotelassociation.ca/index.html

3.9 Tourism as a Stimulant for Other Economic Growth

3.9.1 Tourism Economic Assessment Model (TEAM)

Conducted/Provided by: Canadian Tourism Research Institute, Conference Board of Canada

Purpose: TEAM's purpose is to accurately measure and convey the economic importance of tourism-related activities on local/regional/provincial economies.

Area Surveyed & Geographical Breakdown: Provincial, regional or local estimates of tourism impacts are available.

Classification Scheme & Level of Detail: TEAM breaks down information into industry type (e.g. construction, agriculture, other services (which are broken down into accommodation, restaurants, recreation, other business services)). TEAM information has not been broken down into occupation type. However, the Canadian Tourism Research Institute may be able to provide this information for a specific application if requested.

Types of Information Collected/Available: TEAM allows users to assess the economic impacts of tourism-related activities from the perspective of tourism spending, business operations and/or capital construction costs. These perspectives allow users to generate: the annual economic impact of tourism to their region; the economic impact of specific visitor origins or trip purposes; the economic impact of specific events, attractions or conventions; the economic impact of individual tourism-related business operations or capital construction projects. TEAM estimates the direct, indirect and induced economic impact for nearly 60 measures, including employment (jobs and/or person years), wages and salaries, and gross domestic product (GDP); and by categorical industry output.

Format and Cost of Obtaining Data: TEAM can be programmed in either Excel or Lotus 1-2-3 (for Windows) and is designed to be user friendly. The costs of obtaining TEAM information vary. If, for instance, a standard run on a pre-defined region is done, the cost would be about $3,000. If more regions are added, economies of scale would occur, and as a result costs per regional analysis would decline. If, on the other hand, regions for the analysis don't match up with the pre-defined TEAM regions, extra costs would be incurred.

Frequency and Timing of Data Availability: TEAM users have the option of receiving economic impact studies on an as-needed basis or having the TEAM software and conducting economic impact analyses on their own.

Data Collection Methodology: TEAM's "optimal" approach to economic impact analysis incorporates existing data with sophisticated input/output methodology and econometric modeling techniques. Instead of contracting out your economic impact studies—or your members' impact requirements—you could simply enter tourism-related spending into TEAM directly, saving both time and money.

Relevant Notes: Tourism Vancouver is a licensed TEAM user. TEAM applications in BC have included: the economic impact of the Vancouver Molson Indy and the impact of the proposed airport expansion.

Contact Information: Greg Hermus, Senior Research Associate**,** Conference Board of Canada
Phone: 613-526-3280 ext. 244
Email: hermus@conferenceboard.ca
Web: http://www.conferenceboard.ca/ctri/impact.htm

3.9.2 Input/Output Model and Standard Economic Multipliers

Conducted/Provided by: BC Stats or Statistics Canada

Purpose: BC Stats' Input/Output Model is used to understand and estimate how economic changes in one industry can affect other industries. The standard economic multipliers are similar, but offer a cheaper, simpler do-it-yourself analysis.

Area Surveyed & Geographical Breakdown: Only provincial level data is available.

Classification Scheme & Level of Detail: NAICS is used to describe the industries.

Types of Information Collected/Available: The simplest application of the provincial Input/Output model is to estimate the economic impacts of a change in the final demand for some commodity produced by the economy. As an example, suppose that there is an increase in exports of paint. Each of the industries that make paint will increase production accordingly. To do this, they will each purchase more of the inputs they require. Industries which make those inputs will increase production accordingly. To do so they will need to buy more of their inputs. And so on. The model does all of these calculations in the blink of an eye and provides estimates of the increased outputs for each industry affected by the change. What's more, it is able to provide estimates of the changes in GDP, employment, and taxes paid for each affected industry.

In the same way, the model can estimate the impacts on the economy of entire sets of commodity demand changes. An example of this might occur with an increase in tourist spending. Tourists typically spend money on accommodation, food services, transportation, recreation and souvenirs. The start-up of a new industry might also require analysis of the changes in demand for a variety of goods and services simultaneously[5].

The BC Input/Output model has been used to estimate impacts associated with research facilities, industrial operations, convention centres and land use planning discussions.

Multipliers are defined as the ratio of the total economic impacts associated with a given project or policy to the direct expenditure. An Input/Output Model is typically run for a particular impact question and a multiplier is derived. When the same question is asked for a similar situation, a simpler and cheaper alternative may be to use a multiplier rather than to re-run the Input/Output Model.

Format and Cost of Obtaining Data: Access to the services of the BC Input/Output Model is available on a cost-recovery basis. Typical charges can be anywhere from $1,000 to $15,000 depending on the number of model runs and the amount of supporting analysis required. Analysis for a standard industry usually costs $1,000. However, it would likely be higher for tourism since it is not a standard industry classification, but rather is an aggregation of parts of various different industries.

A 39 page report on "British Columbia Provincial Economic Multipliers and How to Use Them" is available for purchase for $75 from BC Stats at http://www.bcstats.gov.bc.ca/pubs/pr_pem.htm.

Frequency and Timing of Data Availability: British Columbia has maintained an input/output model since the 1970's. The tables are updated periodically to reflect new data.

Contact Information: Gary Horne, BC Stats
Phone: 250-387-0364

3.9.3 Tourism Satellite Account

Conducted/Provided by: Statistics Canada

See section 3.8.1 for more information on this source.

3.9.4 Provincial and Territorial Tourism Satellite Accounts

Conducted/Provided by: Statistics Canada

See section 3.8.3 for more information on this source.

[5] Examples of possible applications of the BC Stats Input/Output Model were found in BC Stats *Business Indicators*. March 2001. http://www.bcstats.gov.bc.ca/pubs/bcbi/bcbi0103.pdf.

3.9.5 National Tourism Indicators

Conducted/Provided by: Statistics Canada

See section 3.8.2 for more information on this source.

3.10 SALARY INFORMATION

3.10.1 Survey of Employment, Payrolls and Hours (SEPH)

Conducted/Provided by: Statistics Canada

Types of Information Collected/Available: Detailed information is provided on payrolls and salaries

See Section 3.6.1 for more information on this source.

3.10.2 Tourism Satellite Account – Human Resource Module

Conducted/Provided by: Statistics Canada, partnered with the Canadian Tourism Commission and the Canadian Tourism Human Resource Council.

Purpose: The purpose Human Resource Module is to bring together several surveys in order to examine the tourism industry in Canada.

Area Surveyed & Geographical Breakdown: Currently this module will only be done at the national level. Statistics Canada may look into providing some provincial data as well.

Classification Scheme & Level of Detail: The level of detail that this module depends upon the quality of the data submitted from the different surveys. Occupations within different tourism sectors will be looked at.

Types of Information Collected/Available: The Human Resource Module is currently in the “feasibility stage” of development. Two sectors, air transportation and accommodation, are the first two industries that will be examined. Statistics Canada will be examining average wages, the percentage of part- and full-time employees and seasonal patterns. Historical time series will be done from 1986 until 2002. The module will likely expand to include other industries if the initial study is successful.

Format and Cost of Obtaining Data: This has yet to be determined by Statistics Canada, the Canadian Tourism Commission, and the Canadian Tourism Human Resource Council.

Frequency and Timing of Data Availability: The Human Resource Module will at least be an annual report of the tourism industry. However, in order to reflect the seasonality of the tourism industry, Statistics Canada will be looking into whether they can produce quarterly updates.

Data Collection Methodology: The Human Resource Module will be produced by examining a number of Statistics Canada’s surveys, such as the Labour Force Survey, the Census, and others.

Contact Information: Conrad Barber-Dueck

Phone: 204-275-3626

3.10.3 Work Futures: British Columbia Occupational Outlooks: 2000 Edition

Conducted/Provided by: Human Resources Development Canada and the BC Ministry of Advanced Education

Types of Information Collected/Available: Work Futures provides some detailed information about average salaries, average salaries for full-time employees, salary compared to average for total occupation in BC;

See section 3.2.5 for more information about this source.

3.10.4 Workplace and Employee Survey

Conducted/Provided by: Statistics Canada

See section 3.1.1 for more information on this source.

3.10.5 Survey of Labour and Income Dynamics

Conducted/Provided by: Statistics Canada

See section 3.1.3 for more information on this source.

3.10.6 Labour Force Survey

Conducted/Provided by: Statistics Canada

See section 3.2.1 for more information on this source.

3.10.7 Census of Population

Conducted/Provided by: Statistics Canada

See section 3.2.2 for more information on this source.

3.10.8 BC College and Institutes Outcomes Survey

Conducted/Provided by: BC Stats

See section 3.11.1 for more information on this source.

3.10.9 University Baccalaureate Graduate Survey

Conducted/Provided by: University Presidents' Council of BC

See section 3.11.2 for more information on this source.

3.10.10 National Graduate Survey

Conducted/Provided by: Statistics Canada

See section 3.11.3 for more information on this source.

3.10.11 Compensation Planning Outlook

Conducted/Provided by: Conference Board of Canada

See section 3.1.2 for more information on this source.

3.11 TOURISM PROGRAM GRADUATE INFORMATION

3.11.1 BC College and Institute Student Outcomes (CISO) Survey

Conducted/Provided by: BC Stats

Purpose: Thousands of students complete their educational programs at British Columbia's public colleges, university colleges, and institutes each year. The colleges and institutes, along with the Ministry of Advanced Education, recognize that student feedback is important to maintaining a high-quality, relevant post-secondary education system. The BC College and Institute Student Outcomes Survey asks former students what they have done since leaving and if they were satisfied with the education they received.

Area Surveyed & Geographical Breakdown: Colleges and institutes in British Columbia are examined. Information can be accessed right down to the program level at specific institutions; however, caution should be used when using data at this level. In 2003, out of a total of 1,780 students that were targeted to be surveyed from tourism, recreation and hospitality programs, only 907 responded.

Classification Scheme & Level of Detail: Students are classified by program type as well as by NOC for employment outcomes.

Types of Information Collected/Available: Former students of College and Institutes are surveyed about their level of satisfaction with their educational experiences and their subsequent career and education outcomes. Information collected includes program area, type, location, basic demographics (age, gender), employment outcome (whether they are full- part-time or unemployed), whether they took further studies, their satisfaction with their education experience, job search experience (how long it took to find a job, how they found a job), and what type of job they obtained (by 4-digit code) and the average median salaries. Students are also asked to list reasons for being unemployed (e.g. wages not high enough, need more education, no jobs available, etc.).

Format and Cost of Obtaining Data: Online publications are available in .pdf format. These publications include Highlights; Survey Results by Program for Former College and Institute Students; Key Student Outcomes Indicators for BC Colleges and Institutes (analysis by institution); Job Destinations for Former College and Institute Students (Job Destinations reports describe, in detail, the kinds of jobs obtained by former BC college and institute students a year after leaving their program. Data used in these reports are taken from the annual student outcomes survey and the Canadian Occupational

Projection System (COPS)); Issue/Information Papers; Special Reports; and Outcomes Questionnaires and available free of charge. Every two years a detailed report of Outcomes is produced.

The Student Outcomes Reporting System (SORS) is an online tool for exploring the data, structuring queries and making custom reports. The tool's user-friendly interface makes it possible for non-technical users to obtain answers to their specific policy or research questions. The tool contains institution-specific data, as well as provincial summary data, and is updated every year. Access to and use of additional or more detailed information by third party users is limited and subject to the conditions. An application to access the data must be submitted to BC Stats and takes about a week to go through the approval process. There is a $500 minimum fee (for 212,766 data elements), and a $1.00 charge for each additional element, not to exceed $10,000. There is also a $75 per hour service charge for processing and packaging data.

Frequency and Timing of Data Availability: CISO is updated every year. BC has collected college and institute student outcomes information since 1988.

Data Collection Methodology: Former students are surveyed approximately 9-20 months after they complete all, or a significant portion (at least 75%), of their program. BC Stats attempts to survey all students, but usually get a 55-60% response rate.

Relevant Notes: The Outcomes data does not include University student outcomes. See section 3.11.2 for information on university students.

Contact Information: Cathy Stock
Phone: 250-953-3703
Email: Cathy.Stock@gems7.gov.bc.ca
Web: http://outcomes.bcstats.gov.bc.ca/index.asp

3.11.2 University Presidents' Council of BC's Student Outcomes – University Baccalaureate Graduates Survey (UBGS)

Conducted/Provided by: The University Presidents' Council of BC

Purpose: The UBGS has been designed to gather information on baccalaureate graduates' education satisfaction levels, education financing and student debt as well as further education and employment outcomes.

Area Surveyed & Geographical Breakdown: All five universities in British Columbia are examined.

Classification Scheme & Level of Detail: Survey results can be broken down into program type (using CIP-2000 – see Appendix A) and employment outcomes by major occupation can be examined.

Types of Information Collected/Available: Since 1995, British Columbia's public universities have been contacting baccalaureate graduates, both two and five years after graduation, through University Baccalaureate Graduates Surveys. The reports resulting from the interviews provide information on the graduates' further education, employment and occupations, current job earnings, financing of university education and satisfaction with their education. The universities participating in this project are: University of British Columbia; Simon Fraser University; University of Victoria; University of Northern BC; and Royal Roads University. Information collected by this survey is very similar to that collected by the College and Institute Outcomes Survey. The University Presidents' Council also provides links to specific university websites. Each university provides "fact books" which outline headcounts and degrees awarded, among other facts.

Format and Cost of Obtaining Data: Reports highlighting the results are presented online in .pdf format and are free of charge. Information can be viewed by year, institution and by program type (e.g. UVIC's Park's, Recreation and Leisure Studies).

Frequency and Timing of Data Availability: Information is available on a yearly basis (students are contacted two and five years after graduation).

Data Collection Methodology: Telephone surveys are conducted.

Relevant Notes: This survey is only applicable to undergraduate students. There is a National Graduate Survey conducted by Statistics Canada which includes masters and doctoral student outcomes (see section 3.11.3).

Contact Information: Leanne Wick, Manager, Operations
Phone: (250) 480-4839
Email: lmwick@uvic.ca
Web: http://www.tupc.bc.ca/student_outcomes/index.html

3.11.3 National Graduate Survey

Conducted/Provided by: Statistics Canada

Purpose: The National Graduate Survey aims to obtain information on the transition to the labour market and the labour market experiences of college and university graduates, focusing on employment, occupations and the relationship between jobs and education. The information is directed towards policy makers, researchers, educators, employers and young adults-interested in postsecondary education and the transition from school to work of trade/vocational, college and university graduates.

Area Surveyed & Geographical Breakdown: Canada, Provinces and Territories are examined.

Classification Scheme & Level of Detail: Large sample sizes allow profiling by major fields of study and by province.

Types of Information Collected/Available: This survey was designed to determine such factors as:

- the relationship between the graduates' programs of study and the employment subsequently obtained;
- the graduates' job and career satisfaction;
- the rates of under-employment and unemployment;
- the type of employment obtained related to career expectations and qualification requirements; and,
- the influence of postsecondary education on occupational achievement.

The socio-economic variables included in the NGS are:

- education experience and outcomes;

- program characteristics;
- activities before completing studies,
- information on jobs held since graduation, including salary/wage information
- financial and loan information,
- reasons for enrolling,
- satisfaction with education and job,
- employability skills,
- additional education/training taken after graduation

A link to the NGS questionnaire can be found at:
http://stcwww.statcan.ca/english/sdds/5012.htm

Format and Cost of Obtaining Data: *The Daily* provides online access to highlights of the NGS for free. The cost of obtaining custom tabulations or access to the public use microdata file depends upon the level of detail and variables to be examined.

Frequency and Timing of Data Availability: This survey has been conducted periodically upon a graduating class from a specific calendar year. Each graduating class is interviewed twice: two years after graduation (National Graduates Survey) and five years after graduation (Follow-up Survey of Graduates). The most recent data: data for class of 2000 was released on April 26, 2004

Data Collection Methodology: Telephone interview (until 1990), and computer-assisted telephone interviews from 1995 onward.

Relevant Notes: Excluded in the NGS are: graduates from private postsecondary education institutions; completers of continuing-education programs (unless these led to a degree, diploma or certificate); part-time trade course completers; persons who completed vocational programs lasting less than three months; persons who completed vocational programs other than in the skilled trades (e.g. basic training and skill development); completers of provincial apprenticeship programs and those living outside of Canada or the United States at the time of the survey.

Contact Information: Phone: 1-800-263-1136 (toll-free general enquiries line)
Phone: 1 800 267-6677 (toll-free products & services sales line)
Email: infostats@statcan.ca

3.11.4 Private Career Training Institution Outcomes

Conducted/Provided by: Private Career Training Institutions Agency (PCTIA) of British Columbia (formerly the Private Post-Secondary Education Commission)

Purpose: As part of the accreditation process, private post-secondary training institutions must submit student outcomes data.

Area Surveyed & Geographical Breakdown: Institution- and student-level data is collected.

Classification Scheme & Level of Detail: Students programs and labour outcomes are recorded.

Types of Information Collected/Available: Information on the students, the programs and courses they took, as well as their labour market outcomes is collected.

Format and Cost of Obtaining Data: This data is currently not accessible to outside organizations.

Frequency and Timing of Data Availability: This information is reported annually.

Data Collection Methodology: All accredited private post-secondary institutions must conduct their own graduate follow-up surveys. These surveys must be done 30, 60, and 90 days after students have graduated.

Relevant Notes: Private post-secondary institutions must be accredited in order for their students to be eligible for student financial aid through the Student Services Branch of the Ministry of Advanced Education. The PCTIA collects information from private post-secondary institutions, including outcomes data, and submits it to the Student Services Branch. However, because the PCTIA has just recently taken over for PPSEC, there is some disorder. Laws for reporting requirements are currently being created.

It should also be noted that private student outcomes were once collected by *On-Track: Private Training Outcomes Survey*. These surveys were conducted by R.A. Malatest and Associates on behalf of HRDC and the Ministry of Advanced Education. They were discontinued due to the utility of the data and methodology issues.

Contact Information: Student Services Branch, Ministry of Advanced Education
Phone: 604-660-2610
Web: http://www.aved.gov.bc.ca/studentservices/

PCTIA
Phone: 604-660-4400 or 1-800-661-7441
Email: info@pctia.bc.ca
Web: http://www.pctia.bc.ca/index.html

3.12 Tourism Education Program Enrolment

3.12.1 Post-Secondary Central Data Warehouse

Conducted/Provided by: BC Ministry of Advanced Education

Purpose: The implementation of the Central Data Warehouse (CDW) was completed in June 2002 to provide standardized, consistent and comparable information about the public post-secondary education sector for reporting and accountability purposes. Through an agreement with Statistics Canada, the Ministry provides data on behalf of contributing institutions to the Enhanced Student Information System (ESIS), centralizing the submission process and saving the system significant resources.

Area Surveyed & Geographical Breakdown: Information is collected for all public post-secondary institutions in British Columbia (does not include universities).

Classification Scheme & Level of Detail: Student identifiers have been removed, so it is possible to look at students and their activities in detail. Courses are classified using the Classification of Instructional Programs (CIP-2000) (see Appendix A), with which specific types of tourism courses can be identified.

Types of Information Collected/Available: Information is available for student-level data on demographics (including gender, age and Aboriginal status), programs, credentials achieved, courses (including course registration, section, student achievement, delivery mode and funding source), session registration and campuses.

Format and Cost of Obtaining Data: Some summary data is available online in .pdf format free of charge.

Access to more detailed data requires submitting a request and obtaining approval. One criterion for requests to be accepted is that the user will have database skills. Software is not provided to access the database – Oracle software is needed (a database product for web interface). There may be no cost for accessing the database if the user has a secure I.P. range. If the user needs to access the database using the Ministry's EPN (e.g. if the user is connecting with a Telus or Shaw account), a charge of $50 plus $2.50 per hour may occur.

Although it has not been done in the past, it may be possible to get the CDW to create custom reports. The costs associated with this would depend upon the complexity of and time needed to fulfill the request.

Frequency and Timing of Data Availability: The CDW is kept up to date and new data is available twice per year. Data for this semester (Fall 2004) will be available in January, 2005. Data has been collected from some post-secondary institutions since 1998, and all institutions (universities are not included in the CDW) since 2002. Enrolment and graduation trend analyses for these time periods are therefore possible.

Data Collection Methodology: The data is submitted by 22 contributing public post-secondary institutions.

Relevant Notes: This data does not include information from the public universities. The University Presidents' Council of BC provides facts about their students (see section 3.12.2). It is worthy to note that the information provided by the CDW is also available through Statistics Canada's ESIS. However, the CDW information will be more up-to-date and access to the database will be substantially more cost-efficient than accessing the information through ESIS.

Contact Information: CDW Coordinator, Ministry of Advanced Education
Phone: 250-387-8873
Email: AVED.CDWContact@gems2.gov.bc.ca
Web: http://www.aved.gov.bc.ca/datawarehouse/

3.12.2 The University Presidents' Council of BC – Facts & Figures

Conducted/Provided by: The University Presidents' Council of BC

Purpose: To present and past student enrolment and graduation numbers.

Area Surveyed & Geographical Breakdown: Headcounts are available at the institution level.

Classification Scheme & Level of Detail: Degree program or type of degree.

Types of Information Collected/Available: The Presidents' Council provides information on: full- and part-time headcounts; headcounts by gender or degree program; as well as International student headcounts and international student headcounts by country of citizenship.

Format and Cost of Obtaining Data: Data is available online, free of charge.

Frequency and Timing of Data Availability: Data is available as it becomes available.

Contact Information: Leanne Wick, Manager, Operations
Phone: (250) 480-4839
Email: lmwick@uvic.ca
Web: http://www.tupc.bc.ca/student_outcomes/index.html

3.12.3 Enhanced Student Information System (ESIS)

Conducted/Provided by: Statistics Canada

Purpose: The primary objective of ESIS is to meet policy and planning needs in the field of postsecondary education and the transition to the labour market. ESIS is designed to hold a complete inventory of all Canadian postsecondary institutions and the programs and courses they offer, as well as demographic, program and course information for each student registered at these institutions. ESIS has begun to replace the three surveys that are currently used: the University Student Information System (USIS) (see section 3.12.4), the Community College Student Information System (CCSIS) (see section 3.12.5) and the Trade and Vocational Student Survey (TVOC) (see section 3.12.6).

Area Surveyed & Geographical Breakdown: ESIS is a national survey that can be broken down to the institutional level.

Classification Scheme & Level of Detail: Because ESIS collects information right down to student-level data, specific details are available.

Types of Information Collected/Available: The ESIS database holds data at two levels: institution/program data and student data. The institutional and program data includes a complete list of all postsecondary institutions in Canada, and a complete inventory of all programs and courses offered through these institutions. Three files describe the institution's programs and courses:

Institution Description File: Lists and describes the different periods of academic activity by which programs and courses are organized.

Institution Program File: Program name, duration, credential, prerequisites and other characteristics of each program offered by the institution.

Institution Course File: Course name, duration, credit value and other characteristics of each course offered by the institution.

Four files provide descriptive information about students and each program and course students were enrolled in during the reporting cycle. Unlike the institution and program files, these files contain data on individual students. The student data contains demographic, program, and course information for students registered at those institutions.

Student Description File: Student name, birth date, gender, social insurance number (SIN), personal contact information, previous education, and characteristics such as whether or not the student has self-identified as a visible minority, aboriginal person or person with a disability. There is one record per student per institution. This file also contains the ESIS National Student Number (ESIS-NSN). The ESIS-NSN is a unique student identifier designed to help link incoming student records with records already on the national database.

Student Program File: Contains one record for each program in which the student was enrolled during the reporting cycle. The student program record includes when the student started/ended a program, student status (still enrolled, completed/graduated, withdrew, did not successfully complete, other), majors, transfer credits, fees billed, credits earned to date and other characteristics of the student's program as recorded by the institution.

Student Course File: Contains one record for each course in which the student was enrolled during the reporting cycle. The student course record includes when the student started/ended the course, student status (still enrolled, completed/graduated, withdrew, did not successfully complete, audited, other), their credits earned, fees billed and other characteristics of the student's course as recorded by the institution.

Student Transfer Credit File: Contains one record for each course credit the student was granted for courses taken and/or experiences outside the current institution. To the extent that this information is stored in the administrative system of the institution, the transfer course record contains the number of transfer credits, the source of the credit and the date it was granted.

Format and Cost of Data: Reports on some general ESIS information is available at no cost online in *the Daily*. ESIS tailored data output is available. Cost of obtaining custom data depends upon the complexity of the request. See Appendix B for more information on these options.

Frequency and Timing of Data Availability: Implemented in the year 2000, ESIS captures total enrolment and graduate information annually.

Data Collection Methodology: Statistics Canada collects detailed information from post secondary institutions in order to create ESIS.

Relevant Notes: The majority of free reports and articles highlight general trends of education. ESIS currently collects information about public post-secondary students only. Statistics Canada is in the initial process of adding private institution student information. They are unable to provide an estimated date that this will take effect because they are creating a list of private institutions, and then will have to obtain funding for the remainder of the project.

Contact Information: Postsecondary Education and Adult Learning Section
Centre for Education Statistics, Statistics Canada
Phone: 1-613-951-1666
Email: ESIS-SIAE_contact@statcan.ca
Web: http://www.statcan.ca/english/concepts/ESIS/index.htm

3.12.4 University Student Information System (USIS)

Conducted/Provided by: Statistics Canada

Purpose: The University Student Information System (USIS) is a national database containing pertinent, up-to-date information on student participation in Canadian degree-granting institutions. This system is aimed at providing information to researchers, managers and policy makers interested in the Canadian university education system.

Area Surveyed & Geographical Breakdown: National survey with provincial breakdowns available.

Classification Scheme & Level of Detail: Unlike ESIS, USIS keeps track of number of degrees, diplomas and certificates awarded, not student information.

Types of Information Collected/Available: This survey collects annual information from degree-granting universities and colleges in Canada on individual student characteristics and their study programs including gender, age, citizenship, geographic source of student, field of study, level, and type of attendance (full-time/part-time and year of graduation).

Format and Cost of Obtaining Data: *The Daily* provides free general overviews of some data from this survey. User-specified requests can be made to access every element of information included in the database on a cost-recovery basis (costs depend upon the complexity and number of variables requested – see Appendix B).

Frequency and Timing of Data Availability: Enrolment data is available from the 1972-73 academic year to the present. Degree data is available from 1970 to the present. The enrolment survey collects information on student counts as of December 1st in all provinces except Ontario, where the reference date is November 1st. This means that each student who attends university in the fall session is counted only once annually, even though the student may be enrolled in more than one program. The degrees survey collects information on all students who have received a degree, diploma or certificate during the calendar year ending in December. It is a count of the number of degrees, diplomas and certificates awarded, not the number of individual students who receive them. Most recent data: data for 2001/2002 released on July 30, 2004.

Data Collection Methodology: The information is obtained from the administrative records of Canadian degree-granting institutions, generally in an individual record format.

Relevant Notes: Information from USIS is now fed in to ESIS.

Contact Information: General Inquiries: 1-800-263-1136
Products and Services: 1-800-267-6677
Email: infostats@statcan.ca
Web: http://www.statcan.ca/english/sdds/3124.htm

3.12.5 Community College Student Information System (CCSIS)

Conducted/Provided by: Statistics Canada

Purpose: The Community College Student Information System (CCSIS) is a data base that provides a Canada-wide system of enrolment and graduate statistics of community colleges and other institutions offering similar training.

Area Surveyed & Geographical Breakdown: National survey with provincial breakdown available.

Classification Scheme & Level of Detail: CCSIS used a 5-digit numeric code to identify the name of the program of study. However, ESIS, which uses the CIP-2000 (see Appendix A) has now replaced CCSIS.

Types of Information Collected/Available: This survey collects data on enrolment and number of graduates of postsecondary programs of community colleges and related institutions. The types of program collected by the survey consist of Career and University Transfer/University Level programs at community colleges, CEGEPS, technical institutes and university colleges.

Format and Cost of Obtaining Data: *The Daily* provides free general overviews of some data from this survey. User-specified requests can be made to access every element of information included in the database on a cost-recovery basis (costs depend upon the complexity and number of variables requested – see Appendix B).

Frequency and Timing of Data Availability: Files are available on the full-time postsecondary enrolment of these institutions from the 1976-77 academic year. Most recent data: data for 1999/2000 released on September 24, 2002.

Data Collection Methodology: The survey is a mandatory census (direct survey) and administrative data sources are used.

Relevant Notes: Information from CCSIS is now fed in to ESIS.

Contact Information: General Inquiries: 1-800-263-1136
Products and Services: 1-800-267-6677
Email: infostats@statcan.ca
Web: http://www.statcan.ca/english/sdds/3122.htm

3.12.6 Trade and Vocational Student Survey (TVOC)

Conducted/Provided by: Statistics Canada

Purpose: The survey requests enrolment and graduate/completion data on all students in trade/vocational programs in public community colleges, technical schools and similar institutions.

Area Surveyed & Geographical Breakdown: Information is collected for all trade/vocational programs for every province.

Classification Scheme & Level of Detail: Individual student records are collected.

Types of Information Collected/Available: This information is now available through ESIS (see section 3.12.3).

Format and Cost of Obtaining Data: This information is now available through ESIS.

Frequency and Timing of Data Availability: Most recent data release: data for 1999/2000 released on March 27, 2003. Data is now available through ESIS.

Data Collection Methodology: The survey is a mandatory census (direct survey) and administrative data sources are used.

Relevant Notes: While the survey does request both full-time and part-time information, the quality of the part-time data up to now has been disappointing. The part-time information is requested every survey year, but several of the institutions and jurisdictions are still unable to report complete and accurate information. Information is now fed into ESIS, which may help data accuracy.

Contact Information: General Inquiries: 1-800-263-1136

Products and Services: 1-800-267-6677
Email: infostats@statcan.ca
Web: http://www.statcan.ca/english/sdds/3142.htm

3.12.7 Adult Education and Training Survey (AETS)

Conducted/Provided by: Statistics Canada

Purpose: The Adult Education and Training Survey (AETS) is Canada's most comprehensive source of data on individual participation in formal adult education and training. It is the only Canadian survey to collect detailed information about the skill development efforts of the entire adult Canadian population. The main objectives are:

- To measure the incidence and intensity of adults' participation in job-related formal training.
- To profile employer support to job-related formal training.
- To analyze the aspects of job-related training activities such as: training provider, expenses, financial support, motivations, outcomes and difficulties experienced while training.
- To identify the barriers preventing individuals from participating in the job-related formal training they want or need to take.
- To identify reasons explaining adults' lack of participation and of interest in job-related formal training.
- To relate adults' current participation patterns to their past involvement in and plans about future participation in job-related training.
- To measure the incidence and frequency of adults' participation in job-related informal training.
- To examine the interactions between participation in formal and informal job-related training.

Area Surveyed & Geographical Breakdown: The AETS is a national survey. Further geographic breakdown may be possible, depending upon the reliability of the variables chosen (see Appendix B).

Classification Scheme & Level of Detail: The AETS uses the Classification of Instructional Programs (CIP-2000), the North American Industry Classification System (NAICS) to the 4-digit level and Standard Occupational Classification 1991 (SOC-91) to the 4-digit level (see Appendix A).

Types of Information Collected/Available: The AETS provides information about the main subject of training activities, their provider, duration and the sources and types of support for training. Furthermore, the AETS allows for the examination of the socio-economic and demographic profiles of both training participants and non-participants. This survey also identifies barriers faced by individuals who wish to take some form of training but cannot. The population covered by the AETS consists of Canadians 25 years of age and older. The questionnaire can be viewed at:
http://www.statcan.ca/english/sdds/instrument/3879_Q1_V2_E.pdf

Format and Cost of Obtaining Data: A CD-ROM with data from the AETS is available online for $2,141 (2004 released data) or $2,000 (1999 released data) at http://www.statcan.ca:8096/bsolc/english/bsolc?catno=81M0013X&CHROPG=1.

Frequency and Timing of Data Availability: The AETS is administered as a sub-sample of the Labour Force Survey, which is conducted monthly. It was implemented in 1990. Most recent data: data for 2002 was released on April 30, 2004.

Data Collection Methodology: Computer-assisted telephone interviewing is used for the AETS.

Contact Information: Client Services, Centre for Education Statistics, Statistics Canada
Phone: (613) 951-7608 or call toll-free 1-800-307-3382
Fax: (613) 951-9040
Email: educationstats@statcan.ca
Web: http://www.statcan.ca/english/sdds/document/3879_D2_T1_V1_E.pdf

3.12.8 Registered Apprenticeship Information System (RAIS)

Conducted/Provided by: Statistics Canada

Purpose: The purpose of the survey is to gather information on registered apprentices who receive training and tradespersons who obtain certification.

Area Surveyed & Geographical Breakdown: Information is collected from each province and territory in Canada.

Classification Scheme & Level of Detail: The survey collected aggregate data from 1980 to 1990, and included information on the number of new registrations, total registrations, leavers, completions and certificates. In 1991 individual record information began to be requested and additional information on gender and age was obtained.

Types of Information Collected/Available: This survey compiles data on the number of registrations in apprenticeship programs and journeyperson certificates granted with and without Inter-provincial Standard Red Seal.

Format and Cost of Obtaining Data: Custom tabulations can be done for this survey and prices depend upon the complexity of the request. CANSIM tables are also available. See Appendix B for more information on these options.

Frequency and Timing of Data Availability: This database is updated annually. Most recent data release: data for 2001 released on November 20, 2003.

Data Collection Methodology: The RAIS is a mandatory census survey that uses administrative data sources. The information is requested from the apprenticeship training branch of each province and territory across Canada.

Contact Information: Client Services, Centre for Education Statistics, Statistics Canada
Phone: (613) 951-7608 or call toll-free 1-800-307-3382
Fax: (613) 951-9040
Email: educationstats@statcan.ca
Web: http://www.statcan.ca/english/sdds/document/3879_D2_T1_V1_E.pdf

3.12.9 Career Programs Enrolment (Secondary Students)

Conducted/Provided by: BC Ministry of Education

Purpose: Detailed reports from the Ministry provide information on the different career programs that high school students are involved with.

Area Surveyed & Geographical Breakdown: Information is broken down into individual institution headcounts. District and provincial summaries are also given.

Classification Scheme & Level of Detail: Programs are listed by type; students are broken down into Grade 11 and Grade 12.

Types of Information Collected/Available: The Ministry of Education offers annual headcounts of students' enrolment in Career Programs. Detailed reports are available on: Career Preparation Programs by school and specialty (e.g. Hospitality/Tourism, Hospitality/Foods, Culinary Arts, etc.); Co-operative Education Programs by school and specialty (e.g. Culinary Arts, Hospitality/Tourism, etc.); Secondary School Apprenticeship Programs by school and specialty; and, Career Technical Programs by school and specialty (e.g. Professional Cook Training, Tourism/Adventure, Hospitality Administration, Ecotourism, etc.).

Format and Cost of Obtaining Data: Data is available free of charge online at http://www.bced.gov.bc.ca/reporting/enrol/career.htm in summary text format.

Frequency and Timing of Data Availability: These headcounts are taken annually. Information from 2001 until the present is available online. Reports on headcounts for previous years are available by contacting the Ministry.

Data Collection Methodology: The Ministry collects information from the BC Education system.

Contact Information: Analysis and Reporting Group, Information Department
Phone: (250) 356-9352
Email: EDUC.ReportingUnit@gems8.gov.bc.ca
Web: http://www.bced.gov.bc.ca/reporting/contact.htm

3.12.10 Private Career Training Institution Enrolment

Conducted/Provided by: Private Career Training Institutions Agency (PCTIA) of British Columbia (formerly the Private Post-Secondary Education Commission (PPSEC))

Purpose: N/A

Area Surveyed & Geographical Breakdown: Accredited private post-secondary institutions in BC will have enrolment data collected.

Classification Scheme & Level of Detail: N/A

Types of Information Collected/Available: All accredited private post-secondary institutions must submit annual headcounts and program information to the PCTIA.

Format and Cost of Obtaining Data: N/A

Frequency and Timing of Data Availability: PCTIA is a newly formed agency. Headcount data is currently not available. The Ministry of Advanced Education estimates that the availability of headcounts by program type may be at least a year away.

Data Collection Methodology: Accredited private institutions must submit their headcount data to PCTIA.

Relevant Notes: The former agency responsible for private post-secondary institution accreditation, PPSEC, collected student enrolment data. However, there were often double and triple counting of students because counts were based by contract (or semester), and many students would participate in more than one contract. There is a new move with the PCTIA to use the "headcount" system similar to that used by the public education system. This is not in place yet. Only those programs that cost more than $1,000 and are more than 40 hours in duration will be included; therefore, those programs that fall beneath this threshold will not be captured.

There is a federal-provincial working group in place with the purpose of establishing a list of private institutions. Citizenship and Immigration Canada is a key player in this – they require a list of bonafide institutions to ensure that students coming into the country purchase and receive a legitimate education.

Contact Information: Ministry of Advanced Education
Private Institutions and Developmental Programs Branch
Phone: 250-387-6166
Email: Private.Institutions@gems5.gov.bc.ca
Web: http://www.aved.gov.bc.ca/branches/privateinstitutions/welcome.htm

PCTIA
Phone: 604-660-4400 or 1-800-661-7441
Email: info@pctia.bc.ca
Web: http://www.pctia.bc.ca/index.html

3.13 Public Opinion of Tourism Jobs/Careers

There were no formal mechanisms that were found in place for capturing this information.

3.14 Skills Information

3.14.1 Census of Population

Conducted/Provided by: Statistics Canada

TSee section 3.2.2 for more information about this source.

3.14.2 *Total Tourism Sector Employment Update*

Conducted/Provided by: CTHRC

Purpose: The *Total Tourism Sector Employment Update* will include information regarding education levels by the national tourism sector, industry group and select occupations in tourism.

See section 3.4.1 for more information on this product.

3.14.3 Labour Force Survey

Conducted/Provided by: Statistics Canada

See section 3.2.1 for more information about this source.

3.14.4 Workplace and Employee Survey

Conducted/Provided by: Statistics Canada

See section 3.1.1 for more information about this source.

3.14.5 Survey of Labour and Income Dynamics

Conducted/Provided by: Statistics Canada

See section 3.1.3 for more information about this source.

3.15 Use and Awareness of HRD Resources

3.15.1 Workplace and Employee Survey

Conducted/Provided by: Statistics Canada

Types of Information Collected/Available: Some information is collected about use of training/HRD resources in the workplace.

See section 3.1.1 for more information about this source.

3.16 Number of Employers Using Effective HR Practices

There is not one specific way that "effective HR practices" is measured in the tourism industry. This report provides some examples of how some organizations are recognizing employers using good HR practices.

3.16.1 Crystal Tourism Awards of Excellence: Human Resources Leadership Award

Conducted/Provided by: Tourism Industry Association of Nova Scotia

Purpose: To highlight individuals or organizations who have demonstrated exemplary leadership in the development of future professionals for the Tourism Industry through education and training.

Contact Information: Tourism Industry Association of Nova Scotia
Phone: 902-423-4480
Web: http://www.tians.org/Conference/Awards/

3.16.2 The Best Companies to Work for in BC

Conducted/Provided by: BCBusiness Magazine and Watson Wyatt Worldwide

Purpose: Watson Wyatt's uses their "Productive Engagement" model to gauge which companies have best positioned their employees for success. This model focuses on four pillars which quantify the extent to which employees are: aligned to business strategy (know what to do); capable of doing it (know how to do it); properly resourced (have the tools to do their jobs); and, motivated (want to do their jobs).

This competition is open to any organization with 100 or more employees. In order to be considered, you first must express your interest in participating in the survey. Then you will be asked to complete an online questionnaire about your organization's HR policies, workplace practices, philosophy and company culture. A select number of your employees will also fill in a quick online questionnaire. Sample questions can be viewed online at https://www.bestofbc.watsonwyatt.ca/others/default.asp. Each organization is ranked against all others who participate. The highest ranked finalists will be featured in BCBusiness Magazine. Also, every organization that participates receives a complementary customized report that compares the results of their employee survey against the top 10 companies and against Watson Wyatt's WorkCanada database.

Contact Information: Phone: (604) 688-6211
Email: bestbccompanies@watsonwyatt.com
Web: https://www.bestofbc.watsonwyatt.ca/others/default.asp

3.16.3 Canada's Top 100 Employers

Conducted/Provided by: Mediacorp Canada Inc. (presented in MacLeans Magazine)

Purpose: The Top 100 Employers list is compiled annually by Mediacorp Canada Inc.. To determine the Top 100, Mediacorp reviews the employment practices of over 51,000 companies in Canada. From this group, over 6,000 of the fastest growing employers from every region in Canada and from every industry are invited to complete an extensive application process. All applicants are required to send detailed information about employee benefits, working conditions, and their overall human resource strategies. To narrow the list down to 100, Mediacorp asks several questions relating to:

- physical environment of their workplace
- keeping employees informed about company news and developments affecting their jobs

- employment benefits and vacation allowance
- training programs
- community involvement
- going the extra distance to attract and retain outstanding employees

Companies are grouped into several categories, such as “Top 10 for Financial Benefits” or “Top Ten for Staff Training”.

Contact Information: Phone: 1-800-361-2580
Email: info@mediacorp.ca
Web: http://www.mediacorp2.com/
http://www.macleans.ca/topstories/business/index.jsp

3.16.4 Tourism Industry Awards

Conducted/Provided by: Tourism Industry Association of New Zealand

Purpose: These annual awards (2005 marks their 50th anniversary) aim to celebrate quality, best practice and customer service – recognizing and rewarding excellence in New Zealand’s tourism industry. The Tourism Industry Association New Zealand operates the Tourism Awards with the objective of increasing the skills of businesses, benchmarking against national and international standards and rewarding entrants that demonstrate superior levels of business excellence and quality. To ensure that entrants to the Awards are assessed objectively there are three independent levels of assessment:

1. All entries are assessed by teams of trained evaluators. Typically there are three members per team and a consensus score is arrived at as to how well the entry meets the Award criteria. Evaluators then recommend the leading entries in their category to the Judges.
2. Judges review the recommendations and the entrants are selected for further consideration via a site visit. The Judges visit the selected sites and re-assess the entries. Judges confer and make a series of recommendations to the Chief Independent Judge.
3. The Chief Independent Judge receives recommendations and applies not only the Tourism Awards criteria but also best practice that is used in the New Zealand Business Excellence Foundation's criteria and the internationally recognized Business Excellence Framework. The scores arising from the Tourism Awards criteria are benchmarked against these other criteria as well. Finally, the Chief Judge confirms the overall winners and category winners taking into account all that has occurred before. The independence of the Chief Judge (not necessarily someone intimately involved in Tourism) is a key factor in assuring that the process is fair and credible.

Businesses that enter into the awards competition are given scores out of 1000 points, based on a number of criteria. One component of the score is “Human Resource Focus”. In this regard, evaluators are looking for:

- Evidence that the operation has in place clear guidelines (formal or informal) as to the recruitment training and development of staff.
- Evidence that work and jobs are designed around customer needs and product or service improvements in line with the business plan.
- Good systems for two-way communication between management and staff.
- Clearly defined customer service standards, vision statements, which are achieved consistently through staff being well resourced, competent, motivated and informed.
- Clearly defined job descriptions so staff know what is expected of them.
- Approaches to compensation and recognition that reinforce company's values and goals.
- A commitment to work-based training and upskilling to meet the current and future needs of the company.
- Evidence of a genuine commitment to providing an outstanding visitor experience.
- A strong sense of mission where knowledge, innovation and learning are focused, valued, encouraged and aligned to the company's strategy.
- Measures of staff satisfaction, well-being and motivation in place.

For those businesses wishing to participate in the “Tourism Innovation Categories”, they are asked to detail all the information above and mention how the innovation being entered impacts on the Human Resource focus of the operation. They are also asked to reflect on how the innovation may have enhanced staff moral, if it adds another dimension to their work environment, and whether it offers staff an opportunity to gain experience or up-skill in an area that they would not have otherwise had exposure to.

A past evaluator suggests that the use of hard data regarding staff retention, years of service, tracking of motivation, staff wellbeing, number of sick days, staff satisfaction surveys etc. are all useful in establishing a thorough understanding of the human resources focus of the operation.

Contact Information: Tourism Industry Association of New Zealand
Phone: 04 499 0104
Email: rachael.shadbolt@tianz.org.nz
Web: http://www.tourismawards.co.nz/default.asp

3.17 CUSTOMER SATISFACTION

3.17.1 BC College and Institutes Student Outcome Survey

Conducted/Provided by: BC Stats

See section 3.11.1 for more information about this source.

3.17.1 University Baccalaureate Graduate Survey

Conducted/Provided by: University Presidents' Council of BC

See section 3.11.2 for more information about this source.

3.17.3 National Graduate Survey

Conducted/Provided by: Statistics Canada

See section 3.11.3 for more information about this source.

3.18 OTHER SOURCES OF TOURISM INFORMATION

This section has outlined different sources from which go2 could obtain specific tourism industry and labour market information. There are a number of other organizations that provide more general information that may be of interest to go2. Some of these information sources are summarized here.

BC MINISTRY OF ADVANCED EDUCATION

The BC Ministry of Advanced Education website provides access to a number of relevant publications. They include *BC Population Projections (2003)*, *BC Occupational Employment Demand Projections (2003)*, *High Opportunity Occupations in BC (2003)*, *Labour Force Statistics (1996-2003)*, *the 2001 BC College and Institute Aboriginal Former Student Outcomes*, and more.

For more information visit: www.gov.bc.ca/aved/.

BC PROGRESS BOARD

The BC Progress Board offers their Benchmarking reports, which examine BC's performance relative to other Canadian provinces and key competing US and OECD jurisdictions on measures of economy, innovation, education, environment, health and society. Apprenticeship training was one of the topics discussed in their 2003 report. Their interim 2004 report includes a discussion of demographic changes in BC, employment rates, average hourly rates, and other indicators.

For more information visit: http://www.bcprogressboard.com/index.php.

BC STATS

In addition to the custom services that BC Stats offers, their website provides access to a significant amount of useful information. As previously mentioned, some detailed Census data is available free of charge. The website also provides information on:

- Business and Industry (e.g. Establishment Counts by Employee Size and Employment by Industry);
- Economic Statistics (e.g. Economic Accounts Data);

- Labour and Income (e.g. Labour Force Annual Characteristics, Unemployment Rates and Employment by Industry);
- Populations and Demographics (including population projections, as well as migration and immigration stats);
- Social Statistics (e.g. Regional Socio-Economic Profiles or Indices and Aboriginal Profiles); and more.

For more information visit: http://www.bcstats.gov.bc.ca/.

BUSINESS COUNCIL OF BRITISH COLUMBIA

The Business Council of British Columbia conducts a Biennial Skills and Attributes Survey Report which answers the question "what are BC employers looking for?" Other reports that may be of interest to go2 include:

- BC Student Intentions and Parent Aspirations: Perception vs. Reality;
- BC Economic Review and Outlook and the BC Economic Index;
- The BC Tourism Industry: Recent Trends and Prospects for Growth;
- Raising the Bar II: Advancing Workplace Literacy in BC; and more.

For more information visit: http://www.bcbc.com/default.asp.

CANADIAN FEDERATION OF INDEPENDENT BUSINESSES

The Canadian Federation of Independent Businesses offers a wealth of information on their website. Included are:

- National and Provincial Quarterly Business Barometers;
- Special Interest Surveys (e.g. "The Workplaces that Work Survey" and "Availability of Labour and Training Survey");
- BC Labour/Skills Shortage Information (e.g. BC Skilled in Training: results of a CFIB survey on training; BC Labour Pains: Reports on Skills Shortage; Letter to Minister Bond regarding new industry training model for BC); and more.

For more information visit: http://www.cfib.ca/default_E.asp?l=E.

CANADIAN TOURISM COMMISSION

The Canadian Tourism Commission produces a variety of publications. There are tourism intelligence bulletins, market research reports, information on travel trends and motivations, financial planning and risk management guides to assist small and medium sized businesses, and more. Tourism Stats and Figures provide information on:

- Market Statistics (e.g. Canadian Tourism Performance);
- Industry Macro Economic Statistics (e.g. National Tourism Indicators);
- Market Research (e.g. Monthly Market Summaries); and more.

For more information visit: www.canadatourism.com.

CANADIAN TOURISM RESEARCH INSTITUTE - CONFERENCE BOARD OF CANADA

In addition to the TEAM product, the CTRI offers a membership for $3,100 per year. Members receive products and information on a variety of tourism-related topics, such as travel market outlooks and forecasts to the metropolitan level, travel trends, travel intentions, the impacts of other events on tourism (e.g. high gas prices), and much more. Members can also make requests for tourism industry and related information.

For more information visit: http://www.conferenceboard.ca/ctri/customized.htm.

INDUSTRY CANADA

Industry Canada's Strategis website provides the following:

- Canadian Industry Statistics (2-digit NAICS);
- Monthly Economic Indicators (including GDP, labour market trends (employment/unemployment, provincial overview);
- Regional Economic Observer (by province: economic activity, employment by industry, general labour market trends);
- Micro Economic Monitor (labour situation, sectoral overviews, etc.)
- Occasional/Discussion Papers, Guides and more.

For more information visit: http://strategis.ic.gc.ca/engdoc/main.html.

TOURISM BC

Tourism BC offers a range of information, including:

- Tourism Indicators;
- Tourism Revenue and Volume;
- Tourism Outlook (forecast of visitor volume and revenue);
- Value of Tourism (economic perspective of the industry's impact);
- Market Information and Other Special Reports.

For more information visit: http://www.tourism.bc.ca/.

Section Four: Gap Analysis

This section compares the types of data that go2 and tourism industry associations wish to acquire (from Section Two) against the information that is available (from Section Three) in order to determine whether there are any gaps between the two. A gap is considered to occur either when there is no source of information for a given topic area, or when the information available is not detailed enough (e.g. only provincial level data is available when regional level data is desired). This section identifies and discusses the nature of the gaps for each category. In the following charts, gaps with a "**?**" indicate that information may or may not be available at the desired level of detail. The level of detail to which Statistics Canada's data can be broken down into depends upon the sample size and the variables that are chosen for the analysis. If the sample size for the chosen variables is too small, the results will be unreliable. The only way to ascertain whether certain combinations of variables will be reliable is to send a custom tabulation request to Statistics Canada with very specific parameters defined, and they will conduct a feasibility study. See Appendix B for further discussion.

4.1 TURNOVER RATES & INDUSTRY RETENTION OF EMPLOYEES

Table 4.1 – Gaps in Turnover Rates & Industry Retention of Employees Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Characteristics of Gaps
Turnover Rates	General	WES – asks employers about the types of organizational changes they have made and the impacts of these changes on such things as labour turnover, labour-management relationships, absenteeism, and others.			N/A
		Conference Board of Canada – Compensation Planning Outlook – examines voluntary turnover rates (excludes early retirements and severances).	✕		Does not include much tourism industry information
	Voluntary vs. Non-Voluntary	WES – the employer survey asks employers the reason for job separations (e.g. resignations, lay-offs, retirement, dismissal for cause, etc.). The employee survey asks employees if their leaving was voluntary or not, and what the reason was (e.g. attend school, dissatisfied with job, found new job, caring for children, labour dispute, seasonal, permanent layoff, etc.). WES also asks employees to rate their overall job satisfaction, as well as their satisfaction with pay and benefits.	?		*Information may not be available at this level of detail (see Appendix B)

	Seasonal, part-time and permanent	WES collects information on the mix of full-time/part-time and contract/temporary employees, as well as turnover rates.	?		*Information may not be available at this level of detail (see Appendix B)
	Management vs. Frontline	WES asks employees to list their occupation and management responsibilities, and has information on turnover.	?		*Information may not be available at this level of detail (see Appendix B)
	Broken down by region or census division	WES cannot be broken down into this level of detail.	✗		
	Benchmarking against other industries' turnover rates	WES – number of separations and number of new hires per year can be compared to infer turnover rates for different industries.	?		*Information may not be available at this level of detail (see Appendix B)
Industry Retention of Employees	Seasonal, part-time and permanent	SLID – examines employment start and end dates by occupation, full- or part-time status, and collects information on reasons why job was left – seasonal, contract, etc.	?		*Information may not be available at this level of detail (see Appendix B)
	Management vs. frontline	SLID – examines start and end dates of workers and asks whether or not they held management positions (upper, middle or lower).	?		*Information may not be available at this level of detail (see Appendix B)
	Broken down by region or census division	WES – start and end dates for jobs are given, allowing industry retention to be examined by business type.	✗		None of the information found can be broken down into this level of detail.

Discussion

Statistics Canada's Workplace and Employee Survey (WES) and their Survey of Labour and Income Dynamics (SLID) provide some information from which turnover rates and industry retention of employees can be derived. Unfortunately, most of the information cannot be broken down into levels of detail that would be greatly beneficial to go2. Strategies to overcome these gaps are discussed in Section 5 of this document.

4.2 EMPLOYMENT/UNEMPLOYMENT RATES

Table 4.2 – Gaps in Employment/Unemployment Rates Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Characteristics of the Gap
Employment & Unemployment	Employment Rates - For the Tourism Industry and Overall in BC	LFS –employment rates are available provincially.		✓	
		Census – collects employment information and can be broken down into industry and provincial levels.		✓	
		SLID – total weeks employment per year.		✓	
		Work Futures – Employment rates for different occupations are given and can be compared against other occupations in BC.		✓	
		WES – asks employees to report on how many months in the past five years that they have been unemployed.	?		*Information may not be available at this level of detail (see Appendix B)
	Unemployment Rates – For the Tourism Industry and Overall in BC	LFS – respondents are asked to report on how long they have been without work, and whether they have been looking for work.		✓	
		Census – asks when the respondent last worked for pay or self-employment, the type of industry they worked in and occupation.		✓	
		SLID – collects information on "jobless spells", including reasons for not looking for work and desire for employment.		✓	

		Work Futures – unemployment rates are given and are compared against overall unemployment rates in BC.		✓	
		Job Futures – unemployment rates for different occupations can be examined at the national level.	✗		Provincial data is not available from this source.

Discussion

Overall, there is a good supply of employment and unemployment information in general and for the tourism industry in BC. Therefore, there are no gaps for this category.

4.3 Length of Time to Fill Jobs

Table 4.3 – Gaps in Length of Time to Fill Jobs Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Length of Time to Fill Jobs	For tourism, by region or census division in BC	WES – asks employers the number of positions that have been unfilled for 4 or more months, and which job category the position falls in (e.g. management, clerical, etc.).	✗		There is very little data beyond the provincial level.
	By sector in BC	WES	?		*Information may not be available at this level of detail (see Appendix B)

Discussion

There is very little information relating to the amount of time it takes to fill tourism jobs. Statistics Canada used to produce the Help Wanted Index to examine job postings, but that has been terminated. More information is needed in this subject area.

4.1.4 Projections for Industry Growth & Labour Market Projections

Table 4.1 Gaps in Industry Growth and the Labour Market Projections Information

	Information Specifics	**Sources of Information**	**Gap? Yes**	**Gap? No**	**Nature of the Gap**
Projections for Industry Growth	By sector, occupation and region/census division in BC	Canadian and Provincial Outlook Long-Term Forecasts (Conference Board of Canada) – 20 year outlook of key economic indicators, demographic profiles and industrial mix.	✗		Does not focus on the tourism industry/occupations or present detailed regional information
		2010 Winter Games Labour Supply and Gap Analysis	✗		Was a one-time study; does not present regional information
Labour Market Projections	By sector, occupation and region/census division in BC	CTHRC – Labour Market Growth Projections for the national tourism sector from 2005-2020.	✗		These projections will not be broken down into provincial data or occupation
		Labour Market Pressures (Ministry of Skills Development and Labour)	✗		These projections are only available at a provincial level

Discussion

While various attempts are made to provide industry and labour market projections, they are not detailed enough to be of great value to go2's tourism HRD efforts. Projections are not broken down regionally. Furthermore, breakdown of occupations is insufficient. For example, even though we can project that chefs will be in demand, we have no way of knowing *what type* of chef will be in demand. Our classification systems do not go into this type of detail.

4.1.5 Occupations in Demand & Gap Analysis Information

Table 4.5 Gaps in Occupations in Demand and Gap Analysis Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Occupations in Demand	By occupation and by region/census division in BC	WES – Tracks the number of vacancies, how many positions have remained vacant for more than 4 months, the category of position (e.g. management, clerical, etc.), and the reasons for the vacancies (e.g. too few applicants, applicants lack experience, appropriate education, or turned down the job).	✗		The sample sizes obtained from the WES do not allow for in-depth analyses of specific industries or occupations, especially at the provincial level.
	Part-time, full-time and seasonal demand	CTHRC – Total Tourism Sector Employment Update – labour demand and supply projections at the national level.	✗		Provincial data will not be available.
		Labour Market Pressures – BC Ministry of Skills Development and Labour – can provide information on trends in surplus and shortage of labour down to the 4 digit NOC level.	✗		Provincial level data only
		WES – asks employers how many people are hired seasonally, and during which months this occurs.	?		*Information may not be available at this level of detail (see Appendix B)
Gap Analyses	Number of tourism jobs vs. new entrants into the industry by region	CTHRC – Total Tourism Sector Employment Update – will include gap analyses.	✗		Provincial and regional data will not be available.
		Job Futures – provides information on the number of job seekers vs. the number of openings at the national level.	✗		This source provides information at the national level only.
		2010 Winter Games Labour Supply & Gap Analysis	✗		This is a one-time report and does not go into regional breakdowns

Discussion

Statistics Canada's Help Wanted Index once provided a good occupations-in-demand measure, but has been discontinued. However, nothing has really replaced it, so occupations in demand are now measured more indirectly. While WES provides some good information, it does not have the sample size to allow for regional breakdowns or detailed industry/occupational analyses.

4.1.6 Workforce Demographic Information

Table 4.6 - Gaps in Workforce Demographic Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Workforce Demographics	By region or census division, comparison of provinces, and national	LFS – provides demographics about the workforce, which can be broken down into Economic Regions (see Appendix B).	?		*Some LFS information may not be available at regional levels (see Appendix B)
		Census – provides demographics which can be broken down into small geographic areas (e.g. Provincial Electoral Districts (e.g. North Vancouver-Seymour).		✓	
		WES – allows for comparison of workforce demographics between provinces, and national data is available.	?		*Information may not be available at this level of detail (see Appendix B)
		SLID – collects demographic information on the workforce at economic regional, census metropolitan and larger levels.	✓		
	Number of direct and indirect tourism jobs by sector, by region or census division and by occupation.	Census – can provide the number of direct and indirect jobs held in tourism by sector and by region or census division and by occupation.		✓	

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
	Seasonal employment - #'s by occupation	WES – collects information on seasonality of jobs by sector or occupation. Information on the number of hours per week or weeks per year and months per year an employee works is also collected.		✓	
		TSA – HR Module – air transportation and accommodation will be concentrated on. Percentage of part- and full-time employees and seasonal patterns will be examined.	✗		This module of the TSA is currently in the feasibility stage and will likely focus on nation-level data only. Note: there is an immediate opportunity to lobby for provincial data.
		SLID – collects information on seasonality of jobs and occupation.		✓	
		Work Futures – seasonality is discussed for occupations in BC.		✓	

Discussion

There is a significant amount of workforce demographic information available at regional levels and in sufficient occupation/industrial detail. The only caution is that the Census, which provides the best source of regionally detailed data, is only conducted every five years, and it usually takes about two years for the data to be released after that. This means that some information may be quite out of date by the time analyses are done (this will be discussed further in Section 5 of this report).

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
First Nations	First Nations demographics (e.g. age, training, employment)	Census – collects information about Aboriginal status and the Band/First Nation that they belong to. This can be cross-referenced with other Census demographics (age, labour market activities, education level)		✓	
		APS – adds further information to the Census data on topics such as education and labour activity.		✓	
		CISO – training programs and job outcomes are examined, and graduates are asked to state whether they are Aboriginal.		✓	
		ESIS (and formerly USIS, CCSIS, TVOC) – collects very detailed information on students, including Aboriginal status and specific courses/programs that they participated in and demographics (age, gender, etc.).		✓	
Immigrants	Number of immigrants entering BC	Census - collects information about where immigrants came from, when they moved to Canada, language, where people were a year ago and five years ago, etc.		✓	
		Citizenship and Immigration Canada – Immigration Research and Statistics broken down into provincial and census metropolitan levels.		✓	
		Annual Migration Estimates – annual migration estimates between census divisions, census metropolitan areas, between province and to/from Canada is available.		✓	
		LAD_IMDB – provincial immigration data is provided, including demographic, geographic and income information.		✓	
	Number of immigrants entering BC with a tourism background or experience	Census – collects information on the educational background of Canadians (including immigrants), including the types of certificates, diplomas and degrees they hold and the major field of study.		✓	
		LSIC – immigrants are asked to report their major field of study for their highest level of education, where they obtained that education (country), other professional or technical credentials, plans for further education, what type of occupation they want to work in, whether they checked transferability of credentials, current field of study, as well as the type of work they did before immigrating (industry, occupation, important duties).		✓	

Discussion

Immigrants and First Nations make up a good portion of potential tourism workers. Information from various sources on these groups is sufficient; therefore, no gaps exist in this category.

4.1.7 Return on Investment

Table 4.7 Gaps in Return on Investment Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Return on Investment	Money spent on employees linked with revenue/expenditures associated with tourists	CTHRC – ROTI – case studies of food and beverage servers and hotel front desk clerks will be done to measure the financial impact of training.	✕		This project is not completed and will not cover the entire tourism industry.
		FuturEd – *Calculating Return on Investment* (provides a good tool for organizations to conduct their own ROTI).			

Discussion

During this research the majority of information that was found that related to "return on investment" in the tourism industry focused on the money spent on *marketing* and the resulting revenue/expenditures associated with tourists. An environmental scan done by FuturEd on return on training investment also found that there is very limited evidence that ROTI is being done[6]. There needs to be more systematic research to link money spent on employees with revenues/expenditures associated with tourists. This will be discussed further in Section 5 of this report.

[6] Barker, Kathryn. June 2001. *Return on Training Investment: An Environmental Scan and Literature Review*. Article found online at: http://www.futured.com/returned.htm.

4.1.8 Tourism Business Demographics and/or Labour Indicators tied to Business Indicators

Table 4.8 Gaps in Tourism Business Demographics Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Tourism Business Demographics	Number of employees and types of businesses, by sector and region	Survey of Service Industries: Food Service and Drinking Places; Annual Survey of Travel Arrangement Services; Annual Survey of Traveller Accommodation – number of employees and type of business is collected by sector.	?		*Information may not be available at this level of detail at the regional level (see Appendix B).
		Business Register – complete list of all active businesses in Canada, including number of employees, type of business, size code based on gross business income, broken down into various geographic categories.		✓	
		SEPH – total number of paid employees, number of part-time workers and detailed industrial code are produced.	✗		Sub-provincial breakdown is not available with this survey data.
	Number of rooms, by sector and region	Hotel Association of Canada - number of hotel rooms, by region/province.		✓	
		Annual Survey of Traveller Accommodation – number of rooms, regional information collected.	?		*Information may not be available at this level of detail (see Appendix B).

	Number of tourism employees vs. number of revenues in BC, by sector, and by region or census division	WES – employers report on the number of employees (part-, full-time and seasonal; permanent & non-permanent, management & non-management), current year revenues, and change in revenue (increase or decrease from previous years)	✗		WES is unable to report at regional/census division levels. WES may be able to provide provincial data, depending upon the variables involved.
		Survey of Service Industries: Food Service and Drinking Places; Annual Survey of Travel Arrangement Services; Annual Survey of Traveller Accommodation – number of employees, revenue and expense information is collected by sector.	?		*Information may not be available at this level of detail at the regional level (see Appendix B).
	Number of tourism employees vs. number of rooms in tourism businesses in BC, by sector, and by region or census division	Business Register – employees vs. revenues by census division can be examined.		✓	
Tourism Business Demographics & Indicators	Number of employees vs. types of tourism businesses (how far can this be broken down) in BC, by sector, and by region or census division	WES – number of employees vs. industry.	✗		WES has data on file to the 6-digit NAICS level; however, most data can only be provided at the 3-digit level. Provincial breakdown may be possible, but no regional data is available.
		Business Register – number of employees vs. types of business can be broken down into the census division level using NAICS.		✓	
		Employment Dynamics and LEAP – collects information on types of businesses and number of employees.	✗		Data is broken down into the provincial level only.

Discussion

A fairly substantial amount of information exists about tourism business demographics. However, caution must be used, for many small tourism businesses that are associated with other industries (e.g. transportation) do not show up in most tourism statistics. The Tourism Association of Vancouver Island found, by conducting their own inventory of tourism businesses, that approximately many tourism businesses exist that are not included in other tourism statistics. Also, for the surveys that tie labour indicators to business indicators, regional data may not be available.

4.1.9 Tourism as a Stimulant for other Economic Growth

Table 4.9 Gaps in Tourism as a Stimulant for other Economic Growth Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Tourism as a Stimulant for Other Economic Growth	How many jobs are stimulated or created by tourism in BC, by region or census division (e.g. construction, accounting, architecture, consulting, etc.)	TSA and PTTSA – identify which industries benefit from tourism demand, highlight the relationships between supply of & demand for tourism commodities, show the value added by tourism industries and the number of jobs depending on tourism.	✗		Data is not broken down past the provincial level.
		NTI – measures trends in the components of the TSA.	✗		Data is not broken down past the provincial level; Indicators do not provide estimates of employment generated by tourism in non-tourism industries, nor do they measure employment in tourism industries which results from the sale of goods and services to consumers.
		Input/Output Model (BC Stats) – how economic changes in one industry can effect other industries.	✗		Only provincial level data is available.
		TEAM – estimates direct, indirect and induced economic impact for nearly 60 measures, including employment, wages and salaries, and gross domestic product at the regional level.		✓	

Discussion

There are a few options for determining the economic impact that tourism can have on other industries. The Canadian Tourism Research Institute (Conference Board of Canada) is the only option that offers regional analyses. Although it is noted that other options are not available with regional breakdowns, information that is available is sufficient; therefore, a gap does not exist in this category.

4.1.10 Salary Information

Table 4.10 Gaps in Salary Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Salary Information	Average salaries by industry sector or occupation code and by region or census division for the workforce in BC	WES – asks employers to report number of employees falling into different salary groupings (e.g. $20,000 and below, etc.). The employees are asked to give their wages or salaries as well.	✗		Sub-provincial breakdowns are not available; breakdown into specific tourism sectors or occupation codes may not be available, depending upon the sample size.
		LFS – asks workers to report their wages and/or salaries.	✗		This information cannot be broken down into sub-provincial levels.
		Census – provides data on wages/salaries and classifies respondents into both industry and occupation, and can be broken into the census division or regional levels.		✓	Note: the Census is conducted every five years, and it can take a couple of years for some of the data to be released. Salary/wage data may therefore be somewhat outdated.
		SLID – salary/wages is recorded for occupations.	?		*Information may not be available at this level of detail at the regional level (see Appendix B).
		SEPH – provides salary and wage information for various NAICS industries.	✗		Information from the SEPH cannot be broken down past the provincial level.
		TSA – HR Module – average wages for the accommodation and air transport sectors will be examined.	✗		This Module of the TSA is currently in the feasibility stage. Data from this source will be provided at the

					national level only.
		Job Futures – provides salary information for different occupations at the national level.	✗		This source provides information at the national level only.
		Work Futures – average salaries and average salaries for full-time employees by occupation are given.	✗		Regional breakdown for salary is not given.
		CISO, UBGS, NGS – former student salaries are recorded by industry/occupation at the institution level.		✓	
	Average salaries for the tourism industry in BC compared against other sectors	WES – differences in salary groupings between different industry sectors may be possible.	?		*Information may not be available at this level of detail (see Appendix B).
		LFS – collects salary and industry information from workers.		✓	
		Census - average salaries for the tourism industry and other industries can be examined at the provincial level.		✓	
		Work Futures – salaries for different occupations/industries can be compared, and are compared against the overall BC salaries.		✓	
	Union vs. non-union salaries for the tourism industry in BC	LFS – union vs. non-union salaries can be examined.		✓	
		WES – employees report their wages and union membership.	?		*Information may not be available at this level of detail (see Appendix B).
		SLID – collects information on salaries and records respondents' union membership.	?		*Information may not be available at this level of detail (see Appendix B).
	Average salaries for different size businesses for the tourism sector in BC	WES – size of businesses (determined by number of employees) and salary groupings could be examined.	✗		Breakdown into specific tourism sectors at the provincial level is dependent upon sample size and is likely not available.
		LFS – workers are asked to report the size of the business they work		✓	

		for, as well as their salaries.			
		SLID – collects salary information as well as the size of the business that respondents work for.	?		*Information may not be available at this level of detail (see Appendix B).
	Benefits that are paid to employees in BC's tourism industry, by sector or by NOC code (or other classification)	WES – employers are asked to report on non-wage benefits, and breaks down this information into management, union and non-union workers, as well as part-time non-wage benefits. Employees, as well, are asked to report on the non-wage benefits they receive.	✗		Provincial data on specific tourism sectors/occupations are not available due to the reliability of the sample size.
		SLID – reports non-wage benefits.	?		*Information may not be available at this level of detail (see Appendix B).

Discussion

While there is quite a bit of information collected about wages and salaries, much of it is not available at the regional level or for specific occupations. The exception to this is data from the Census. However, caution must be used because, as previously discussed, Census data can become outdated.

4.1.11 Tourism Program Student Outcomes

Table 4.11 Gaps in Tourism Program Graduate Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Tourism Program Graduate Information	How many tourism program graduates in BC are placed in tourism jobs?	CISO – graduates are asked about their jobs and the relevance to the programs they took (one could examine tourism programs vs. the number of graduates that feel their jobs have been related to their training). They are also asked to state how useful their educations were in helping them get jobs.	✗		Does not include private institutions.

		UBGS – similar to CISO, but examines university student outcomes.		✓	
		NGS – examines college, university and trade school graduates' program of study and relationship to subsequent employment. Profiling by major field of study and province are available.	✗		Does not include private institutions.
	What types of jobs do tourism graduates get?	CISO – graduates are asked to report on their main job title (full description) and type of industry/business, which can be cross-referenced with the programs they took.	✗		Does not include private institutions.
		UBGS – similar to CISO, but examines university graduate outcomes.		✓	
		NGS – the types of employment obtained by major field of study is available.	✗		Does not include private institutions.
	What salaries do tourism graduates get?	Work Futures – average salaries for recent graduates and entry level positions are given for specific occupations.		✓	
		CISO – graduates are asked for their gross salary or wage, as well as the number of hours/days they work.	✗		Does not include private institutions.
		NGS – asks for former students' salaries/wages.	✗		Does not include private institutions.
		UBGS – examines salaries for university graduates.		✓	
	What percentage of graduates don't get tourism jobs and why?	CISO – respondents are asked the reasons why they are currently not working or that they are currently not available for work. They are also asked why they are not in a job that is more related to their training.	✗		Does not include private institutions.
		UBGS – similar to the BC Student Outcomes, but examines university graduate outcomes.		✓	
		NGS – examines why unemployed graduates were not looking for jobs, asks graduates if they feel they are over-qualified for current jobs, and also asks why	✗		Does not include private institutions.

		graduates are looking for another job (e.g. better pay, better corresponds with qualification/training, etc.)			

Discussion

Student outcomes data for public institutions is excellent. There is, however, a severe gap in information from private institutions. Any data that is collected from these institutions is currently not available.

4.1.12 Tourism Education Program Enrolment

Table 4.12 Gaps in Tourism Education Program Enrolment Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Tourism Education Program Enrolment	Annual inventories of enrolled and graduating students in public/private tourism training programs	Post-Secondary CDW – annual and semester inventories of students enrolled in tourism programs are available (enrolments in specific courses are available as well), and graduate credentials are available.	✗		Does not include private institutions.
		University Presidents' Council of BC – headcounts by institution and program are available.		✓	
		ESIS (and formerly USIS, CCSIS, TVOC) – detailed inventories of enrolled and graduating students for all institutions in Canada, including courses and programs that each student participated in, are available.	✗		Does not include private institutions. However, Statistics Canada is working towards adding them to the system.
	Trend analyses of enrolment patterns	Post-Secondary CDW – enrolment patterns can be examined from 1998 to the present.	✗		Does not include private institutions.
		University Presidents' Council of BC - Degrees obtained can be examined from 1985 (where available) to the present for discipline, faculty, school or department.		✓	
		ESIS (and formerly USIS, CCSIS, TVOC) – combined, these surveys allow for trend analyses of programs/courses.	✗		Does not include private institutions.

Discussion

Very detailed information on students, their demographics, programs and courses exist for the public post-secondary institutions. Enrolment information for private post-secondary institutions is not available.

4.1.13 Public Opinion of Tourism Jobs/Careers

Discussion

There were no formal mechanisms that were found in place for capturing this information.

4.1.14 Skills Information

Table 4.14 Gaps in Skills Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
	Education levels of tourism workers by occupation (NOC) code in BC and by region or census division	Census – collects information on education levels, major field of study and occupations. This information can be compared by region/census division for tourism and other industries.		✓	
		SLID – asks respondents to report their highest level of education and major field of study.	?		*Information may not be available at this level of detail at regional levels (see Appendix B).
		WES – collects information on the minimum level of education required for a particular job. WES also asks employees about classes/training they have taken in the past 12 months and the extent to which they use the acquired skills at work.	✗		Regional data is not available.
		CTHRC – Total Tourism Sector Employment Update – will include information on education levels by the national tourism	✗		Provincial and sub-provincial breakdown of this information

		sector, industry group, and select occupations in tourism.			will not be available.
	Trend analysis – is there an increased number of well-trained people in the industry?	Census – one can compare data from previous Census years to look at trends in education levels of tourism workers.		✓	
		AETS – asks respondents to state whether they've participated in any courses, workshops, seminars or training related to their jobs, and asks them to specify the courses, the skills that they learned and any licenses or credentials earned. Data from 1990 until present is available for trend analysis.	?		*Information may not be available at this level of detail (see Appendix B).

Discussion

As with several other categories, most of the information in this category will likely not be available at sub-provincial levels. The Census can be broken down regionally, and may provide a good indication of workers' skill levels; however, caution must be used because, as previously discussed, Census data can become quickly outdated.

4.1.15 USE AND AWARENESS OF HRD RESOURCES

Table 4.15 Gaps in Use of HRD Resources Information

	Informatio n Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Use of HRD Resources		WES – asks employers to report on human resource practices (e.g. HR matters are handled as they arise or one person handles HR matters, etc.); and also asks if they paid for/provided any formal job-related training (by type), the number of employees who received the training, funding providers and expenditures for training.			

Discussion

Other than the Workplace and Employee survey (which cannot be broken down regionally), there does not appear to be a coordinated effort to determine which tourism organizations are using HRD resources.

4.1.16 Number of Employers Using Effective HR Practices

Table 4.16 Gaps in Number of Employers Using Effective HR Practices

	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Employers Using Effective HR Practices	Crystal Tourism Awards of Excellence: Human Resources Leadership Award			N/A
	Tourism Industry Awards (New Zealand)			N/A
	Canada's Top 100 Employers			N/A
	BCBusiness Magazine and Watson Wyatt Worldwide: The Best Companies to Work For in BC			N/A

Discussion

Measuring people management standards is challenging. There is not one particular way that this is done for the tourism industry in BC, Canada, across the world, or in other industries, for that matter. The CTHRC offers awards for excellence in tourism HRD, and this report has outlined a few other organizations that recognize businesses with good HR practices.

4.1.17 Customer Satisfaction

Table 4.17 Gaps in Customer Satisfaction Information

	Information Specifics	Sources of Information	Gap? Yes	Gap? No	Nature of the Gap
Customer Satisfaction	Satisfaction with education of graduates from tourism programs & application in the workplace	CISO & UBGS – students are asked to rate their satisfaction level with their programs and also to assess the degree to which their education relates to their jobs.	✗		Does not include private institutions.
	Employer assessments of the contribution employee training has	(Discussed in Return on Investment section)			

	had on business performance				

Discussion

There is sufficient information about the satisfaction levels of students who obtained education/training from public post-secondary institutions, but none for private institutions.

Section Five: Observations and Recommendations

So far this report outlined the types of data that go2 and tourism industry associations are interested in acquiring, gave an overview of sources that can provide some of that information, and identified the gaps that exist between the two. The purpose of this section is to bring all of this together by discussing the observations that were made during the course of this research, and to provide go2 with recommendations for obtaining data and filling information gaps.

At the onset of this project it was hoped that specific recommendations for filling each of the gaps would be presented. As the research progressed, however, it became apparent that specific recommendations (e.g. how to obtain the information and at what cost) would either not be warranted or possible for some of the gaps. Rather, it seemed that providing generalized recommendations for filling many of the gaps would be a more appropriate approach. This is, in part, due to the fact that much of the data that go2 would like to have access to comes from Statistics Canada, and therefore the *nature* of many of the information gaps identified in the previous section are the same. Additionally, there are a number of recurring themes that emerged from this research that also lead to some more overriding rather than specific recommendations. These generalized observations and recommendations are addressed here, along with some specific recommendations where applicable.

5.1 Observations

Usefulness of Information

Perhaps the most frequent and significant issue to arise from this research is that while there is a large quantity of relevant information being collected, a good portion of it is not collected or available in a way that is particularly useful to the industry. This is based on several observations.

- **Poor geographic and occupational breakdown of survey data.** go2 has recognized that their human resource development decisions and strategies need to be based on information that is both specific to regions and to occupations. However, due to sample sizes, many of Statistics Canada's survey results that are of interest to go2 are not available for in-depth analyses at regional levels or at detailed industry or occupation levels. An exception to this is the Census, which does allow for detailed regional and occupational analyses.
- **Useful information is quickly outdated.** The Census, because it does allow for such detailed analyses, is quite often used in labour market research. BC Work Futures, the Kunin reports[7], the CS/RESORS report[8] and numerous other

[7] Roslyn Kunin and Associates, Inc. produced two reports on behalf of the 2010 Winter Games Human Resources Planning Committee: *2010 Winter Games Labour Demand Analysis* (April, 2003) and 2010 *Winter Games Labour Supply and Gap Analysis* (September, 2003).

[8] CS/RESORS Consulting Ltd. produced *The Tourism Sector in British Columbia: Literature Review, Labour Market Projections and Training Gap Analysis* in 2002.

studies of significance to tourism in BC have all relied upon Census data. Census information, however, can quickly become outdated. The Census only occurs every five years. On top of that, it takes about two years after the data is captured for the data to be released. This means that a significant amount of the information that is being circulated and used as the basis for tourism human resource planning could be relatively outdated. To illustrate this, let's look at the CS/RESORS report. This study was conducted in 2002, but had to rely upon the results of the 1996 Census since data from the 2001 Census had not yet been released. Using the 2002 CS/RESORS report today (in 2004) means that we are relying upon data that is already eight years old. Similarly, the 2006 Census results will not be available until 2008, meaning that all research based on the Census until then will have to rely upon 2001 data.

- **Tourism is not a statistical category.** For most of their surveys, Statistics Canada and other organizations use the NAICS and NOC/SOC systems to group similar industries and occupations together (See Appendix A). Tourism is not a separate category in these systems. Instead, there are several categories and sub-categories that encompass tourism-related industries or occupations. The problem with this is twofold. First, the majority of publications, tables and highlights that are based on data that is classified using these systems do not specifically provide information about tourism. This puts tourism industry stakeholders at a disadvantage, for they don't have the option of obtaining some of the same free/inexpensive, easily-accessible information that other industries have. Second, because tourism is not a pre-defined category in the NAICS/NOC systems, those people wishing to obtain tourism-specific breakdowns of information must define which sub-categories constitute the tourism industry. While this process in itself is not overly-complicated, the breaking down and regrouping of sub-categories to form a tourism category means extra time and effort are spent on statistical analyses. The result of this is higher costs associated with tourism industry statistical analyses – costs that are passed on to people requesting such information.

COORDINATION OF INFORMATION

- **Sources for tourism industry and labour market information are not well understood.** There does not appear to be one source that coordinates and explains the tourism industry and labour market information that is available. The sources of tourism information reported in Section 3 of this document are the result of numerous inquiries and interviews with many different organizations. Even within Statistics Canada and BC Stats there was not one person who could identify which information on go2's "with list" could or could not be found, and at what level of detail the information could be obtained. Each survey had to be examined separately in order to determine exactly what information could be extracted from it. Even then, it was in many instances impossible to ascertain the level of detail that survey results could go into unless very specific variable requirements for custom tabulations were given. Determining where and how to find tourism data was a very lengthy and inefficient process.

- **Lack of coordination in collecting and disseminating tourism information.** The type of information that go2 is looking for would be sought after not only by other organizations in BC, but also by other provinces as well. In fact, an interview with a Statistics Canada agent revealed that a tourism organization in Ontario requested information about the Survey of Labour and Income Dynamics, similar to the information that was requested for this research. It is entirely possible that other provinces are/have been conducting research that is identical to the research undertaken in this study. Additionally, there does not seem to be any one information source that tells us exactly where we can obtain information listed on go2's "wish list". These factors indicate that there is a serious lack of coordination in the collection and dissemination of tourism information. Obviously, having each province (and perhaps several organizations within each province) conduct their own research to determine *what* information is available is a highly inefficient use of resources – time and money is being spent on research that could be done more efficiently at the national level.

5.2 RECOMMENDATIONS

Tourism is a major economic force in our country. Given the fact that the tourism industry needs to react quickly to changing market and labour force conditions in order to meet tourism demand, it is unacceptable that tourism information is not collected or available in forms that are useful to the industry. In order to address the previously-mentioned observations, as well as the gaps from the previous section, go2 might want to consider the following:

USE OF STATISTICS CANADA'S OR OTHER AGENCIES' PROFESSIONAL SERVICES

In addition to the pre-existing surveys, publications and custom data that Statistics Canada offers, other professional services are available. Some of the following options can be considered to help go2 meet their information needs:

- **Commission Statistics Canada to increase the sample sizes of surveys that are of particular interest to go2.** This would allow the opportunity to explore data at more detail and for smaller geographic areas. However, the cost of getting Statistics Canada to do this can be in the 6-digit range.
- **Commission Statistics Canada to incorporate questions into their existing surveys to obtaining missing information.** Existing surveys can be modified or new surveys can be created by Statistics Canada to accommodate go2's needs. The creation of a new survey would fall under the auspices of the Statistics Act, and would have to be deemed in the public good. Again, this would be a costly venture.
- **Commission Statistics Canada to help design go2's own surveys.** Statistics Canada offers professional services in survey design. They can act as a consultant to help define information needs, design questionnaires, samples

and estimation procedures, analyze survey data, interpret and present results, and evaluate the survey and test the data quality. Once again, the price tag associated with this would be hefty.

- **Commission other agencies to conduct surveys.** The cost of utilizing Statistics Canada's professional services can be very high. go2 should consider using other agencies to conduct surveys for a couple reasons: costs can be significantly less, there can potentially be more of a local and regional focus, and data can be received in a more timely manner (especially for data that would otherwise only be available through the Census). The government in Alberta recognized the need for more detailed wage data. Statistics Canada estimated that it would cost over one million dollars to conduct a detailed wage survey for the province. Instead, Alberta chose to go with a private contractor at a cost of approximately $400,000. They use this contractor to conduct the Alberta Wage and Salary Survey[9] every two to three years. go2 should look into such options. However, there are some benefits from using Statistics Canada's professional services. They have the experience, qualifications, and reputation that would ensure high quality results. Furthermore, as the Ministry of Advanced Education points out, Statistics Canada may have access to some data that a private sector company would not. Also, because of their standard methodology, results could be compared between the provinces[10]. It is also important to note that BC Stats can be used for custom tabulations of Statistics Canada data. Because BC Stats purchases a large quantity of information from Statistics Canada, they often get a better price on data than other organizations normally would (e.g. they would very likely get a better price on data than go2 would). It may therefore be beneficial for go2 to use BC Stats' services (see Appendix B for further discussion on this topic).
- **Use omnibus surveys to collect public opinion information on a regular (annual) basis.** The gap analysis found that there appears to be no formal mechanisms in place for capturing information about the public opinions of tourism jobs/careers. A survey-based marketing research firm could be commissioned to add a few questions to their omnibus (multi-purpose) surveys. Ipsos-Reid, for instance, offers their "BC Reid Express". This is a quick turnaround survey: the survey is conducted on the first Monday of every month, and you will have the results in your hand within 10 days. For close-ended questions, the cost is $800 per question for a BC-wide sample (800 people). For more information call: 1-888-210-7425.

USE OF PARTNERSHIPS TO OBTAIN INFORMATION

Part of go2's role is to build effective partnerships with other industry associations and employers as well as tourism education and training providers. go2 can utilize these and

[9] The Alberta Wage and Salary Survey is conducted by R.A. Malatest and Associates on behalf of Alberta Human Resources and Employment, Human Resources and Skills Development Canada and Alberta Economic Development. The survey is conducted every two to three years to gather information from employers on wages and salaries for full-time and part-time employees in Alberta. The information is broken down by occupation, geographic area and industry group.

[10] BC Ministry of Advanced Education. 2001. *A Review of Wage and Salary Information Sources*. http://www.aved.gov.bc.ca/labourmarketinfo/reports/wagesreview.pdf.

other partnerships to help them obtain tourism information. Some recommendations that have arisen during this project are:

- **Collaborate with tourism stakeholders to form a funding consortium to obtain information.** Many of the people interviewed for this study expressed a keen interest in several items from go2's "wish list". go2 and other stakeholders in the province could pool their resources to either commission Statistics Canada's professional services to obtain information that they need, or to commission or conduct surveys through other agencies.
- **Collaborate with other industries, as well as government, to form a larger and more powerful funding consortium to obtain mutually sought-after information.** Tourism, albeit increasingly significant, is but one of British Columbia's prosperous industries. Other industries are interested in obtaining much of the same information that go2 wishes to acquire. In fact, the BC Ministry of Advanced Education, one of the producers of BC Work Futures, expressed keen interest in forming a funding consortium to commission a better provincial wage survey (similar to Alberta's wage survey). Partnerships could also be used to help fund an updating of the Kunin 2010 Labour Demand and Supply reports (estimated at $30,000).
- **Collaborate with industry associations to administer member surveys to capture missing/inadequate information.** A whole wealth of relevant information lies with industry associations and their members. Information on wages, turnover, skills, human resource practice and much more could be revealed by surveying the members of industry associations. Many of the associations that were interviewed during this research did, in fact, express that they would be willing to help administer surveys if they could. Many were also interested in obtaining tourism industry and labour market information. go2 could provide industry associations with free tourism industry and labour market reports (and perhaps other incentives) in exchange for help with administering the survey. Some associations cautioned that they don't want to bombard their members with surveys, and some mentioned that they get low response rates to questionnaires that they've sent out in the past. Also, one association warned not to administer surveys during busy tourist seasons. If go2 decides to use industry associations to administer surveys, they should ensure that appropriate survey techniques are used.
- **Organize tourism information collection and dissemination at the national level to avoid inefficiency and confusion.** One observation made during this research was that there is no apparent coordination of tourism information collection and dissemination in Canada. This is highly inefficiency and leads to confusion over exactly *what* tourism information is available. Provincial tourism education councils should be responsible for creating an industry "wish list" similar to the one go2 has come up with for this study. These lists should be submitted to the CTHRC who would then be responsible for: creating a master "wish list" of information that the tourism industry needs; developing a comprehensive list of sources to meet those needs (similar to what this study has attempted to do); coordinating efforts to lobby for information that is not available; and, organizing an informative website to describe and provide links to tourism statistics and other information.

- **Partner with others to create a tourism industry and labour market information website.** Figuring out where and how to obtain useful tourism industry and labour market data is a frustrating and time-consuming process. It is no simple task to browse through the wealth of information that Statistics Canada alone has to offer. A website should be created, perhaps under the direction of the CTHRC, to outline the wide range of general and tourism-specific statistics that are available. This website should be well-advertised so that other organizations are aware of it and do not attempt to replicate this study. Instead, other organizations should be encouraged to add to the website resource to make it as functional and updated as possible for all tourism organizations across the country. To be useful and beneficial to the industry, this website should include:
  - a summary of statistics that are available nationally (e.g. Statistics Canada national surveys);
  - a summary of statistics that are available provincially (e.g. a user could click on a particular province to view the statistics that are available in that province only);
  - these national and provincial statistics should outline the sources of the statistics, when data is released, the quality of the data (e.g. what level of detail it can be broken down into, if possible), how to obtain information, and contact information (similar to what was done in Section 3 of this report);
  - in addition to being sorted into national/provincial statistics, the information should also be sorted and searchable by topic. For instance, under the topic of "wage", all statistics/surveys that give information about wages and salaries should be listed;
  - direct links to the sources of these statistics (e.g. provide a link to Statistics Canada's description of the Workplace and Employee Survey);
  - direct links to secondary analyses of these statistics/surveys (e.g. provide a link to statistical analyses publications done by the Canadian Tourism Commission);
  - a forum in which tourism statistics users can post questions about and discuss issues in tourism information.
- **Collaborate to find more effective ways of capturing and sharing data.** Many tourism organizations have attempted to capture tourism industry and labour market information in many different ways. The Vancouver Island Tourism Association, for instance, created an in-depth inventory of tourism-related businesses, and also conducted their own labour market research. Rather than having other organizations blindly conduct the same type of research, the industry as a whole should coordinate efforts to find the most effective ways to capture and share tourism industry and labour market information. go2, as the tourism HRD coordinating organization of the province, should oversee this.
- **Nationally agree upon a standard method for calculating return on employee investment for the tourism industry.** The gap analysis found that there does not appear to be any systematic method for calculating return on investment in the tourism industry in Canada. go2 should work with the CTHRC and the other provinces to standardize and implement a national tourism ROI

tool so that the industry will be more likely to calculate ROI, and so that provincial results can be compared.

- **Nationally agree upon a standard method for evaluating tourism HR practices.** As with ROI, the gap analyses found that there is no standard, regularly-used method by which “effective HR practices” are measured in the tourism industry. This report has provided some examples of how some organizations are recognizing employers using good HR practices. go2 should work with the CTHRC and the other provinces to determine the most effective ways to systematically evaluate HR practices, and then implement a national strategy. For instance, annual provincial awards could be held by provincial tourism education councils (e.g. determine “The 10 Best Tourism Businesses to Work for in BC”), and the CTHRC could choose national winners (in addition to or in lieu of their existing Awards for Excellence in Tourism HRD).

USE OF PARTNERSHIPS TO LOBBY FOR BETTER TOURISM INFORMATION

In addition to using its partnerships to obtain tourism information, go2 can also collaborate to lobby for more effective tourism data collection and dissemination.

- **Partner with provincial and national tourism organizations to lobby Statistics Canada and the Federal Government to make tourism a specific category in statistical classifications.** The industry will benefit both provincially and nationally by having access to statistical information that categorically recognizes tourism as a major and distinct industry. go2 should collaborate with other industry stakeholders to let the government know that obtaining useful tourism statistics is not just desired, but is an essential component of HRD strategic planning and management.
- **Work with local and provincial government bodies to lobby for the creation of a specific category for tourism.** Our local and provincial governments have a vested interest in tourism information as well. The Ministry of Skills Development and Labour, the Ministry of Advanced Education, the BC Chamber of Commerce, along with others, are very concerned about skills shortages that may result from an increased demand for workers for the 2010 Winter Games. Each of these government bodies recognizes the need to collect and monitor tourism labour market information. go2 should approach these groups to have them help lobby to establish better measurement and dissemination of tourism data.
- **Lobby for further breakdowns of occupation categories.** Classification systems that are currently used by Statistics Canada and BC Stats do not provide enough detail (breakdown) of occupations. For instance, there is no way of breaking down the NOC or SOC category of “Chef” any further. From an HRD perspective, however, it would be extremely beneficial to be able to isolate information about different types of chefs. It is unlikely that our national classification systems will be changed to accommodate this– to do so would undoubtedly cost an incredible amount of time and money. On the other hand, if industries and provincial governments combined their efforts to lobby, perhaps there would be a movement towards the production of more useful statistical categories.

- **Lobby for better occupations-in-demand information.** Since the termination of the Help Waned Index (Statistics Canada), there has been no direct way of measuring job vacancies. The Workplace and Employee Survey provides some useful data in this regard, but the sample sizes do not allow for detailed provincial and occupational/industrial breakdowns. Statistics Canada should be lobbied to increase the WES sample size, or to find a better method to replace the Help Wanted Index.
- **Lobby for more information about private post-secondary institutions.** An immediate opportunity exists to lobby for access to private post-secondary institution data. Currently enrolment and graduation data, as well as student outcomes information, is collected by all private institutions that are accredited. This information is submitted to the Private Career Training Institutions Agency (formerly PPSEC) of BC, is passed along to the Student Services Branch of the Ministry of Advanced Education, but is not available for use by other organizations. Statistics Canada has stated that they are in the process of trying to add private institutions' student data to their Enhanced Student Information System. They are just in the process of creating lists of private institutions, and will then have to obtain funding to incorporate the information into ESIS. The timing is perfect for go2 to partner with tourism stakeholders, as well as HR organizations from other industries, to voice their need for this data. Efforts should be made to lobby the Ministry of Advanced Education for this information, and Statistics Canada and the HRSDC (who could possibly help fund the addition of private institution data to ESIS) should be made aware of the significance that this type of information would have on human resource planning and development, and should be informed that there is a definite demand for it.
- **Lobby for more longitudinal data on public and private student outcomes.** Student outcomes surveys are conducted a few months to a few years after student graduations. go2 and other stakeholders should lobby for more longitudinal data to survey students after longer periods of time to reveal what the long-term effects of their education have been.
- **Work more closely with the CTHRC to lobby for provincial/regional information.** The CTHRC is involved in many projects that are of interest to go2. The HR Module of Statistics Canada's Tourism Satellite Account is currently under development, with some input from the CTHRC. The initial focus is on national level data. go2 should lobby with the CTHRC to have this module include provincial/regional level data wherever possible. Furthermore, the CTHRC should be including more provincial-level details in their own publications, such as the *Total Tourism Sector Employment Update*. Where provincial-level data is not available, the CTHRC and its provincial partners should lobby to have it made available.

Section Six: Conclusion and Considerations for Further Research

6.1 MAJOR FINDINGS

Tourism is an increasingly important industry in British Columbia that will undoubtedly grow up to and through the 2010 Olympic Games. In order to meet increased tourism demand, effective human resource development strategies need to be in place. go2 is the organization responsible for coordinating tourism human resource development in the province. They have recognized that their HRD strategies need to be based on detailed, up-to-date information about the tourism industry and its labour market. The purpose of this study was to gain a better understanding of tourism information that is available for BC. An Internet review, interviews and a gap analysis were undertaken in order to achieve this purpose.

This study identified a large number of sources from which go2 might obtain tourism industry and labour market information. However, the gap analysis revealed that there are some overriding problems associated with the current data that is available.

First, the usefulness of the information is questionable. Much of the data that is available is derived from national-level sources, namely Statistics Canada's surveys. In fact, most of the provincial information that is available is derived from these surveys as well. While these surveys contain *potentially very useful* information, their application is greatly hindered by their inability to allow for detailed analyses at regional levels. This is relevant not just to the tourism industry, as having access to timely regional-specific data is a critical component in human resource planning and development for every industry. However, tourism stakeholders also have the disadvantage of dealing with classification systems that do not acknowledge tourism as a separate and important category.

Second, there is a lack of coordination of tourism industry and labour market data. While there are a number of organizations that provide highlights, summaries, and even in-depth reports on tourism information, there doesn't appear to be any one organization that is responsible for coordinating all of this information so that it is useful to the industry. The fact that another tourism organization in Ontario recently made inquiries to Statistics Canada similar to the inquiries made for this research illustrates that there is a lack of communication and coordination between provinces.

In response to these and other observations made in this report, a number of recommendations were made for improving the quality of and access to tourism industry and labour market information. Additionally, go2 and other tourism stakeholders should consider conducting further research into the improvement of tourism data. This is discussed next.

6.2 CONSIDERATIONS FOR FURTHER RESEARCH

ENVIRONMENTAL SCAN AND BEST PRACTICES IN TOURISM DATA COLLECTION AND DISSEMINATION

A major component of this research project was to conduct an environmental scan to determine *what* data is being collected for the tourism industry in British Columbia, and to uncover gaps between information that the industry needs and information that is provided through statistics or other forms of data collection. This study found that the current state of information that is available for the tourism industry is unacceptable, especially in light of the fact that tourism is such a dominant part of our provincial and national economies.

One of the next research priorities should be to conduct an environmental scan to establish ***what is being done*** to improve the state of data collection and availability for the tourism industry at provincial and national levels. We also need to determine ***what actions can be taken*** to improve the usefulness of data available to the tourism industry. Questions that should be addressed are:

- Which organizations are using data for tourism planning and management purposes, and are they concerned about the quality or usefulness of the data that they are using to base their decisions? If so, which aspects of tourism data concern them the most?
- Are major tourism organizations lobbying for more timely and detailed information, or are they merely utilizing what is available? What are the Canadian Tourism Commission's, the Canadian Tourism Research Institute's, Tourism BC's and other organizations' thoughts on tourism data usefulness? Have they done anything to address these issues? Are there any publications relating to this? The Canadian Tourism Commission has admitted that there are generic limitations of Canada's tourism statistics system, including sample coverage and size, the harmonization of concepts and categories, the timeliness of results, and the low awareness and utilization levels[11]. Have there been any actions taken to alleviate these problems?
- What are other provinces doing to add to or improve upon current tourism information? The fact that Alberta undertakes its own Wage and Salary Survey, as does go2, is testament that the national surveys are not meeting the needs of the provinces.
- How could organizations and provinces collaborate to improve tourism information?
- What concerns do other industry sectors have about the usefulness of statistical information that is available? Non-tourism industries will also be interested in wage, turnover, skills, return on investment and other information. Have these other industries been able to obtain more useful information? If so, how? If not, would they be interested in lobbying for more useful information?

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[11] These topics were mentioned briefly by the CTC Director of Research in the *Proceedings from the Forum for Canadian Air Transportation Statistics*, June 8, 2001, Ottawa. Found at: http://www.infolink.ca/samples/ForumonAviationStatistics.rtf.

- How are other nations collecting and disseminating tourism statistics and information, and what can we learn from them (i.e. study of best practices)? Are they, too, having difficulties obtaining *useful* information upon which they can base their tourism planning and management decisions? One UK report, *Tourism Statistics Improvement Initiative: Review of Tourism Statistics*[12], indicates that other countries are experiencing similar difficulties with their tourism data. go2, and in fact the Canadian tourism industry in general, could greatly benefit by learning from and/or working with other nations that are attempting to improve tourism data collection, analyses and dissemination.

Addressing these questions and forming an action plan for improving tourism information collection and dissemination in the province will help go2 work towards obtaining the timely and detailed data they need to create HRD strategies so that future industry and employment requirements are met.

[12] The UK's Department for Culture, Media and Sport published *The Review of Tourism Statistics* in June 2004, written by Denis Allnutt, as the 33rd report in the National Statistics Quality Review Series. The report can be found at: http://www.culture.gov.uk/global/publications/archive_2004/Review_Tourism_Statistics.htm. The UK Government launched a program to ensure that National Statistics are "fit for purpose" by reviewing key outputs, at least every five years, with the involvement of methodologists and outside expertise. A public sector group has been formed to develop an implementation plan based on the review of tourism statistics, as is required by National Statistics Quality Review procedures. This group was due to report in Autumn, 2004.

Appendix A: Description of Classification Systems

INDUSTRIAL CLASSIFICATION

NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS)

NAICS is a classification system that was created jointly by Canada, the United States and Mexico to allow comparability in statistics about business activity across North America. It is organized by 928 industries in 20 economic sectors and is now used instead of the Standard Industrial Classification (SIC) system. Statistics Canada provides concordance tables to allow users to view the convertibility between SIC, NAICS 1997 and NAICS 2002 codes at http://www.statcan.ca/english/concepts/industry.htm#2.

NAICS uses a 5-digit classification structure (with 6-digits for national industries) to describe the industrial structure and composition of Canadian, United States and Mexican economies. The following provides an example of some NAICS codes that apply to the tourism industry:

72 – Accommodation and Food Services
721 – Accommodation Services
7211 – Traveller Accommodation
72111 – Hotels and Motels
721113 – Resorts
721114 – Motels

71 – Arts, Entertainment and Recreation
712 – Heritage Institutions
7121 – Heritage Institutions
71212 – Historic and Heritage Sites

STANDARD INDUSTRIAL CLASSIFICATION (SIC) SYSTEM

The SIC system is similar to NAICS. It is divided into the SIC-E (classification of establishments based on their primary activities) and the SIC-C (classification of companies and enterprises according to the activities in which they are engaged). The SIC classification system is no longer used by Statistics Canada. Instead, NAICS is used. The following provides an example of some SIC-E codes that apply to the tourism industry:

Q – Accommodation and Food Services
Q91 – Accommodation Service Industries
Q911 – Hotels, Motels and Tourist Courts
Q9111 – Hotels and Motor Hotels

Occupational Classification

National Occupational Classification (NOC)

The NOC was implemented in 1992 to replace the *Canadian Classification and Dictionary of Occupations*. The NOC system groups occupations into 520 categories with over 30,000 occupational titles. This system describes the duties, skills, aptitudes and education requirements for occupations. The following provides an example of some NOC codes that apply to the tourism industry:

6 – Sales and Service Occupations
64 – Intermediate Sales and Service Occupations
643 – Occupations in Travel and Accommodation
6431 – Travel Counsellors

NOC-S 2001 is the Statistics Canada occupational classification system. The structure of the system is very similar to HRSDC's NOC system, with the main difference being the codes used to identify the occupations. NOC uses numbers (i.e. Human Resource Manager = 0112) and NOC-S 2001 uses a letter then numbers (i.e. Human Resource Manager = A112). It is parallel to the *Standard Occupational Classification 1991* (SOC-91). The following provides an example using the same occupations as listed above, but using the statistical version of NOC:

G – Sales and Service Occupations
G7 – Occupations in Travel and Accommodation Including Attendants in Rec. and Sport
G71 – Occupations in Travel and Accommodation
G711 – Travel Counsellors

Statistic Canada's descriptions of standard occupational classifications, including concordances, can be found at http://www.statcan.ca/english/concepts/occupation.htm. The HRDC provides a more thorough explanation of the classification systems: http://www23.hrdc-drhc.gc.ca/2001/e/tutorial/intro.shtml.

Instruction Program Classification

Classification of Instructional Programs (CIP-2000)

The *Classification of Instructional Programs* (CIP-2000) provides a taxonomic scheme for instructional programs classifications and descriptions. The CIP-2000 has replaced Statistics Canada's former post-secondary classification systems (i.e. the classification systems used for CCSIS, USIS and TVOC) due to its comprehensiveness and level of detail, as well as its potential to allow comparability with US education data[13]. The CIP is the classification system used for Statistics Canada's ESIS.

13 Source: U.S. Department of Education, Office of Educational Research and Improvement. *Classification of Instructional Programs (CIP-2000)*. November, 2001. Online link to this article found at http://www.statcan.ca/english/sdds/3879.htm

The CIP taxonomy is organized on 3 levels: a 2-digit Series, a 4-digit Series, and a 6-digit program level. The following provides an example of some CIP-2000 codes that apply to the tourism industry:

12 – Personal and Culinary Services
12.05 – Culinary Arts and Related Services
12.0501 – Baking and Pastry Arts/Baker/Pastry Chef

52 – Business, Management, Marketing, and Related Support Service
52.09 – Hospitality Administration/Management
52.0903 – Tourism and Travel Services Management

Statistics Canada provides a more in-depth description of the CIP at: http://www.statcan.ca/english/concepts/ESIS/cip.htm.

Appendix B: Additional Statistics Canada Information

The large portion of the information that go2 would like to have access to comes from Statistics Canada. The purpose of this Appendix is to provide go2 with a better understanding of Statistics Canada's products and services.

DETERMINING THE LEVEL OF DETAIL WITH CUSTOM TABULATIONS

For information that cannot be obtained through existing publications, reports and tables, Statistics Canada can provide custom tabulation services. Because most of the existing data analyses do not cover the information needs of go2, go2 will likely have to request custom tabulations. However, figuring out the level of detail that the custom tabulations can go into is somewhat complex.

In many instances the gap analysis in Section 3 yielded inconclusive results, as indicated by the "**?**". This signified that information *may or may not* be available at the desired level of detail. The level of detail to which Statistics Canada's data can be broken down into depends upon the sample size and the variables that are chosen for the analysis. If the sample size for the chosen variables is too small, the results will be unreliable. The only way to ascertain whether certain combinations of variables will be reliable is to send a custom tabulation request to Statistics Canada with very specific parameters defined, and they will conduct a feasibility study.

For example, a request was sent in to Statistics Canada to ascertain whether the wages for SOC G721 (Tour and Travel Guides) could be examined for BC (or in Canada if BC was too unreliable), based on results from the Workplace and Employee Survey. Also, a request was sent in to see if NAICS 7211 (Traveller Accommodation) could be examined for the number of seasonal employees in BC (or in Canada if BC was too unreliable), again, based on results from the WES. Statistics Canada proceeded with a feasibility study for these requests, and determined that both resulted in unreliable numbers. This is the process that go2 would have to undertake for each piece of information they would like to acquire from each different survey.

For some surveys, Statistics Canada would be able to produce custom tabulations for the "tourism industry" if the tourism industry is defined for them. For instance, using NAICS (see Appendix A), go2 could cluster several 2-6 digit classification groups in order to provide Statistic's Canada with an appropriate definition of what go2 would consider to be included in their definition of the "tourism industry". Similarly, go2 could group together several different NOC codes to define the tourism industry by occupations.

Statistics Canada and BC Stats both offer custom tabulation services based on Statistics Canada's survey results. The charge for obtaining custom tabulations from either organization is on a cost-recovery basis. The cost is dependent upon the number of variables requested and the complexity of the process needed to extract and analyze those variables. To conduct an analysis on the tourism industry, as just described, would be more complex than analyzing information on a pre-determined industry (i.e. an industry that has its own category in Statistics Canada's classification system). Therefore, the cost of obtaining wage information on the "tourism industry" would be higher, for example, than obtaining wage information for the "manufacturing" or "retail trade" industries which have their own NAICS category.

CANSIM TABLES

CANSIM is the online resource for Statistic Canada's socio-economic statistics. Data can be searched by subject, text, table number, series number and survey number. The information is organized into 23 general subject areas. Some areas that may be of particular interest to go2 include: travel and tourism; population and demography; labour; education; business enterprises; and, arts, culture and recreation. Incorporated into CANSIM are the Labour Force Survey (LFS) results, the Survey of Employment, Payroll and Hours (SEPH), and many others.

CANSIM offers several choices for data output: HTML tables, graphs and spreadsheets with comma-separated values or tab-separated values; and, Beyond 20/20 tables. Active tables are updated as the survey data are released. For instance, monthly survey data is released monthly, and annual survey data is released annually.

Series typically cost $3 each. The charge is determined by the number of variables that are chosen, such as geography or other elements. Any number of reference periods may be added at no extra charge. Volume discounts are available to deposit account customers. Deposit account access is available with a minimum prepayment of $1,000. Bonuses for bulk purchasing are available:

up to $2,500	no bonus
between $2,500 and $4,999	receive 10% more series
between $5,000 and $9,999	receive 15% more series
over $10,000	receive 20% more series

For example, if you prepay $9,000, you will be entitled to download 3,000 series plus 450 (15% of 3000) series, a total of 3,450 series, a bonus of 450 series.

Some of the information that can be accessed through CANSIM would be useful to go2, and CANSIM is a quick, easy method of obtaining socio-economic statistics. However, not all dimensions that would be useful to go2 can be isolated. go2 should consult the list of tables that are available to determine whether any would be useful to them. A full list of CANSIM tables is available in the *CANSIM Table Directory* (November, 2004) online at: http://cansim2.statcan.ca/directory/Table_Directory.pdf. Examples of tables that might be of interest to go2 include (there are many more):

- 052-0001 Projected population, by age group and sex, Canada, provinces and territories, July 1, 2000-2026, annual
- 202-0107 Earnings of individuals, by selected characteristics and North American Industry Classification System (NAICS), 2002 constant dollars, annual

- 281-0025 Employment (SEPH), seasonally adjusted, for all employees for selected industries classified using the North American Industry Classification System (NAICS), monthly
- 281-0029 Average hourly earnings for employees paid by the hour (SEPH), unadjusted for seasonal variation, for selected industries classified using the North American Industry Classification System (NAICS), monthly
- 281-0041 Employment by enterprise size of employment (SEPH) for all employees, for selected industries classified using the North American Industry Classification System (NAICS), quarterly
- 282-0047 Labour force survey estimates (LFS), duration of unemployment by sex and age group, monthly
- 387-0003 Employment generated by tourism, quarterly
- 477-0006 Full-time enrolments and graduates in postsecondary community college programs, by program field, year in program and sex,
- 477-0052 Registered apprenticeship training, completions by major trade groups and sex, annual
- 355-0005 Summary statistics for food services and drinking places (all establishments), by North American Industry Classification System (NAICS), annual
- 282-0080 Labour force survey estimates (LFS), employees by job permanency, North American Industry Classification System (NAICS), sex and age group, annual

For more information on CANSIM visit http://cansim2.statcan.ca/.

THE DAILY

The Daily is Statistics Canada's official release bulletin, the Agency's first line of communication with the media and the public. *The Daily* issues news releases on current social and economic conditions and announces new products. It provides a comprehensive one-stop overview of new information available from Statistics Canada.

The Daily is available online, or can be sent via email in HTML format (for custom versions) or text format (for full versions). The custom version of *The Daily* allows subscribers to choose specific subjects. Hyperlinks to articles and product release announcements on the subjects that have been selected will be sent only on the days that they appear in *the Daily*.

The Daily, which is free of charge, is released at 8:30 a.m. Eastern time each working day with the exception of data from the Labour Force Survey and the Consumer Price Index, which are available at 7 a.m. *The Daily* has been published since 1932, and posted on the Web since June 1995.

Citation of *the Daily* in newsprint, magazine, radio and television is permitted, subject to the acknowledgement of Statistics Canada as the source. Any other reproduction is permitted, subject to the requirement that Statistics Canada be acknowledged as the source on all copies as follows: Statistics Canada, The Daily, catalogue number 11-001-XIE, date and page references (if applicable).

By subscribing to a customized version of *The Daily* go2 would keep well-informed about the issues and product announcements that are relevant to them. To subscribe, or for more information about *The Daily, visit* http://www.statcan.ca/english/dai-quo/subs.htm.

PUBLIC USE MICRODATA FILES

Microdata files are available for many of Statistics Canada's surveys, including the SLID, the LFS and the Census. These microdata files give users access to unaggregated data. This makes the files valuable research tools because the user can group and manipulate the variables to suit data and research requirements.

For each survey that has a public use microdata file, Statistics Canada provides a user guide which outlines the survey, methodology, data collection, weighting, quality, guidelines for tabulation/analysis/release, variance calculation, and other pertinent information. User guides can be obtained online by searching in the "Products and Services" section (http://www.statcan.ca/english/services/), or by contacting Statistics Canada using the contact information given for each survey in Section 3.

RESEARCH DATA CENTRES (RDC)

Statistics Canada's Research Data Centres (RDC) provides another option for obtain microdata from some surveys. The RDC program is part of an initiative by Statistics Canada, the Social Sciences and Humanities Research Council (SSHRC) and university consortia to help strengthen Canada's social research capacity and to support the policy research community. RDCs provide researchers with access, in a secure university setting, to microdata from population and household surveys. There is a RDC at UBC. Survey results available through RDCs include the LSIC, SLID and WES.

To access the microdata housed in the RDCs, researchers must submit a project proposal to an adjudicating committee operating under the auspices of the Social Sciences and Humanities Research Council (SSHRC) and Statistics Canada. Researchers from institutions other than the host universities are welcome to submit proposals to access the RDCs. Furthermore, researchers who are conducting publicly available research on a not-for-profit basis at universities, research institutes, government agencies and other public research organizations may also submit proposals.

If your proposal is approved and you are given access to a Research Data Centre, your contract with Statistics Canada allows you to access only the microdata specified in your approved research project and only for the purpose of completing that project. For more information about RDCs, visit http://www.statcan.ca/english/rdc/index.htm.

LICENSING FOR SELLING/REDISTRIBUTING INFORMATION

go2 should note that use of Statistics Canada's data for selling or redistributing must be licensed, and fees and royalty charges may apply. A value-added distributor, for instance, is a person/organization who purchases Statistics Canada products for use in creating new products for sale. New product development could involve combining Statistics Canada data with data from other sources. Value-added distributor licence agreements authorize the creation and distribution of new and derived products to users. The benefits of becoming a value-added distributor include partnering with Statistics

Canada to use timely and accurate data to create new products for resale. There is also the opportunity to use your market advantage of expertise, data and technology in combination with the latest Statistics Canada data to create unique products for sale.

To become a value-added distributor, consult the Value-Added Distributor Agreeement (at http://www.statcan.ca/english/reference/valuedistr.htm) to find out the terms and conditions. Contact Distributor Liaison Services (licensing@statcan.ca) (613-951-1122), or the nearest Statistics Canada regional reference centre (1-800-263-1136) to obtain a contract or to ask about other licensing opportunities.

ECONOMIC AND EMPLOYMENT INSURANCE REGIONS USED FOR BRITISH COLUMBIA

The Economic Regions used by Statistics Canada in the Labour Force Survey may be useful for go2's analysis and are grouped into the following:

910: Vancouver Island and Coast: Census Divisions 17 Capital Regional District, 19 Cowichan Valley Regional District, 21 Nanaimo Regional District, 23 Alberni-Clayoquot Regional District, 25 Comox- Strathcona Regional District, 27 Powell River Regional District, 43 Mount Waddington Regional District and 45 Central Coast Regional District.

920: Lower Mainland: Southwest: Census Divisions 09 Fraser-Cheam Regional District, 11 Central Fraser Valley Regional District, 13 Dewdney-Alouette Regional District, 15 Greater Vancouver Regional District, 29 Sunshine Coast Regional District and 31 Squamish-Lillooet Regional District.

930: Thompson - Okanagan: Census Divisions 07 Okanagan-Similkameen Regional District, 33 Thompson-Nicola Regional District, 35 Central Okanagan Regional District, 37 North Okanagan Regional District and 39 Columbia-Shuswap Regional District.

940: Kootenay: Census Divisions 01 East Kootenay Regional District, 03 Central Kootenay Regional District and 05 Kootenay Boundary Regional District.

950: Cariboo: Census Divisions 41 Cariboo Regional District and 53 Fraser-Fort George Regional District.

960: North Coast: Census Divisions 47 Skeena-Queen Charlotte Regional District and 49 Kitimat-Stikine Regional District.

970: Nechako: Census Divisions 51 Bulkley-Nechako Regional District and 57 Stikine Region.

980: Northeast: Census Divisions 55 Peace River Regional District and 59 Fort Nelson-Liard Regional District.

Employment Insurance Regions are also examined in the Labour Force Survey, and are grouped into the following in BC:

50. Southern Interior British Columbia;
51. Abbotsford;
52. Vancouver;
53. Victoria;
54. Southern Coastal British Columbia;
55. Northern British Columbia.