

# Fastest Growing Industries: Tourism

A guide for newcomers to British Columbia



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## 1. Overview of the Tourism Industry

### *Introduction*

Tourism is one of British Columbia's fastest growing industries. There are over 19,000 tourism related businesses employing approximately 302,700 workers in BC. It is projected that 106,000 new job openings will be available in tourism by 2028.



Chart from Go2HR

Source:

- Getting to Know BC's Tourism Industry, Go2HR <https://www.go2hr.ca/bc-tourism-industry>

## Accommodation and Foodservice Jobs

Expected Growth in Employment 2018-2028

	2018	2023	2028
<b>Forecasted employment</b>	185,000	201,500	215,500
<b>Source:</b> B.C. Labour Market Outlook			

Source: WorkBC Industry Profiles <https://www.workbc.ca/Labour-Market-Information/Industry-Information/Industry-Profiles/Accommodation-and-Food-Services>

## Transportation Jobs

Expected Growth in Employment 2018-2028

	2018	2023	2028
<b>Forecasted employment</b>	141,400	151,700	161,400
<b>Source:</b> B.C. Labour Market Outlook			

Source: WorkBC Industry Profiles <https://www.workbc.ca/Labour-Market-Information/Industry-Information/Industry-Profiles/Transportation-and-Warehousing>

The current number of workers won't meet the future job demand. A recent survey found that almost half of all tourism employers had at least one difficult to fill vacancy.

Certain occupations continue to be difficult to fill in most regions of the province, including:

- kitchen staff
- cleaners
- many front-line service positions

These shortages are felt particularly during peak seasons (summer and winter), as well as in resorts and rural communities. Management and leadership skills are also in demand.

***New immigrants to BC are projected to fill more than 30 per cent of all job openings in the province by 2020.***

Newcomers to Canada are seen as a key source of talent as tourism organizations seek to meet their hiring needs.

The industry has responded by creating a number of programs to attract new workers.

One such initiative is the ***ITA's Immigrants in Trades Training*** program. Programs offered through this initiative provide you with hands-on experience, financial assistance, safety training, English courses, and career counselling.

- More information:  
<https://www.itabc.ca/immigrants-trades/overview>

The ***Career Paths for Skilled Immigrants Program*** assists you with finding jobs that match your experience and background. The program offers specialized assistance by helping you prepare for and obtain employment in every sector of the B.C. economy including tourism.

- More information:  
<https://www.welcomebc.ca/Work-or-Study-in-B-C/Work-in-B-C/Employment-Language-Programs>

For more information on the Tourism sector see:

- **Destination BC**  
<https://www.destinationbc.ca/who-we-are/the-power-of-tourism-bc/>
- **BC Tourism Labour Market Strategy**  
<https://www.go2hr.ca/research/bc-tourism-labour-market-strategy>
- **Tourism HR Canada**  
<http://tourismhr.ca/>

## 2. Occupations in the Tourism Sector

There are over 400 occupations in BC's Tourism & Hospitality sector. Over the next decade, you will find thousands of new openings in a wide variety of jobs in the following sectors:



Chart from Provincial Snapshot, BC's Tourism Industry Snapshot, Go2HR  
<https://www.go2hr.ca/wp-content/uploads/2018/10/go2HR-LabourMarketInfographic-PRINT.pdf>

You will be in particularly high demand if you work in the food services sector.

***Occupations in High Demand in BC:***

<b>Occupation</b>	<b>Number of Job Openings (2020)</b>
Food counter attendants and kitchen helpers	11,810
Food and beverage servers	9,190
Cooks	6,810
Restaurant and food service managers	4,870
Light duty cleaners	4,010
Bus drivers & subway and other transit operators	3,280
Cashiers	3,230
Programs leaders and instructors in recreation, sport and fitness	2,520
Chefs	2,470
Hotel front desk clerks	2,410
Accommodation service managers	1,760
Travel Counsellors	1,670

Source: <https://www.go2hr.ca/research/bc-tourism-labour-market-strategy>

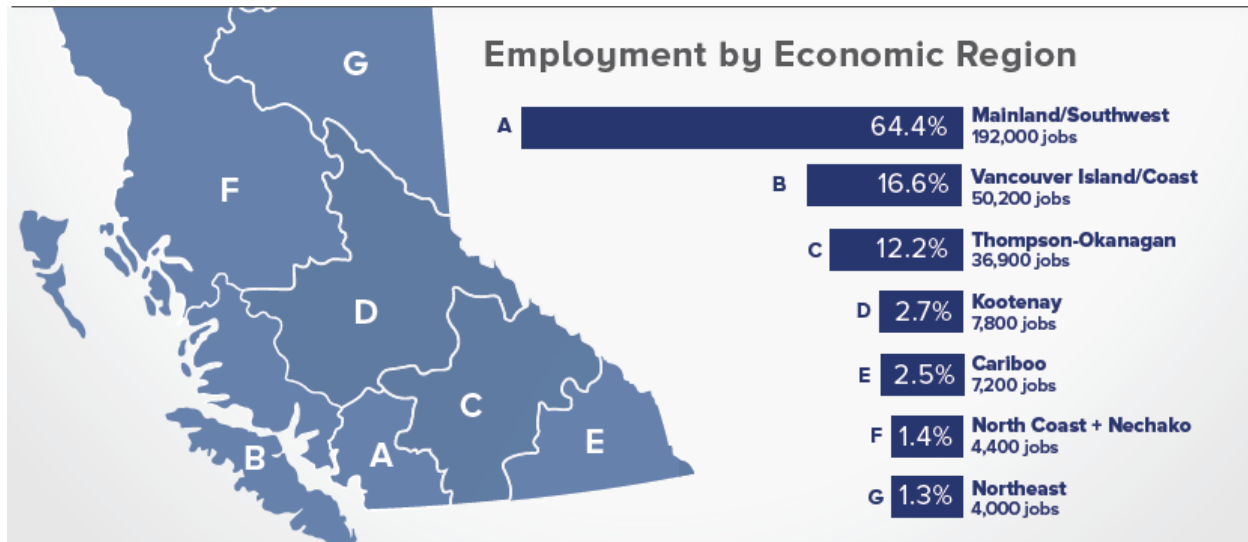
For a larger list of tourism-related employment by industry and occupation see:

- **The British Columbia Tourism Labour Market Strategy 2012-2016**  
<https://www.go2hr.ca/wp-content/uploads/2017/07/go2-TLMS-Technical.pdf>  
 [pages 39-41]

For detailed information on any of the occupations in the tourism sector, including job description, educational requirements for working in BC, salary, and more see:

- **Careers in Tourism. Go2 Tourism**  
<https://www.go2hr.ca/career-explorer>
- **WorkBC Career Profiles**  
<https://www.workbc.ca/Jobs-Careers/Explore-Careers.aspx> [search by job title]

### 3. Hiring Forecast by Region



BC is divided into six tourism regions:

- **Cariboo Chilcotin Coast**  
<https://www.go2hr.ca/regions/cariboo-chilcotin>
- **Kootenay Rockies**  
<https://www.go2hr.ca/regions/kootenay-rockies>
- **Northern BC**  
<https://www.go2hr.ca/regions/northern-bc>
- **Thompson Okanagan**  
<https://www.go2hr.ca/regions/thompson-okanagan>
- **Vancouver, Coast & Mountains**  
<https://www.go2hr.ca/regions/vancouver-coast-mountains>
- **Vancouver Island**  
<https://www.go2hr.ca/regions/vancouver-island>

The majority of tourism jobs are located in the Vancouver and Mainland/Southwest region. However, you can find many job opportunities throughout all regions of BC.

For more information see:

- **Regional Labour Market Studies. Go2HR**  
<https://www.go2hr.ca/research/regional-labour-market-studies>

## 4. Finding Jobs

### *Online Job Postings*

- **Go2 Job Board**  
<https://www.go2hr.ca/jobboard>
- **Hcareers**  
<https://www.hcareers.ca/>
- **Indeed.com**  
<https://ca.indeed.com/>

### *Creating a List of Potential Employers*

You can use directories to produce lists of employers in the tourism industry in British Columbia. Contact them directly to find out if they're hiring.

- **Tourism Company Directory**  
<https://www.go2hr.ca/companies>
- **Tourism Industry Association of BC Membership Directory**  
<http://www.tiabc.ca/join-tiabc/member-directory/>
- **Hello BC Accommodation Guide**  
<https://www.hellobc.com/plan-your-trip/accommodations/>



## 5. Additional Resources

Still looking for more information? Try looking at the following resources:

- **Destination British Columbia**  
<https://www.destinationbc.ca/>
- **Tourism HR Canada**  
<http://tourismhr.ca/>
- **Tourism Industry Association of British Columbia**  
<http://www.tiabc.ca/>

***Questions? Please ask the Information Staff at the Central Library or telephone 604-331-3603.***

*Please note that the information in this guide is also available online through the Skilled Immigrant InfoCentre website at <http://skilledimmigrants.vpl.ca/>.*