

BARRIERS FOR IMMIGRANTS PURSUING EMPLOYMENT IN THE HOSPITALITY SECTOR

And What Employers Can Do About It!

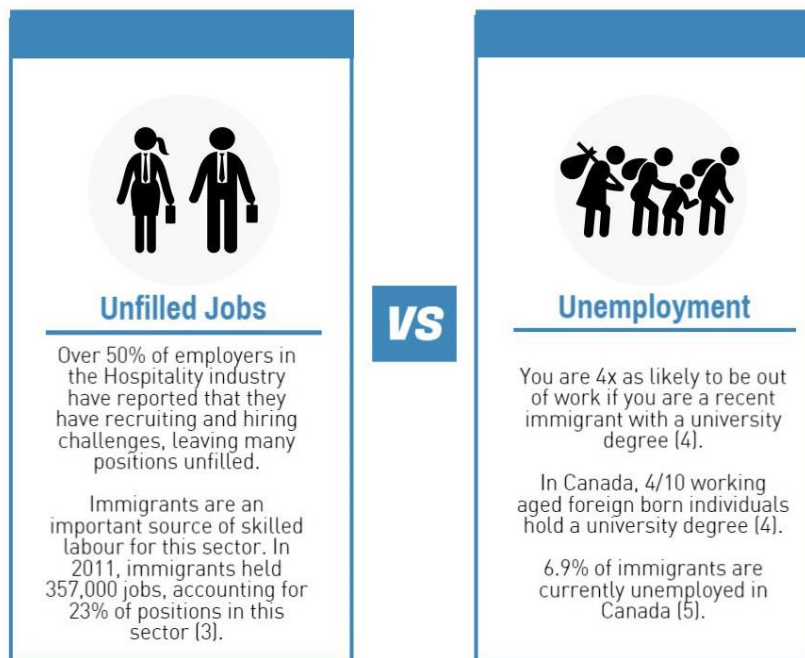
Tourism/Hospitality is one of the fastest growing industries in BC and is forecasted to have 54,030 new jobs in this industry by 2020 (1). However, many of these will go unfilled.

Ironically, highly-skilled internationally trained workers keep landing in survival jobs, or in positions not related to their field of expertise.

The consequences of both of these phenomena go beyond individual and industry frustration. The BC economy is impacted as the Hospitality sector is not able to operate at full capacity due to labour shortages; thus resulting in an estimated \$918 to \$1,030 million loss in tourism spending across BC (2).

The following infographic explores the barriers to employment faced by immigrants in the Hospitality sector.

Current Labour Market



Main Barriers to Employment in the Hospitality Industry



01 Language Skills

The majority of internationally trained immigrants in our focus group found that the gap in their language/communication skills was their biggest barrier to employment in this industry.

Ironically, their foreign language skills and cultural diversity offers a unique perspective into attracting and serving customers from other parts of the world, which often is not taken into consideration.

02 Lack of Canadian Work Experience

The majority of internationally trained workers who participated in the focus group reported that their most significant barrier to employment was their lack of Canadian work experience. This additionally impacts their ability to provide local professional references.

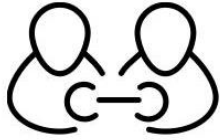
This lack of Canadian work experience is linked to unconscious bias in the selection procedure. The Ontario Human Rights Commission now outlines that requiring Canadian experience is prima facie discrimination.



03 Industry Awareness

Many internationally trained immigrants are unaware of the opportunities in this industry. It is mainly viewed as a survival job versus a viable future career.

What Hospitality Employers Can Do



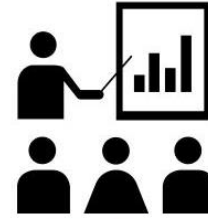
Inclusive Hiring Processes

Incorporate more inclusive recruiting processes, have a culturally balanced hiring team, and practice culturally appropriate selection processes.



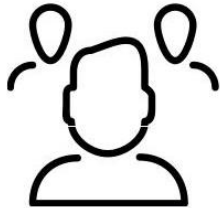
Offer Language Support

Pairing with a language training service and offering it as a benefit to employees will allow them to realize their potential in your organization and attract more underutilized immigrant talent.



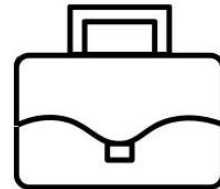
Provide Diversity Training

Enhance diversity awareness among employees to achieve a fair hiring practice and support newcomers to successfully integrate into the office culture.



Have a Mentor Program

Engaging staff in mentoring an internationally trained worker can be developed as part of on-boarding or as a way of supporting & training them.



Provide Paid Internships or Work Placements

Work with Immigrant Serving Organizations (ISOs) in your community to offer internationally trained workers the possibility of building their Canadian work experience.

Contact ICMSE

The S.U.C.C.E.S.S. Individualized Case Management Support for Employers (ICMSE) aims to support you with an innovative approach to increasing diversity and inclusion in your work place.



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Canada 



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