

# Key Research Findings

This analysis was based on the pre-determined criteria and measures listed below:

| Section                     | Description  | Measures  |
|-----------------------------|--|---|
| <b>Student Demand</b>       | <p>Includes an assessment of OCAS (2007 - 2011) enrolment data at other colleges in terms of mean growth rate with a specific focus on Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Trends in certificate, diploma, degree, apprenticeship and continuing education (where available).</p> <p><b>Click Below to Access Full Source Document:</b><br/> <a href="#">Fall Enrollment Trend</a></p> | <ul style="list-style-type: none"> <li>● Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3%</li> <li>● Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9%</li> <li>● Weak = Fleming enrolment growth is less than the system demand and is less than 1%</li> </ul> |
| <b>Labour Market</b>        | <p>Includes projected employment rate growth based on a consolidation of various Ontario, Canadian, and US sources including HRSDC, Sector Council Reports US Bureau of Labour Statistics, and the MTCU Employment Profile.</p>  | <ul style="list-style-type: none"> <li>● Strong = Between 5-6 positive labour market indicators</li> <li>● Moderate = Between 3-5 positive labour market indicators</li> <li>● Weak = Between 1-2 or no positive labour market indicators</li> </ul>  |
| <b>Competitive Analysis</b> | <p>Includes the number of actual colleges offering the program as well as the ratio of applications to acceptances at Fleming compared to other colleges and specific comment about Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p><b>Click Below to Access Full Source Document:</b><br/> <a href="#">Fall Conversion Report</a></p>   | <ul style="list-style-type: none"> <li>● Strong = Fleming conversion ratio is greater than 2 below the system</li> <li>● Moderate = Fleming conversion ratio is 1 above, below or equal to the system</li> <li>● Weak = Fleming conversion ratio is greater than 2 above than the system</li> </ul>   |
| <b>Financial Analysis</b>   | <p>Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)</p> <p><b>Click Below to Access Full Source Document:</b><br/> <a href="#">Costing Analysis</a></p>   | <ul style="list-style-type: none"> <li>● Strong = CTO is greater than 35%</li> <li>● Moderate = CTO is between 30 - 34%</li> <li>● Weak = CTO is between 20 – 30%</li> </ul> <p><b>No Contribution = 19% or less</b></p>  |

## Key Research Findings

|                                   |  |  |
|-----------------------------------|--|--|
| <b>Key Performance Indicators</b> | <p>Includes KPI trends from the Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012.</p> <p><b>Click Below to Access Full Source Document:</b><br/><a href="#">Key Performance Indicators</a></p> | <ul style="list-style-type: none"><li>● Strong = Above system average in 6-7 indicators</li><li>● Moderate = Above system average in 3-5 indicators</li><li>● Weak = Above system average in 0-2 indicators.</li></ul> |
| <b>Resource Analysis</b>          | <p>Requires school level assessment regarding space, technology, capital equipment and human resources. Recommendations from recent Program Review Reports included here</p>   |  |

# Key Research Findings

## Hotel and Restaurant Management (53200)

|                       |                       |
|-----------------------|-----------------------|
| <b>Student Demand</b> | <b>NOT APPLICABLE</b> |
|-----------------------|-----------------------|

The following information consists of OCAS yearly student fall registration data as well as a mean growth rate and average student registration for each program under these categories:

### Certificate

- There are four schools currently offering this program
- Centennial has the highest mean growth rate **(4%)** which is higher than the system **(-4%)**
- George Brown has the highest average registration of **27 students**, and La Cite has the lowest of **1 student** (it should be noted that 2011 was La Cite's first year offering this program)

### Diploma

- Seventeen colleges offer this certificate program, including two of Fleming's main competitors
- As 2012 is Fleming's first year to offer this program, there is no registration data available at this time, however, 27 applications have been received for the fall semester
- Out of the key competitors, Seneca has a higher mean growth rate **(7%)** compared to the system **(-3%)** and Georgian has a lower rate than the system **(-6%)**
- Overall, Cambrian has the highest mean growth rate **(40%)** and Canadore has the lowest rate of **(-14%)**
- George Brown has the highest average registration with **193 students** and Loyalist and Sault have the lowest with **10 students**

### Advanced Diploma

- There are two colleges currently offering this program (Fleming's program is being replaced by Hotel and Restaurant Management)
- Both schools have a negative growth rate; Georgian has the highest mean growth rate **(-2%)** and Canadore has the lowest **(-17%)**
- Georgian has the highest average registration of **44 students**, and Canadore has the lowest with **11 students**

### Degree

- Only two schools offer this program
- George Brown and Niagara are the only schools to offer this program
- George Brown has the highest mean growth rate of **4%** as well as the highest registration of **47 students**

# Key Research Findings

## Certificate

| Program: 43200 - HOSPITALITY AND TOURISM |                            |    |     |                            |    |     |                            |    |     |                            |    |     |                            |                              |
|--|----------------------------|----|-----|----------------------------|----|-----|----------------------------|----|-----|----------------------------|----|-----|----------------------------|------------------------------|
|  | 2007 2008 % Change (07-08) |    |     | 2008 2009 % Change (08-09) |    |     | 2009 2010 % Change (09-10) |    |     | 2010 2011 % Change (10-11) |    |     | % Mean Growth Rate (07-11) | 5 Year Average Reg. Students |
| ALGONQUIN                                |                            |    |     |                            |    |     | 11                         |    |     | 11                         |    |     |                            | 11                           |
| CENTENNIAL                               | 16                         | 14 | -13 | 14                         | 12 | -14 | 12                         | 9  | -25 | 9                          | 15 | 67  | 4                          | 13                           |
| GEORGE BROWN                             | 27                         | 32 | 19  | 32                         | 35 | 9   | 35                         | 23 | -34 | 23                         | 19 | -17 | -6                         | 27                           |
| LA CITÉ COLLÉGIAL                        |                            |    |     |                            |    |     |                            |    |     | 1                          |    |     |                            | 1                            |
| Total                                    | 43                         | 46 | 7   | 46                         | 47 | 2   | 47                         | 43 | -9  | 43                         | 35 | -19 | -4                         | 43                           |

## Diploma

| Program: 53200 - HOTEL AND RESTAURANT MANAGEMENT |                            |     |     |                            |     |     |                            |     |     |                            |     |     |                            |                              |
|--|----------------------------|-----|-----|----------------------------|-----|-----|----------------------------|-----|-----|----------------------------|-----|-----|----------------------------|------------------------------|
|  | 2007 2008 % Change (07-08) |     |     | 2008 2009 % Change (08-09) |     |     | 2009 2010 % Change (09-10) |     |     | 2010 2011 % Change (10-11) |     |     | % Mean Growth Rate (07-11) | 5 Year Average Reg. Students |
| ALGONQUIN  | 153                        | 115 | -25 | 115                        | 98  | -15 | 98                         | 111 | 13  | 111                        | 88  | -21 | -12                        | 113                          |
| CAMBRIAN   | 11                         | 29  | 164 | 29                         | 11  | -62 | 11                         | 16  | 45  | 16                         | 18  | 13  | 40                         | 17                           |
| CANADORE   | 18                         | 18  | 0   | 18                         | 15  | -17 | 15                         | 11  | -27 | 11                         |     |     | -14                        | 16                           |
| CENTENNIAL                                       |                            | 58  |     | 58                         | 52  | -10 | 52                         | 48  | -8  | 48                         | 47  | -2  | -7                         | 51                           |
| CONFEDERATION                                    | 11                         |     |     |                            | 16  |     | 16                         | 19  | 19  | 19                         | 16  | -16 | 1                          | 16                           |
| FANSHAWE   | 72                         | 77  | 7   | 77                         | 81  | 5   | 81                         | 72  | -11 | 72                         | 64  | -11 | -3                         | 73                           |
| GEORGE BROWN                                     | 204                        | 195 | -4  | 195                        | 208 | 7   | 208                        | 179 | -14 | 179                        | 180 | 1   | -3                         | 193                          |
| GEORGIAN   | 47                         | 50  | 6   | 50                         | 41  | -18 | 41                         | 33  | -20 | 33                         | 35  | 6   | -6                         | 41                           |
| HUMBER   | 108                        | 92  | -15 | 92                         | 94  | 2   | 94                         | 87  | -7  | 87                         | 73  | -16 | -9                         | 91                           |
| LA CITÉ COLLÉGIAL                                | 52                         | 36  | -31 | 36                         | 40  | 11  | 40                         | 41  | 2   | 41                         | 38  | -7  | -6                         | 41                           |
| LAMBTON  | 27                         | 30  | 11  | 30                         | 38  | 27  | 38                         | 27  | -29 | 27                         | 22  | -19 | -2                         | 29                           |
| LOYALIST   | 10                         |     |     |                            |     |     |                            |     |     |                            |     |     |                            | 10                           |
| NIAGARA  | 87                         | 62  | -29 | 62                         | 82  | 32  | 82                         | 72  | -12 | 72                         | 60  | -17 | -6                         | 73                           |
| SAULT  | 14                         | 8   | -43 | 8                          | 12  | 50  | 12                         | 9   | -25 | 9                          | 8   | -11 | -7                         | 10                           |
| SENECA   |                            |     |     |                            | 51  |     | 51                         | 71  | 39  | 71                         | 53  | -25 | 7                          | 58                           |
| ST. CLAIR  | 59                         | 61  | 3   | 61                         | 56  | -8  | 56                         | 60  | 7   | 60                         | 53  | -12 | -2                         | 58                           |
| ST. LAWRENCE                                     | 23                         | 31  | 35  | 31                         | 24  | -23 | 24                         | 24  | 0   | 24                         | 19  | -21 | -2                         | 24                           |
| Total  | 896                        | 862 | -4  | 862                        | 919 | 7   | 919                        | 880 | -4  | 880                        | 774 | -12 | -3                         | 866                          |

# Key Research Findings

## Advanced Diploma

### Program: 63200 - HOTEL AND RESTAURANT ADMINISTRATION

|              | 2007      | 2008      | % Change<br>(07-08) | 2008      | 2009      | % Change<br>(08-09) | 2009      | 2010      | % Change<br>(09-10) | 2010      | 2011      | % Change<br>(10-11) | % Mean<br>Growth<br>Rate<br>(07-11) | 5 Year<br>Average<br>Reg.<br>Students |
|--------------|-----------|-----------|---------------------|-----------|-----------|---------------------|-----------|-----------|---------------------|-----------|-----------|---------------------|-------------------------------------|---------------------------------------|
| CANADORE     | 14        | 10        | -29                 | 10        | 15        | 50                  | 15        | 4         | -73                 | 4         |           |                     | -17                                 | 11                                    |
| FLEMING      | 31        | 29        | -6                  | 29        | 32        | 10                  | 32        | 26        | -19                 | 26        | 16        | -38                 | -13                                 | 27                                    |
| GEORGIAN     | 50        | 43        | -14                 | 43        | 45        | 5                   | 45        | 36        | -20                 | 36        | 44        | 22                  | -2                                  | 44                                    |
| <b>Total</b> | <b>95</b> | <b>82</b> | <b>-14</b>          | <b>82</b> | <b>92</b> | <b>12</b>           | <b>92</b> | <b>66</b> | <b>-28</b>          | <b>66</b> | <b>60</b> | <b>-9</b>           | <b>-10</b>                          | <b>79</b>                             |

## Degree

### Program: 83200 - BACHELOR OF APPLIED BUSINESS-HOSPITALITY OPERATIONS MGNT

|              | 2007      | 2008      | % Change<br>(07-08) | 2008      | 2009      | % Change<br>(08-09) | 2009      | 2010      | % Change<br>(09-10) | 2010      | 2011      | % Change<br>(10-11) | % Mean<br>Growth<br>Rate<br>(07-11) | 5 Year<br>Average<br>Reg.<br>Students |
|--------------|-----------|-----------|---------------------|-----------|-----------|---------------------|-----------|-----------|---------------------|-----------|-----------|---------------------|-------------------------------------|---------------------------------------|
| GEORGE BROWN | 55        | 41        | -25                 | 41        | 44        | 7                   | 44        | 39        | -11                 | 39        | 56        | 44                  | 4                                   | 47                                    |
| NIAGARA      | 20        | 17        | -15                 | 17        | 25        | 47                  | 25        | 20        | -20                 | 20        | 16        | -20                 | -2                                  | 20                                    |
| <b>Total</b> | <b>75</b> | <b>58</b> | <b>-23</b>          | <b>58</b> | <b>69</b> | <b>19</b>           | <b>69</b> | <b>59</b> | <b>-14</b>          | <b>59</b> | <b>72</b> | <b>22</b>           | <b>1</b>                            | <b>67</b>                             |

## Labour Market

• **MODERATE**

### Employment Ontario

Not Available

### HRSDC<sup>1</sup>

Restaurant and Food Service Managers (NOC – 0631)

Accommodation Service Managers (NOC-0632)

- Job Openings (2011/2020): **82,018**
- Job Seekers(2011/2020): **80,352**
- Post Secondary Education Graduates: **27,477**
- “Over the 2011-2020 period, an occupation will be in excess demand (a shortage of workers) if the projected number of job openings is significantly greater than the projected number of job seekers. An occupation will be in excess supply (a surplus of workers) if the projected number of job openings is smaller than the projected number of job seekers. For **Managers In Food Service And Accommodation**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **82,018** and **80,352** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.”

<sup>1</sup> "Managers In Food Service And Accommodation (063)." *Human Resources and Skills Development Canada*. N.p., 1 June 2012. Web. 1 June 2012. <<http://www23.hrsdc.gc.ca/4cc.5p.1t.3onsummaryd.2tail@-eng.jsp?tid=11>>.

## Key Research Findings

- “Based on projections and considering that labour supply and demand in this occupation were balanced, the number of job seekers will remain sufficient to fill the job openings over the 2011-2020 period. The majority of job openings will arise from retirements. The retirement rate for this occupation will be similar to the average for all occupations. Workers in this occupation are older than the average but they retire later than workers in other occupations. Expansion demand in this occupation will be appreciable and will continue to follow the upward trend that began years ago. Aside from a drop during the 2008-2009 recession, employment in this occupation has been growing for over 20 years, increasing on par with the restaurant and accommodation service industry. With regard to labour supply, job seekers will come from both the school system and other occupations. The workers who come from other occupations will be mainly workers from the restaurant or accommodation service industry who have acquired solid experience in the field.”

### US Bureau of Labour<sup>2</sup>

#### Lodging Managers (SOC –119081)

- Employment Growth (2010/2020): **Increase 8%**
  - **51,400** (2010) to **55,700** (2020)
- “Employment of lodging managers is expected to grow 8 percent from 2010 to 2020, slower than the average for all occupations. Despite expected growth in tourism and travel, fewer managers will be needed as the lodging industry shifts to building more limited-service hotels and fewer full-service properties that have separate departments to manage.”
- “In addition, some lodging places are streamlining operations to cut expenses by either eliminating some managers or scaling back the total number. Chain hotels, for instance, are increasingly assigning a single manager to oversee multiple properties within a region. Still, some larger full-service hotels, including casinos, resorts, and convention hotels that provide a wider range of services to a larger customer base, will continue to generate job openings for experienced managers.”
- “Those seeking jobs at hotels with the highest level of guest services are expected to face strong competition as these jobs are highly sought after by people trained in hospitality management or administration. Job opportunities at smaller hotels should be better. Those with a college degree in hotel or hospitality management are expected to have the best job opportunities, particularly at upscale and luxury hotels.”

<sup>2</sup> “Lodging Managers.” *Occupational Outlook Handbook*. N.p., n.d. Web. 13 Aug. 2012. <<http://www.bls.gov/ooh/management/lodging-managers.htm#tab-6>>.

# Key Research Findings

## Sector Councils and Reports

- [Canadian Bed & Breakfast Association](#)
- [Canadian Tourism Human Resource Council](#)
- [Federation of Ontario Bed and Breakfast Accommodation \(FOBBA\)](#)
- [Hotel Association of Canada](#)
- [Ontario Accommodation Association \(OAA\)](#)
- [Ontario Snow Resorts Association](#)
- [Ontario Tourism Education Council \(OTEC\)](#)
- [Ontario's Finest Inns & Spas](#)
- [Resorts of Ontario](#)

## Employment Ontario<sup>3</sup>

### Restaurant and Food Service Managers (NOC – 0631)

- Employment Ontario Rating (2009-2013):
  - **Average**
- Education/Training
  - “A high school diploma is generally required plus several years of experience in the food service industry. Many restaurant and food service managers are promoted up through the ranks, beginning as front-line workers and assuming greater responsibilities such as supervision.”
  - “Completion of a college diploma in hospitality, tourism, hotel management, or other related program may be required for management positions in hotels, large food service organizations, and franchises.”
  - “Management trainee programs may be available. Smart Serve and food safety or food handling certifications may be required. Computer proficiency is generally required.”
  - “Restaurant and food service managers require strong leadership skills, motivational capability, strong communications and people skills, and good organizational skills.”

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<sup>3</sup> "0631 Restaurant and Food Service Managers." *Employment Ontario*. N.p., n.d. Web. 22 June 2012. <[http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/0631\\_e.pdf](http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/0631_e.pdf)>.

# Key Research Findings

- Demand
  - “Demand for these managers is largely dependent on consumer spending and the overall state of the economy. Growth in the population of elderly people will result in a growing demand for food service manager jobs in nursing and residential care facilities and supportive care services.”
  - “Managers are usually hired from within the establishment through the promotion of existing staff. Use of computerized ordering systems and inventory control systems will continue to increase. Managers will need to be familiar with these systems. Also, employers are stressing the need for teamwork, communication, planning and organizing skills.”

## HRSDC<sup>4</sup>

### Restaurant and Food Service Managers (NOC – 0631)

- Job Openings (2011/2020): **82,018**
- Job Seekers(2011/2020): **80,352**
- Post Secondary Education Graduates: **27,477**
- “Over the 2011-2020 period, an occupation will be in excess demand (a shortage of workers) if the projected number of job openings is significantly greater than the projected number of job seekers. An occupation will be in excess supply (a surplus of workers) if the projected number of job openings is smaller than the projected number of job seekers. For **Managers In Food Service And Accommodation**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **82,018** and **80,352** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.”
- “Based on projections and considering that labour supply and demand in this occupation were balanced, the number of job seekers will remain sufficient to fill the job openings over the 2011-2020 period. The majority of job openings will arise from retirements. The retirement rate for this occupation will be similar to the average for all occupations. Workers in this occupation are older than the average but they retire later than workers in other occupations. Expansion demand in this occupation will be appreciable and will continue to follow the upward trend that began years ago. Aside from a drop during the 2008-2009 recession, employment in this occupation has been growing for over 20 years, increasing on par with the restaurant and accommodation service industry. With regard to labour supply, job seekers will come from both the school system and other occupations. The workers who come from other occupations will be mainly workers from the restaurant or accommodation service industry who have acquired solid experience in the field.”

<sup>4</sup> "Managers In Food Service And Accommodation (063)." *Human Resources and Skills Development Canada*. N.p., 1 June 2012. Web. 1 June 2012. <<http://www23.hrsdc.gc.ca/4cc.5p.1t.3onsummaryd.2tail@-eng.jsp?tid=11>>.



# Key Research Findings

## US Bureau of Labour<sup>5</sup>

### Food Service Managers (SOC – 11-9051)

- Employment Growth (2010/2020): **Decline -3%**
  - **320,600** (2010) to **310,000** (2020)
- “Employment of food service managers is expected to decline 3 percent from 2010 to 2020, as the number of eating and drinking establishments opening is expected to decline from the previous decade. Despite these reductions, new employment opportunities for food service managers will emerge in grocery stores and other retail and recreation industries to meet the growing demand for quick food in a variety of settings.”
- “Job opportunities for food service managers are expected to be highly competitive. Most openings will result from the need to replace managers who retire or transfer to other occupations.”
- “Although practical experience is an integral part of becoming a food service manager, applicants with a degree in hospitality or restaurant or institutional food service management should have an edge when competing for jobs at upscale restaurants.”

## Employment Ontario<sup>6</sup>

### Cooks (NOC – 6242)

- Employment Ontario Rating (2009-2013):
  - **Average**
- Education/Training
  - “Employment in this area may require a combination of education, experience or other attributes. Completion of secondary school is usually required. Completion of an apprenticeship program for cooks or completion of college or other program in cooking or several years of commercial cooking experience are required. Trade certification is available in most provinces. Interprovincial trade certification (Red Seal) is also available to qualified cooks.”
  - “Certification for the cook's trade is available in Ontario but it is not a compulsory work requirement. Certification, however, does indicate a certain level of achievement and is required by some employers.”

<sup>5</sup> Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition, Food Service Managers, Web. <http://www.bls.gov/ooh/management/food-service-managers.htm#tab-6>, June 01, 2012.

<sup>6</sup>“6242 Cooks.” *Employment Ontario*. N.p., n.d. Web. 22 June 2012.  
<[http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/6242\\_e.pdf](http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/6242_e.pdf)>.

# Key Research Findings

- Demand
  - “Employment in this occupational group is concentrated in the accommodation and food industries, which are sensitive to general economic conditions as well as subject to seasonal variations, especially in resort areas. However, according to the Canadian Federation of Chefs and Cooks, the best trained chefs and cooks are in high demand. Unlike chefs, cooks tend to be more of an entry-level job with a high degree of turn-over.”
  - “Changing technology in the workplace, such as microwave cooking, has changed the nature of the cook's job. As well, the increasing computerization of the kitchen, such as the use of retrieval and inventory control software, will require that workers have the appropriate skills. The trend towards meals to go especially in groceries and specialty food stores should spur demand for cooks. Growing consumer demand for quick, fresh and inexpensive meals over higher priced restaurant food means that growth in this occupation will be fairly stable over the forecast period. Continuous learning is essential to cooks as they hone their skills through attending specialty seminars and learning from peers and experts.”

## HRSDC<sup>7</sup>

### Cooks (NOC – 6242)

- Job Openings (2011/2020): **77,627**
- Job Seekers(2011/2020): **94,612**
- Post Secondary Education Graduates: **81,151**
- “Over the 2011-2020 period, an occupation will be in excess demand (a shortage of workers) if the projected number of job openings is significantly greater than the projected number of job seekers. An occupation will be in excess supply (a surplus of workers) if the projected number of job openings is smaller than the projected number of job seekers. For **Chefs And Cooks**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **77,627** and **94,612** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.”
- “Based on projections and considering the labour surplus in this occupation over the 2008-2010 period, it is expected that there will continue to be surplus supply in this occupation. In other words, the number of job seekers will be more than sufficient to fill the job openings over the 2011-2020 period. Job openings will result from both expansion demand and retirements. However, although retirements will be a significant source of job openings, the retirement rate will be relatively low since workers in this occupation, particularly cooks, tend to be very young. Employment growth will remain relatively satisfactory since the occupation will benefit from the success of the accommodation and food services sector. This occupation will also benefit from the success of domestic tourism, which is expected to stay strong. In the longer term, this occupation will benefit from the resumption of foreign travel to Canada. School leavers will be

<sup>7</sup> "Chefs And Cooks (624)." *Human Resources and Skills Development Canada*. N.p., 31 May 2012. Web. 31 May 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=73>>.

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the main source of job seekers and immigrants will also be an appreciable source; the proportion of immigrants seeking jobs in this occupation is one of the highest of all occupations. However, a significant number of workers will leave this occupation to work in other occupations because of the high unemployment and the low wages.”

### US Bureau of Labour<sup>8</sup>

#### Chefs and Head Cooks (SOC – 35-1011)

- Employment Growth (2010/2020): **Decrease -1%**
- **100,600** (2010) to **99,800** (2020)
- “Employment of chefs and head cooks is projected to experience little or no change from 2010 to 2020. Population and income growth is expected to result in greater demand for more high-quality dishes at a variety of dining venues, including many up-scale establishments. However, employment growth will be tempered as many restaurants, in an effort to lower costs, use lower-level cooks to perform the work normally done by chefs and head cooks.”
- “Job opportunities will be best for chefs and head cooks with several years of work experience. The majority of job openings will stem from the need to replace workers who leave the occupation. The fast pace, long hours, and high energy levels required for these jobs often lead to a high rate of turnover.
- There will be strong competition for jobs at upscale restaurants, hotels, and casinos, which tend to pay more. Workers with a combination of business skills, previous work experience, and creativity will have the best job prospects.”

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<sup>8</sup> Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition, Chefs and Head Cooks, Web. <http://www.bls.gov/ooh/food-preparation-and-serving/chefs-and-head-cooks.htm>, May 31, 2012.

# Key Research Findings

## Sector Councils and Reports<sup>9</sup>

- [American Culinary Federation](#)
  - [Canadian Association of Foodservice Professionals](#)
  - [Canadian Culinary Federation](#)
  - [Canadian Institute of Food Science and Technology](#)
  - [Canadian Restaurant and Foodservice Association](#)
  - [Canadian Tourism Human Resource Council](#)
  - [Hotel Association of Canada](#)
  - [International Association of Culinary Professionals](#)
  - [Ontario Tourism Education Council](#)
  - [World Association of Chefs Societies](#)
- The Canadian Tourism Resource Council Report states that four of the top five occupations with the greatest forecasted labour shortages (in Canada's tourism sector) by 2025 are:
    - Food-counter attendants and kitchen helpers **-49,000** full-year jobs
    - Food and beverage servers **-43,000** full-year jobs
    - Cooks **-17,000** full-year jobs
    - Bartenders **-8,800** full-year jobs
  - "A training requirement for dietary aides who are working in health care facilities was recently established by the Ministry of Health and the Ministry of Community & Social Services"<sup>10</sup>

<sup>9</sup> "The Future of Canada's Tourism Sector: Economic Recession Only a Temporary Reprive from Labour Shortages." *Canadian Tourism Human Resource Council*. Government of Canada's Sector Council Program, Feb. 2010. Web. 1 June 2012. <[http://cthrcc.ca/en/resource\\_centre/~media/Files/CTHRC/Home/research\\_publications/labour\\_market\\_information/Supply\\_Demand/SupplyDemand\\_2010\\_%20ReportEN.ashx](http://cthrcc.ca/en/resource_centre/~media/Files/CTHRC/Home/research_publications/labour_market_information/Supply_Demand/SupplyDemand_2010_%20ReportEN.ashx)>.

<sup>10</sup> "Food Service Worker Certificate." *Fleming College*. N.p., n.d. Web. 1 June 2012. <<http://flemingcollege.ca/continuing-education-certificates/food-service-worker-certificate>>.

# Key Research Findings

## Employment Profile<sup>11</sup>

In 2010-2011, **54.9%** of graduates were employed in a full time position which related to this program of study provincially

| Culinary Arts    |       |                            |       |
|------------------|-------|----------------------------|-------|
| Total Graduates: | 1,484 | Total Graduates in Survey: | 1,002 |
|                  |       | Response Rate:             | 68.0% |

594 graduates were reported after the survey window had closed. While program information for these graduates has been included wherever possible, these graduates are not included in survey results, such as response rates.

### Programs in Culinary Arts

| Programs                          | Duration     | Total Grads | Total in Survey | Total in Labour Force | Colleges   |
|-----------------------------------|--------------|-------------|-----------------|-----------------------|--|
| Baking – Pre-employment           | 1 Year       | 96          | 68              | 50                    | Algonquin, Cambrian, George Brown  |
| Baking And Pastry Arts Management | 2 Years      | 89          | 62              | 50                    | George Brown   |
| Culinary Administration           | 3 Years      | 5           | 4               | 1                     | Canadore, Humber   |
| Culinary Arts – French            | Post Diploma | 12          | 5               | 5                     | George Brown   |
| Culinary Arts – Italian           | Post Diploma | 29          | 18              | 16                    | George Brown   |
| Culinary Fundamentals             | 1 Year       | 1           | 1               | –                     | Conestoga  |
| Culinary Management               | 2 Years      | 628         | 417             | 335                   | Algonquin, Canadore, Conestoga, Confederation, Fanshawe, George Brown, Georgian, Humber, La Cité, Loyalist, Niagara, Sault, Sir Sandford Fleming, St. Lawrence |
| Culinary Skills – Chef Training   | 1 Year       | 624         | 427             | 261                   | Algonquin, Canadore, Conestoga, Fanshawe, George Brown, Georgian, Humber, La Cité, Loyalist, Niagara, Sault, Sir Sandford Fleming, St. Clair, St. Lawrence     |

### Summary of Survey Data

|                                  | Program Cluster | All Programs |
|----------------------------------|-----------------|--------------|
| Survey Population                | 1,002           | 50,622       |
| Labour Force Participation       | 72%             | 74%          |
| Employment Rate <sup>a</sup>     | 88%             | 83%          |
| Employed Part-time <sup>a</sup>  | 16%             | 18%          |
| Employed Full-time <sup>a</sup>  | 72%             | 65%          |
| Average Annual Earnings – Total  | \$27,140        | \$33,199     |
| Average Annual Earnings – Female | \$26,392        | \$31,897     |
| Average Annual Earnings – Male   | \$27,788        | \$34,607     |
| Graduate Satisfaction            | 85%             | 79%          |
| Employer Satisfaction            | 93%             | 93%          |

a. As a percentage of graduates in the labour force.

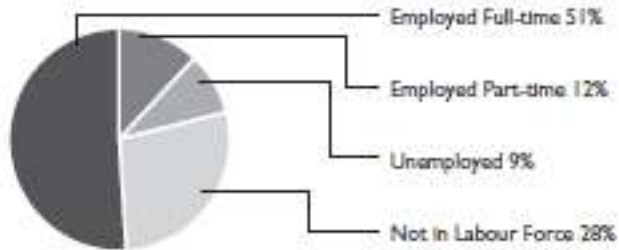
<sup>11</sup> "Employment Profile." Ontario. N.p., 2011. Web. 19 July 2012.

<<http://www.tcu.gov.on.ca/pepg/audiences/colleges/serials/eprofile09-10/profile10.pdf>>.

# Key Research Findings

## Culinary Arts

### Graduate Outcomes for Program Cluster (as a percentage of all respondents)



### Top Five Industries of Employment

|   | #   | %     |
|---|-----|-------|
| Food Services and Drinking Places             | 325 | 53.4% |
| Accommodation Services                        | 49  | 8.0%  |
| Food Manufacturing                            | 36  | 5.9%  |
| Food and Beverage Stores                      | 32  | 5.3%  |
| Amusement, Gambling and Recreation Industries | 31  | 5.1%  |

### Top Five Occupational Categories

|  | #   | %     |
|--|-----|-------|
| Cooks  | 270 | 43.8% |
| Chefs  | 91  | 14.7% |
| Food Counter Attendants, Kitchen Helpers and Related Occupations | 61  | 9.9%  |
| Bakers   | 53  | 8.6%  |
| Retail Salespersons and Sales Clerks                             | 19  | 3.1%  |

# Key Research Findings

## Culinary Arts

### Summary of Graduate Outcomes by Program

|                                   | Full-time Employed,<br>Program Related |             | Full-time Employed,<br>Program Unrelated |            | Part-time Employed,<br>Program Related |            | Part-time Employed,<br>Program Unrelated |            | Unemployed |            | Not in Labour Force |             |
|-----------------------------------|--|-------------|--|------------|--|------------|--|------------|------------|------------|---------------------|-------------|
|                                   | #                                      | %           | #  | %          | #                                      | %          | #  | %          | #          | %          | #                   | %           |
| Baking – Pre-employment           | 19                                     | 27.9        | 11                                       | 16.2       | 4                                      | 5.9        | 7  | 10.3       | 9          | 13.2       | 18                  | 26.5        |
| Baking And Pastry Arts Management | 35                                     | 56.5        | 5  | 8.1        | 5                                      | 8.1        | 3  | 4.8        | 2          | 3.2        | 12                  | 19.4        |
| Culinary Arts – French            | 2                                      | 40.0        | 1  | 20.0       | 1                                      | 20.0       | –  | –          | 1          | 20.0       | –                   | –           |
| Culinary Arts – Italian           | 11                                     | 61.1        | 3  | 16.7       | 2                                      | 11.1       | –  | –          | –          | –          | 2                   | 11.1        |
| Culinary Management               | 229                                    | 54.9        | 27                                       | 6.5        | 31                                     | 7.4        | 10                                       | 2.4        | 38         | 9.1        | 82                  | 19.7        |
| Culinary Skills – Chef Training   | 131                                    | 30.7        | 39                                       | 9.1        | 24                                     | 5.6        | 30                                       | 7.0        | 37         | 8.7        | 166                 | 38.9        |
| <b>All Programs in Cluster*</b>   | <b>427</b>                             | <b>42.8</b> | <b>86</b>                                | <b>8.6</b> | <b>67</b>                              | <b>6.7</b> | <b>50</b>                                | <b>5.0</b> | <b>87</b>  | <b>8.7</b> | <b>280</b>          | <b>28.1</b> |

\* Does not include 2 programs with fewer than 5 graduates in the labour force.

### Earnings of Full-time Employed Participants

| Program                           | Average –<br>Females | Average –<br>Males | Median –<br>Females | Median –<br>Males | Average for<br>Program | Median for<br>Program |
|-----------------------------------|----------------------|--------------------|---------------------|-------------------|------------------------|-----------------------|
| Baking – Pre-employment           | \$26,032             | –                  | \$24,364            | –                 | \$26,206               | \$24,364              |
| Baking And Pastry Arts Management | \$25,588             | \$31,734           | \$23,986            | \$23,725          | \$26,549               | \$23,986              |
| Culinary Arts – French            | –                    | –                  | –                   | –                 | –                      | –                     |
| Culinary Arts – Italian           | –                    | \$34,935           | –                   | \$29,226          | \$32,930               | \$29,200              |
| Culinary Management               | \$26,669             | \$27,036           | \$23,725            | \$25,029          | \$26,886               | \$25,029              |
| Culinary Skills – Chef Training   | \$26,481             | \$27,978           | \$25,029            | \$26,301          | \$27,385               | \$25,420              |
| <b>All Programs in Cluster*</b>   | <b>\$26,392</b>      | <b>\$27,807</b>    | <b>\$24,364</b>     | <b>\$25,328</b>   | <b>\$27,165</b>        | <b>\$25,029</b>       |

\* Does not include 2 programs with fewer than 5 graduates in the labour force.

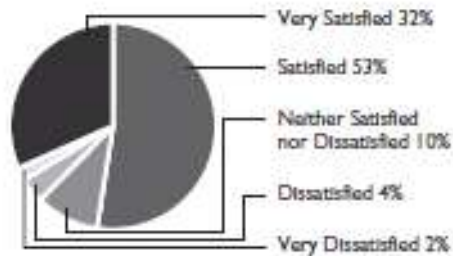


# Key Research Findings

## Culinary Arts

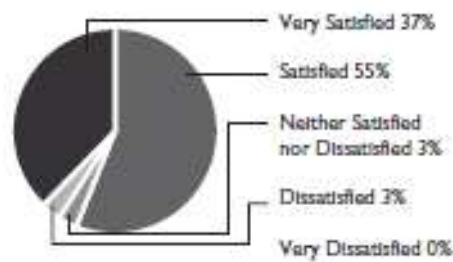
### Program Cluster Satisfaction

Graduate Satisfaction with the usefulness of his/her college education in achieving his/her goals after graduation.\*



\* 947 graduates participated in this question.

Employer Satisfaction with employee overall college preparation for the type of work he/she was doing.\*



\* 204 employers participated in this survey.

### Program Cluster Historical Data

|  | 00-01<br>Grads | 01-02<br>Grads | 02-03<br>Grads | 03-04<br>Grads | 04-05<br>Grads | 05-06<br>Grads | 06-07<br>Grads | 07-08<br>Grads | 08-09<br>Grads | 09-10<br>Grads |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Percentage Employed                          | 86.4%          | 89.5%          | 90.1%          | 91.9%          | 93.6%          | 92.8%          | 89.8%          | 89.2%          | 86.8%          | 87.9%          |
| Percentage Employed Full-time                | 77.3%          | 80.5%          | 81.1%          | 78.7%          | 82.3%          | 80.5%          | 77.7%          | 78.7%          | 70.2%          | 71.6%          |
| Percentage Employed Full-time Related Jobs   | 65.3%          | 64.0%          | 62.9%          | 60.6%          | 65.9%          | 63.7%          | 62.1%          | 64.6%          | 57.9%          | 59.6%          |
| Average Annual Salary Full-time Related Jobs | \$21,907       | \$21,123       | \$22,214       | \$22,809       | \$22,502       | \$23,725       | \$24,803       | \$26,417       | \$25,093       | \$26,873       |



# Key Research Findings

## Working in Canada<sup>12</sup>

### Accommodation Service Managers (NOC-0632)

- **Employment Rating by Region:**

| Location                           | Employment Potential |
|------------------------------------|----------------------|
| Hamilton--Niagara Peninsula Region | Fair                 |
| Kingston - Pembroke Region         | N/A                  |
| Kitchener--Waterloo--Barrie Region | N/A                  |
| London Region                      | N/A                  |
| Muskoka-Kawarthas Region           | N/A                  |
| Northeast Region                   | N/A                  |
| Northwest Region                   | Limited              |
| Ottawa Region                      | N/A                  |
| Stratford--Bruce Peninsula Region  | N/A                  |
| Toronto Region                     | Fair                 |
| Windsor-Sarnia Region              | N/A                  |

- **Wage Range by Region:**

| Location                           | Wage (\$/hr) |        |       |
|------------------------------------|--------------|--------|-------|
|                                    | Low          | Median | High  |
| Ontario                            | 12.70        | 15.88  | 25.00 |
| Hamilton--Niagara Peninsula Region | 12.35        | 14.82  | 21.17 |
| Kingston - Pembroke Region         | 13.00        | 15.00  | 20.82 |
| Kitchener--Waterloo--Barrie Region | 12.50        | 14.71  | 23.47 |
| London Region                      | 12.70        | 15.88  | 25.00 |
| Muskoka-Kawarthas Region           | 13.10        | 16.00  | 25.04 |
| Northeast Region                   | 12.50        | 17.50  | 22.02 |
| Northwest Region                   | 13.00        | 19.00  | 26.00 |
| Ottawa Region                      | 13.00        | 16.90  | 28.22 |
| Stratford--Bruce Peninsula Region  | N/A          | N/A    | N/A   |
| Toronto Region                     | 13.00        | 16.38  | 29.15 |
| Windsor-Sarnia Region              | 12.70        | 15.88  | 25.00 |

<sup>12</sup> "Accommodation Service Managers (NOC 0632)." *Working In Canada*. N.p., n.d. Web. 13 Aug. 2012.

<<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=0632&action=final&ln=p@ionKeyword=Peterborough%2C+Ontario&s=2&source=&titleKeyword=hotel+manager#outlook>>.

# Key Research Findings

## Working in Canada<sup>13</sup>

### Restaurant and Food Service Managers (NOC – 0631)

- Ontario Rating: **Limited**

- **Wage Range by Region:**

| Location                           | Wage (\$/hr) |        |       |
|------------------------------------|--------------|--------|-------|
|                                    | Low          | Median | High  |
| Ontario                            | 10.65        | 15.00  | 31.25 |
| Hamilton--Niagara Peninsula Region | N/A          | N/A    | N/A   |
| Kingston - Pembroke Region         | 10.65        | 15.00  | 31.25 |
| Kitchener--Waterloo--Barrie Region | 10.75        | 15.00  | 25.00 |
| London Region                      | 10.65        | 15.00  | 31.25 |
| Muskoka-Kawarths Region            | 10.65        | 15.00  | 31.25 |
| Northeast Region                   | 10.65        | 15.00  | 31.25 |
| Northwest Region                   | 10.65        | 15.00  | 31.25 |
| Ottawa Region                      | 10.65        | 15.00  | 31.25 |
| Stratford--Bruce Peninsula Region  | 10.65        | 15.00  | 31.25 |
| Toronto Region                     | 10.25        | 15.00  | 30.59 |
| Windsor-Sarnia Region              | 10.65        | 15.00  | 31.25 |

## Working in Canada<sup>14</sup>

### Cooks (NOC – 6242)

- **Employment Rating by Region:**

| Location                           | Employment Potential |
|------------------------------------|----------------------|
| Hamilton--Niagara Peninsula Region | Good                 |
| Kingston - Pembroke Region         | Fair                 |
| Kitchener--Waterloo--Barrie Region | Good                 |
| London Region                      | Fair                 |
| Muskoka-Kawarths Region            | Fair                 |
| Northeast Region                   | Fair                 |
| Northwest Region                   | Fair                 |
| Ottawa Region                      | Fair                 |
| Stratford--Bruce Peninsula Region  | Fair                 |
| Toronto Region                     | Good                 |
| Windsor-Sarnia Region              | Fair                 |

<sup>13</sup> "Restaurant and Food Service Managers." *Working in Canada*. N.p., 23 May 2012. Web. 1 June 2012.

<<http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=0631&area=8792&titleKeyword=restaurant+manager@ionKeyword=Peterborough,+Ontario&source=1&action=final>>.

<sup>14</sup> "Cooks (NOC 6242)." *Working in Canada*. N.p., 23 May 2012. Web. 31 May 2012.

<<http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=6242&area=8792&titleKeyword=cook@ionKeyword=Peterborough,+Ontario&source=0&action=final>>.

# Key Research Findings

## • Wage Range by Region:

| Location                           | Wage (\$/hr) |        |       |
|------------------------------------|--------------|--------|-------|
|                                    | Low          | Median | High  |
| Ontario                            | 10.25        | 10.53  | 18.00 |
| Hamilton--Niagara Peninsula Region | 10.25        | 11.00  | 18.00 |
| Kingston - Pembroke Region         | 10.25        | 10.25  | 16.90 |
| Kitchener--Waterloo--Barrie Region | 10.25        | 10.25  | 16.35 |
| London Region                      | 10.25        | 10.50  | 14.00 |
| Muskoka-Kawartha Region            | 10.25        | 11.50  | 15.42 |
| Northeast Region                   | 10.25        | 10.75  | 19.50 |
| Northwest Region                   | 10.25        | 12.00  | 20.07 |
| Ottawa Region                      | 10.25        | 10.50  | 18.96 |
| Stratford--Bruce Peninsula Region  | 10.25        | 12.15  | 21.54 |
| Toronto Region                     | 10.25        | 10.56  | 17.69 |
| Windsor-Sarnia Region              | 10.25        | 10.50  | 15.63 |

## Competitive Analysis<sup>15</sup>

### • MODERATE

The following information consists of OCAS yearly fall application and registration data as well as a conversion ratio for each program under this category:

#### Diploma

- Out of the direct competitors offering this program, Georgian had the highest conversion ratio **(4:1)** in 2011, which is higher than the system's ratio **(5:1)**, and Seneca had the lowest ratio **(8:1)**
- Overall, La Cite had the best ratio in 2011 **(2:1)**, and Seneca had the lowest **(8:1)**

#### Advanced Diploma

- Georgian's ratio in 2011 for this program was **3:1**, which is slightly better than the system's average **(4:1)**

#### Degree

- In 2011, George Brown had a ratio of **8:1**, which is equal to the system and slightly above Niagara's ratio of **9:1** for this program

<sup>15</sup> Application data obtained from OCAS College Count Cube October 19, 2011

Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011.

Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset

Prepared by Fleming Data Research (07-2012)

# Key Research Findings

## Diploma

| Program: 53200 - HOTEL AND RESTAURANT MANAGEMENT |              |              |                     |              |              |                     |              |              |                     |              |              |                     |              |              |                     |
|--|--------------|--------------|---------------------|--------------|--------------|---------------------|--------------|--------------|---------------------|--------------|--------------|---------------------|--------------|--------------|---------------------|
|  | App.<br>2007 | Reg.<br>2007 | Conversion<br>Ratio | App.<br>2008 | Reg.<br>2008 | Conversion<br>Ratio | App.<br>2009 | Reg.<br>2009 | Conversion<br>Ratio | App.<br>2010 | Reg.<br>2010 | Conversion<br>Ratio | App.<br>2011 | Reg.<br>2011 | Conversion<br>Ratio |
| ALGONQUIN  | 590          | 153          | 4:1                 | 501          | 115          | 4:1                 | 413          | 98           | 4:1                 | 384          | 111          | 3:1                 | 334          | 88           | 4:1                 |
| CAMBRIAN   | 33           | 11           | 3:1                 | 121          | 29           | 4:1                 | 103          | 11           | 9:1                 | 77           | 16           | 5:1                 | 85           | 18           | 5:1                 |
| CANADORE   | 108          | 18           | 6:1                 | 86           | 18           | 5:1                 | 84           | 15           | 6:1                 | 57           | 11           | 5:1                 | 23           |              |                     |
| CENTENNIAL                                       | 0            |              |                     | 340          | 58           | 6:1                 | 318          | 52           | 6:1                 | 301          | 48           | 6:1                 | 278          | 47           | 6:1                 |
| CONFEDERATION                                    | 67           | 11           | 6:1                 | 49           |              |                     | 53           | 16           | 3:1                 | 77           | 19           | 4:1                 | 62           | 16           | 4:1                 |
| DURHAM   | 0            |              |                     | 0            |              |                     | 0            |              |                     | 178          |              |                     | 191          |              |                     |
| FANSHAWE   | 383          | 72           | 5:1                 | 328          | 77           | 4:1                 | 310          | 81           | 4:1                 | 279          | 72           | 4:1                 | 230          | 64           | 4:1                 |
| GEORGE BROWN                                     | 968          | 204          | 5:1                 | 834          | 195          | 4:1                 | 800          | 208          | 4:1                 | 692          | 179          | 4:1                 | 710          | 180          | 4:1                 |
| GEORGIAN   | 249          | 47           | 5:1                 | 248          | 50           | 5:1                 | 169          | 41           | 4:1                 | 176          | 33           | 5:1                 | 153          | 35           | 4:1                 |
| HUMBER   | 699          | 108          | 6:1                 | 606          | 92           | 7:1                 | 520          | 94           | 6:1                 | 466          | 87           | 5:1                 | 443          | 73           | 6:1                 |
| LA CITÉ COLLÉGIAL                                | 145          | 52           | 3:1                 | 114          | 36           | 3:1                 | 106          | 40           | 3:1                 | 110          | 41           | 3:1                 | 93           | 38           | 2:1                 |
| LAMBTON  | 120          | 27           | 4:1                 | 120          | 30           | 4:1                 | 107          | 38           | 3:1                 | 99           | 27           | 4:1                 | 77           | 22           | 4:1                 |
| LOYALIST   | 97           | 10           | 10:1                | 62           |              |                     | 1            |              |                     | 0            |              |                     | 0            |              |                     |
| NIAGARA  | 441          | 87           | 5:1                 | 369          | 62           | 6:1                 | 307          | 82           | 4:1                 | 255          | 72           | 4:1                 | 260          | 60           | 4:1                 |
| SAULT  | 63           | 14           | 5:1                 | 42           | 8            | 5:1                 | 48           | 12           | 4:1                 | 39           | 9            | 4:1                 | 28           | 8            | 4:1                 |
| SENECA   | 0            |              |                     | 0            |              |                     | 394          | 51           | 8:1                 | 405          | 71           | 6:1                 | 430          | 53           | 8:1                 |
| ST. CLAIR  | 209          | 59           | 4:1                 | 235          | 61           | 4:1                 | 214          | 56           | 4:1                 | 204          | 60           | 3:1                 | 167          | 53           | 3:1                 |
| ST. LAWRENCE                                     | 174          | 23           | 8:1                 | 147          | 31           | 5:1                 | 130          | 24           | 5:1                 | 135          | 24           | 6:1                 | 97           | 19           | 5:1                 |
| Total  | 4346         | 896          | 5:1                 | 4202         | 862          | 5:1                 | 4077         | 919          | 4:1                 | 3934         | 880          | 4:1                 | 3661         | 774          | 5:1                 |

## Advanced Diploma

| Program: 63200 - HOTEL AND RESTAURANT ADMINISTRATION |  |    |     |  |    |     |  |    |     |  |    |      |  |    |     |
|--|--|----|-----|--|----|-----|--|----|-----|--|----|------|--|----|-----|
|  | App. 2007<br>Reg. 2007<br>Conversion Ratio |    |     | App. 2008<br>Reg. 2008<br>Conversion Ratio |    |     | App. 2009<br>Reg. 2009<br>Conversion Ratio |    |     | App. 2010<br>Reg. 2010<br>Conversion Ratio |    |      | App. 2011<br>Reg. 2011<br>Conversion Ratio |    |     |
| CANADORE   | 67   | 14 | 5:1 | 52   | 10 | 5:1 | 49   | 15 | 3:1 | 54   | 4  | 14:1 | 24   |    |     |
| FLEMING  | 190  | 31 | 6:1 | 141  | 29 | 5:1 | 135  | 32 | 4:1 | 118  | 26 | 5:1  | 104  | 16 | 7:1 |
| GEORGIAN   | 175  | 50 | 4:1 | 148  | 43 | 3:1 | 126  | 45 | 3:1 | 143  | 36 | 4:1  | 124  | 44 | 3:1 |
| Total  | 432  | 95 | 5:1 | 341  | 82 | 4:1 | 310  | 92 | 3:1 | 315  | 66 | 5:1  | 252  | 60 | 4:1 |

## Degree

| Program: 83200 - BACHELOR OF APPLIED BUSINESS-HOSPITALITY OPERATIONS MGNT |  |    |     |  |    |      |  |    |     |  |    |      |  |    |     |
|---|--|----|-----|--|----|------|--|----|-----|--|----|------|--|----|-----|
|   | App. 2007<br>Reg. 2007<br>Conversion Ratio |    |     | App. 2008<br>Reg. 2008<br>Conversion Ratio |    |      | App. 2009<br>Reg. 2009<br>Conversion Ratio |    |     | App. 2010<br>Reg. 2010<br>Conversion Ratio |    |      | App. 2011<br>Reg. 2011<br>Conversion Ratio |    |     |
| GEORGE BROWN  | 430  | 55 | 8:1 | 410  | 41 | 10:1 | 410  | 44 | 9:1 | 439  | 39 | 11:1 | 438  | 56 | 8:1 |
| NIAGARA   | 173  | 20 | 9:1 | 167  | 17 | 10:1 | 170  | 25 | 7:1 | 169  | 20 | 8:1  | 147  | 16 | 9:1 |
| Total   | 603  | 75 | 8:1 | 577  | 58 | 10:1 | 580  | 69 | 8:1 | 608  | 59 | 10:1 | 585  | 72 | 8:1 |

# Key Research Findings

|                           |                 |
|---------------------------|-----------------|
| <b>Financial Analysis</b> | • <b>STRONG</b> |
|---------------------------|-----------------|

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 44.5%
- Program Weight: 1.20
- Funding Unit: 2.90

|                                   |                      |
|-----------------------------------|----------------------|
| <b>Key Performance Indicators</b> | <b>NOT AVAILABLE</b> |
|-----------------------------------|----------------------|

Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

## Additional Observations and Opportunities

### Industry Standards

"The Canadian Tourism Human Resource Council has created a draft document outlining the different pathways for Cooks in Canada. Chefs, industry, educators, apprenticeship and tourism human resource organizations and associations have worked together on the project, beginning a pan-Canadian discussion into how qualifications in the cooking profession link to one another. Qualifications Frameworks are about connecting existing Qualifications. The work has not been completed, but a draft framework with clear career path options has been developed. The poster below is a product of the work to date. Details and links to jurisdictional and Qualifications specifics still need to be completed in future phases of work."

- **The Culinary Journey in Canada: Pathways to Recognition**
- **Cooks Mapping and Qualifications Framework Project Report (2008)**

The Canadian Culinary Institute administers the certification programs for the Certified Working Chef (CWC) and Certified Chef de Cuisine (CCC) programs, under the auspices of the **Canadian Culinary Federation (CCFCC)**.

- **Certified Working Chefs**
- **Certified Chef de Cuisine**
- **Certified Master Chef**
  - The CMC professional designation is the newest Certification under the CCI and also the highest attainable in Canada. This program requires a minimum 2 year commitment, with a maximum allowance of 4 years to complete all components.

**Certified Tourism Professional offers national certification to line cooks.**

**Red Seal Certification provides Interprovincial Standards for Cooks.**

## Resource Analysis

### Equipment

### Staffing

### Space

# Key Research Findings

## Appendix

**The following is the original environmental scan conducted by the Library Researchers to form the basis of the previous summary of Key Research Findings Report.**

### **Overview of the Profession:**

This program covers two NOC Codes: NOC 0631 Restaurant and Food Service Managers and NOC 0632 Accommodation Service Managers

### **NOC 0632: Accommodation Service Managers**

<http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=0632&area=8792&titleKeyword=hotel+manager&regionKeyword=Peterborough,+Ontario&source=0&action=final>

Accommodation service managers perform some or all of the following duties:

- Develop, implement and evaluate policies and procedures for the operation of the department or establishment
- Prepare budgets and monitor revenues and expenses
- Participate in the development of pricing and promotional strategies
- Negotiate with suppliers for the provision of materials and supplies
- Negotiate with clients for the use of facilities for conventions, banquets, receptions and other functions
- Recruit and supervise staff, oversee training and set work schedules
- Resolve customer complaints.

### **Common Job Titles**

- assistant manager
- hotel, bed and breakfast operator
- front desk manager
- guest-house operator
- hotel director
- hotel manager
- motel manager
- reservations manager
- seasonal resort manager
- ski resort manager
- tourist home operator

### **Typical Employers**

- hotels
- motels
- resorts
- student residences and other accommodation establishments
- self-employed

# Key Research Findings

## NOC 0631: Restaurant and Food Service Managers

<http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=0631&area=8792&titleKeyword=restaurant+manager&regionKeyword=Peterborough,+Ontario&source=1&action=final>

### Restaurant and food service managers perform some or all of the following duties:

- Plan, organize, direct, control and evaluate the operations of a restaurant, bar, cafeteria or other food or beverage service
- Determine type of services to be offered and implement operational procedures
- Recruit staff and oversee staff training
- Set staff work schedules and monitor staff performance
- Control inventory, monitor revenues and modify procedures and prices
- Resolve customer complaints and ensure health and safety regulations are followed
- Negotiate arrangements with suppliers for food and other supplies
- Negotiate arrangements with clients for catering or use of facilities for banquets or receptions.

### Common Job Titles:

- assistant manager
- restaurant, banquet manager
- bar manager
- cafeteria manager
- catering service manager
- dining room manager
- food services manager
- hotel food and beverage service manager
- restaurant manager
- restaurateur – food services

### Typical Employers:

- restaurants
- bars
- cafeterias and other food and beverage services
- food and beverage service establishments
- self-employed

## Labour Market

### NOC 0632 Accommodation Service Managers

### Working In Canada

1. Employment potential for the Muskoka/Kawartha Regions is Not Available (Working in Canada)

### HRSDC

2. National Outlook 10 Year Projection (2011-2020)

## Key Research Findings

This group of occupations includes Restaurant and Food Service Managers and Accommodation Service Managers

|   |  |
|---|--|
| <b>Occupations in this Group</b>        | Restaurant and Food Service Managers (0631), Accommodation Service Managers (0632) |
| <b>Employment (non-student) in 2010</b> | 168,535  |
| <b>Median Age of workers in 2010</b>    | 44.5   |
| <b>Average Retirement Age in 2010</b>   | 64   |

- For **Managers In Food Service And Accommodation**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **82,000** and **80,352** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.
- Over the 2008-2010 period, this occupation experienced a drop in employment while the unemployment rate increased. However, the unemployment rate remained low in relation to the unemployment rate for the economy as a whole.
- Employment Ontario does not provide information on Hotel and Accommodation Managers. They suggest using Restaurant Manager and Food Service Managers. According to Employment Ontario the Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013.
- According to Employment Ontario (Estimates 2006) for Restaurant and Food Service Managers, 34% of workers in this group were self-employed and 89% Full-Time
- Local wage for Muskoka/Kawartha Region 2010:  
Low: \$13.10      Average: \$16.00      High: \$25.04  
[http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=0632&action=final&regionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=hotel+manager#report\\_tabs\\_container2](http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=0632&action=final&regionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=hotel+manager#report_tabs_container2)

### NOC 0631: Restaurant and Food Service Managers

#### Working in Canada

- Employment potential for the Kawartha Region is Limited.  
<http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=0631&area=8792&titleKeyword=restaurant+manager&regionKeyword=Peterborough,+Ontario&source=1&action=final>

#### HRSDC

##### 2. National Outlook: 10 Year Projection (2011-2020)

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## Key Research Findings

3. For **Managers In Food Service And Accommodation**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **82,000** and **80,352** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.
4. Over the 2008-2010 period, this occupation experienced a drop in employment while the unemployment rate increased.
5. According to Employment Ontario the Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013.
6. According to Employment Ontario (Estimates 2006), 34% of workers in this group were self-employed and 89% Full-Time
7. Local wage for Muskoka/Kawartha Region 2010:

Low: \$10.65                      Average: \$15.00                      High: \$31.25

[http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=0631&action=final&regionKeyword=Peterborough%2C+Ontario&s=1&source=1&titleKeyword=restaurant+manager#report\\_tabs\\_container2](http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=0631&action=final&regionKeyword=Peterborough%2C+Ontario&s=1&source=1&titleKeyword=restaurant+manager#report_tabs_container2)

US Bureau of Labour

<http://www.bls.gov/ooh/Management/Lodging-managers.htm#tab-6>

### NOC 0632 Accommodation Service Managers

#### Job Outlook

**Employment Change.** Employment of lodging managers is expected to grow 8 percent from 2010 to 2020, slower than the average for all occupations. Despite expected growth in tourism and travel, fewer managers will be needed as the lodging industry shifts to building more limited-service hotels and fewer full-service properties that have separate departments to manage.

In addition, some lodging places are streamlining operations to cut expenses by either eliminating some managers or scaling back the total number. Chain hotels, for instance, are increasingly assigning a single manager to oversee multiple properties within a region. Still, some larger full-service hotels, including casinos, resorts, and convention hotels that provide a wider range of services to a larger customer base, will continue to generate job openings for experienced managers.

**Job Prospects.** Those seeking jobs at hotels with the highest level of guest services are expected to face strong competition as these jobs are highly sought after by people trained in hospitality management or administration. Job opportunities at smaller hotels should be better. Those with a college degree in hotel or hospitality management are expected to have the best job opportunities, particularly at upscale and luxury hotels.

Canadian Tourism Human Resource Council Report:

[Human Resource Module of the Tourism Satellite Account, 2011](#)

### NOC 0631: Restaurant and Food Service Managers

#### Job Outlook

# Key Research Findings

**Employment Change.** Employment of food service managers is expected to decline 3 percent from 2010 to 2020, as the number of eating and drinking establishments opening is expected to decline from the previous decade. Despite these reductions, new employment opportunities for food service managers will emerge in grocery stores and other retail and recreation industries to meet the growing demand for quick food in a variety of settings.

**Job Prospects.** Job opportunities for food service managers are expected to be highly competitive. Most openings will result from the need to replace managers who retire or transfer to other occupations. Although practical experience is an integral part of becoming a food service manager, applicants with a degree in hospitality or restaurant or institutional food service management should have an edge when competing for jobs at upscale restaurants.

## Industry Standards:

### NOC 0632 Accommodation Service Managers:

This occupation does **not** require certification in **Ontario**. It is not regulated in any Canadian province.

### NOC 0631: Restaurant and Food Service Managers

This occupation does **not** require certification in **Ontario or any province in Canada**.

## Professional Associations For NOC 0632

[Canadian Bed & Breakfast Association](#)

[Canadian Tourism Human Resource Council](#)

[Federation of Ontario Bed and Breakfast Accommodation \(FOBBA\)](#)

[Hotel Association of Canada](#)

[Ontario Accommodation Association \(OAA\)](#)

[Ontario Snow Resorts Association](#)

[Ontario Tourism Education Council \(OTEC\)](#)

[Ontario's Finest Inns & Spas](#)

[Resorts of Ontario](#)

## Professional Associations For NOC 0631

[American Culinary Federation](#)

[Canadian Association of Foodservice Professionals](#)

[Canadian Culinary Federation](#)

[Canadian Institute of Food Science and Technology](#)

[Canadian Restaurant and Foodservice Association](#)

[Canadian Tourism Human Resource Council](#)

[Hotel Association of Canada](#)

[International Association of Culinary Professionals](#)

[Ontario Tourism Education Council](#)

[World Association of Chefs Societies](#)

# Key Research Findings

## Employment Requirements

### NOC 0632 Accommodation Service Managers:

Employment requirements are prerequisites generally needed to enter an occupation.

- A university degree or college diploma in hotel management or other related discipline is usually required for managers employed by hotel chains or large accommodation establishments.
- Several years of experience within the accommodation industry are usually required and may substitute for formal educational requirements.

[ Source: [National Occupational Classification 2006 - HRSDC](#) ]

## Educational Programs Leading to this Occupation

**Note: This section is from NOC 0631 Restaurant Managers. Hotel Managers is not recognized in Ontario Job Futures.**

A high school diploma is generally required plus several years of experience in the food service industry. Many restaurant and food service managers are promoted up through the ranks, beginning as front-line workers and assuming greater responsibilities such as supervision.

Completion of a college diploma in hospitality, tourism, hotel management, or other related program may

be required for management positions in hotels, large food service organizations, and franchises.

Management trainee programs may be available. Smart Serve and food safety or food handling certifications may be required. Computer proficiency is generally required.

Restaurant and food service managers require strong leadership skills, motivational capability, strong communications and people skills, and good organizational skills.

### NOC 0631: Restaurant and Food Service Managers

Employment requirements are prerequisites generally needed to enter an occupation.

- Completion of a college or other program related to hospitality or food and beverage service management is usually required.
- Several years of experience in the food service sector, including supervisory experience, are required

#### Provincial Training Information - Ontario

Employers often seek workers who bring with them an established level of knowledge and experience of the industry and/or occupation. However, when workers are promoted from within, some 'on the job' training is common.

## Educational Programs Leading to this Occupation

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Management trainee programs may be available. Smart Serve and food safety or food handling certifications may be required. Computer proficiency is generally required. Restaurant and food service

# Key Research Findings

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Source: [http://www.tcu.gov.on.ca/eng/labourmarket/oif/pdf/0631\\_e.pdf](http://www.tcu.gov.on.ca/eng/labourmarket/oif/pdf/0631_e.pdf)

## Educational Competitors

### Individual Community College/Institute Information

(Click on Program Title to view college program page)

14 Colleges are currently offering this program (including Fleming). There are also some certificate and post-diplomas courses offered at various colleges.

#### Algonquin

[Hospitality Management – Hotel and Restaurant](#) – College Diploma

[Bachelor of Hospitality and Tourism Management](#) – Bachelor Degree

- Mobile learning program

[Tourism and Travel](#) – College Diploma

#### Centennial

[Hospitality Foundations](#) – Certificate

[Hospitality Management – Hotel and Resort](#) – College Diploma

[Hospitality Management – Food & Beverage Catering](#) – College Diploma

[Hospitality Operations – Kitchen Management](#) – Certificate

[Hospitality Services](#) - Certificate

[Hospitality and Tourism Administration](#) – College Advance Diploma

[Hotel, Resort and Restaurant Management](#) – Graduate Certificate (post graduate)

#### Conestoga

[Hospitality Management – Hotel and Restaurant](#) – College Diploma

- Co-op

[Hospitality and Tourism Management](#) – College diploma

- Co-op

#### Durham

[Hospitality Management – Hotel, Restaurant and Tourism](#) – College Diploma

#### Fanshawe

[Hospitality Management – Food and Beverage](#) – College Diploma

# Key Research Findings

- Optional co-op

[Hospitality Management – Hotel](#) – College Diploma

- Optional co-op

[Concierge Services – Guest Relation Specialist](#) – College Graduate Certificate Program

- 3 year program

## Fleming

[Hotel and Restaurant Management](#) – College Diploma

## George Brown

[Bachelor of Applied Business – Hospitality Operations Management](#) – Bachelor Degree 2 years

- Co-op
- This program is the fast-track option, in which students do a bridging semester from May-August and go into semester 5 in September, and is for students who have a diploma in hospitality.

[Bachelor of Applied Business – Hospitality Operations Management](#) – Bachelor Degree 4 years

- Co-op

[Hospitality Services](#) – Certificate

[Hospitality, Tourism and Leisure](#) – College Diploma

[Hotel Management](#) – College Diploma

## Georgian

[Hospitality Management – Hotel and Resort Management](#) – College Diploma

[Hospitality Administration – Hotel and Resort Management](#) - Ontario College Advance Diploma

- Co-op
- 3 year program

[Snow Resort Operations](#) – College Diploma

- Co-op

## Humber

[Hospitality and Tourism Operations Management](#) – Graduate Certificate (Post graduate)

[Hotel and Restaurant Management](#) – College Diploma

## Niagara

[Hospitality Management – Hotel and Restaurant](#) – College Diploma

- Co-op

[Bachelor of Applied Business – Hospitality Operations Management](#) - Bachelor Degree

# Key Research Findings

## [Hospitality and Tourism Management](#) – Graduate Certificate (post graduate)

- No intakes January 2013, May 2013

### Sault

#### [Hospitality Management – Hotel and Resort](#) – College Diploma

- Co-op

### Seneca

#### [Hospitality Management – Hotel and Restaurant](#) – College Diploma

- Optional co-op

### St. Clair

#### [Hospitality Management – Hotel and Restaurant](#) – College Diploma

### St. Lawrence

#### [Hospitality Management – Hotel and Restaurant](#) – College Diploma

| Institution  | APS # | Approved Program Name                         | MTCU Code | Program Weight | Funding Unit | Degree Factor |
|--------------|-------|---|-----------|----------------|--------------|---------------|
| CANADORE     | 1098  | Hotel, Resort And Restaurant Administration   | 63200     | 1.20           | 2.90         | 3.00          |
| GEORGIAN     | 1030  | Hospitality Administration - Hotel And Resort | 63200     | 1.20           | 2.90         | 3.00          |
| HUMBER       | 1185  | Tourism And Hospitality Administration        | 63200     | 1.20           | 2.90         | 3.00          |
| SSFL         | 1085  | Hospitality Administration - Hotel And Resort | 63200     | 1.20           | 2.90         | 3.00          |
| ALGONQUIN    | 1411  | Hospitality Services                          | 43200     | 1.20           | 0.80         | 1.00          |
| CAMBRIAN     | 1254  | Hospitality Services                          | 43200     | 1.20           | 0.80         | 1.00          |
| CENTENNIAL   | 1141  | Hospitality Services                          | 43200     | 1.20           | 0.80         | 1.00          |
| GEORGE BROWN | 1208  | Hospitality Services                          | 43200     | 1.20           | 0.80         | 1.00          |
| LA CITE      | 1169  | Service de la restauration                    | 43200     | 1.20           | 0.80         | 1.00          |
| ST LAWRENCE  | 1162  | Hospitality Services                          | 43200     | 1.20           | 0.80         | 1.00          |
| CENTENNIAL   | 1110  | Hospitality And Tourism Administration        | 63201     | 1.20           | 3.00         | 3.00          |
| CONESTOGA    | 1210  | Hospitality And Tourism Management            | 53209     | 1.10           | 1.70         | 2.00          |

## Key Research Findings

|               |          |  |       |      |      |      |
|---------------|----------|--|-------|------|------|------|
| ST LAWRENCE   | 118<br>9 | Hospitality And Tourism Management                     | 53209 | 1.10 | 1.70 | 2.00 |
| CONESTOGA     | 122<br>2 | Hospitality Foundations                                | 43103 | 1.10 | 0.50 | 0.50 |
| CENTENNIAL    | 124<br>1 | Hospitality Foundations                                | 43113 | 1.00 | 1.00 | 1.00 |
| ALGONQUIN     | 105<br>9 | Hospitality Management - Hotel And Restaurant          | 53200 | 1.20 | 2.10 | 2.00 |
| ALGONQUIN     | 138<br>8 | Hospitality Management - Inn And Spa                   | 53200 | 1.20 | 2.10 | 2.00 |
| CAMBRIAN      | 111<br>9 | Hotel And Restaurant Management                        | 53200 | 1.20 | 2.10 | 2.00 |
| CANADORE      | 101<br>9 | Hotel, Resort And Restaurant Management                | 53200 | 1.20 | 2.10 | 2.00 |
| CENTENNIAL    | 122<br>2 | Hospitality Management - Hotel And Resort              | 53200 | 1.20 | 2.10 | 2.00 |
| CONFEDERATION | 102<br>9 | Hospitality Management-hotel, Restaurant And Resort    | 53200 | 1.20 | 2.10 | 2.00 |
| DURHAM        | 118<br>7 | Hospitality Management - Hotel, Restaurant and Tourism | 53200 | 1.20 | 2.10 | 2.00 |
| FANSHAWE      | 104<br>6 | Hospitality Management - Hotel                         | 53200 | 1.20 | 2.10 | 2.00 |
| GEORGIAN      | 104<br>0 | Hospitality Management - Hotel And Resort              | 53200 | 1.20 | 2.10 | 2.00 |
| GEORGE BROWN  | 106<br>7 | Hotel Management                                       | 53200 | 1.20 | 2.10 | 2.00 |
| HUMBER        | 104<br>5 | Hotel And Restaurant Management                        | 53200 | 1.20 | 2.10 | 2.00 |
| LA CITE       | 102<br>1 | Hotel And Restaurant Management                        | 53200 | 1.20 | 2.10 | 2.00 |
| LAMBTON       | 104<br>0 | Hospitality And Tourism Management                     | 53200 | 1.20 | 2.10 | 2.00 |
| LOYALIST      | 102<br>6 | Hospitality Management - Hotel And Restaurant          | 53200 | 1.20 | 2.10 | 2.00 |
| NIAGARA       | 114<br>8 | Hotel And Restaurant Management                        | 53200 | 1.20 | 2.10 | 2.00 |
| SAULT         | 115<br>3 | Hospitality Management - Hotel And Resort              | 53200 | 1.20 | 2.10 | 2.00 |
| SENECA        | 126<br>8 | Hospitality Management - Hotel and Restaurant          | 53200 | 1.20 | 2.10 | 2.00 |
| ST LAWRENCE   | 110<br>2 | Hospitality Management - Hotel And Restaurant          | 53200 | 1.20 | 2.10 | 2.00 |
| SSFL          | 125<br>5 | Hotel and Restaurant Management                        | 53200 | 1.20 | 2.10 | 2.00 |
| ST CLAIR      | 112<br>1 | Hospitality Management - Hotel And Restaurant          | 53200 | 1.20 | 2.10 | 2.00 |

## Key Research Findings

|              |          |  |       |      |      |      |
|--------------|----------|--|-------|------|------|------|
| GEORGIAN     | 116<br>1 | (P-T) Club, Resort And Tourism Management                  | 73201 | 1.30 | 1.00 | 1.00 |
| HUMBER       | 130<br>4 | Hospitality And Tourism Operations Management              | 73201 | 1.30 | 1.00 | 1.00 |
| NIAGARA      | 116<br>1 | Hospitality And Tourism Management                         | 73201 | 1.30 | 1.00 | 1.00 |
| GEORGE BROWN | 125<br>4 | Hospitality Management - Catering                          | 53211 | 1.10 | 1.70 | 2.00 |
| GEORGE BROWN | 120<br>5 | Hospitality, Tourism And Leisure                           | 52204 | 1.30 | 1.70 | 2.00 |
| HUMBER       | 123<br>1 | Tourism And Hospitality Management - Business Applications | 52204 | 1.30 | 1.70 | 2.00 |
| CENTENNIAL   | 124<br>5 | Hotel, Resort and Restaurant Management                    | 73199 | 1.20 | 0.60 | 1.00 |

### Employment Postings:

On June 1, 2021, there were 2 job postings locally in the JobBank. 240 jobs were listed provincially in hotel management and 22 jobs for restaurant management.

[Source: jobbank.gc.ca](http://jobbank.gc.ca)

**Job Number:** 6454794

**Title:** Housekeeping supervisor ([NOC: 6215](#))

**Terms of Employment:** Permanent, Full Time, On Call, Shift, Weekend, Day

**Salary:** \$12.00 Hourly for 40 hours per week

**Anticipated Start Date:** As soon as possible

**Location:** Peterborough, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school

**Credentials (certificates, licences, memberships, courses, etc.):** Not applicable

**Experience:** Experience an asset

**Languages:** Speak English, Read English

**Work Setting:** Hotel or motel

**Specific Skills:** Supervise and co-ordinate activities of workers, Inspect sites or facilities to ensure safety and cleanliness standards, Prepare work schedules, Co-ordinate activities with other departments, Assist cleaners in performing duties

**Additional Skills:** Hire and train or arrange for training of cleaning staff, Prepare budget and cost estimates, Keep financial records



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**Essential Skills:** Reading text, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

**Employer:** 2160102 Ontario Limited o/a Comfort Hotel & Suites Peterborough

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**In Person between 9:00 and 17:00:**

1209 Lansdowne St. W.  
Peterborough, Ontario  
K9J 7M2

**By Phone: between 9:00 and 17:00:** (705) 740-7000

**By Fax:** (705) 745-0506

**By E-mail:** comfortinnpeterborough@cogeco.net

**Advertised until:** 2012/06/13

**Job Number:** 6448281

**Title:** Business services sales representative (Spa Experience Reservationist) ([NOC: 6411](#))

**Terms of Employment:** Permanent, Full Time, Weekend, Day, Evening

**Salary:** \$35,000.00 Yearly for 44 hours per week, Bonus, Commission, Other Benefits, Medical Benefits, Dental Benefits, Disability Benefits, Life Insurance Benefits, Group Insurance Benefits, RRSP Benefits, Vision Care Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Grafton, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Some college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** 2 years to less than 3 years

**Languages:** Speak English, Read English, Write English

**Business Equipment and Computer Applications:** Spreadsheet software, Word processing software, Electronic mail, General office equipment

**Type of Sales/Marketing:** General sales

**Products or Services (Sales):** Hotel and convention services

**Specific Skills:** Promote sales to existing clients, Conduct sales transactions, Identify and solicit potential clients, Review and adapt information regarding product innovations, competitors and market conditions, Provide clients presentations of the benefits and uses of goods or services, Customer service oriented

**Security and Safety:** Bondable

# Key Research Findings

**Work Location Information:** Rural community

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Tight deadlines, Repetitive tasks, Attention to detail, Sitting

**Transportation/Travel Information:** Own transportation

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

**Other Information:** Include cover letter & 3 professional letters of reference. Experience using consultative sales process, cold calling, lead generation, Word and Excel. High inbound/ outbound call volumes.

**Employer:** Ste. Anne's Spa

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By E-mail:** cindy.smith@steannes.com

**Web Site:** <http://www.steannes.com>

**Advertised until:** 2012/06/08

**Job Number:** 6469724

**Title:** Reservations agent (except airline) ([NOC: 6434](#))

**Terms of Employment:** Seasonal, Part Time leading Full Time, Shift, Weekend, Day, Evening

**Salary:** \$11.20 to \$11.74 Hourly for 40 hours per week, Bonus, Other Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Niagara Falls, Ontario (10 vacancies )

**Skill Requirements:**

**Education:** Completion of high school, Some college/CEGEP/vocational or technical training, Some university

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** 1 to less than 7 months

**Languages:** Speak English, Read English, Write English

**Type of Experience:** Reservations clerk

**Work Setting:** Hotel/motel/resort

**Specific Skills:** Make and confirm reservations, Cancel or change reservations, Provide information on cancellation, late arrival and other policies, Input computer data, Suggest related products or services to clients

# Key Research Findings

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Repetitive tasks, Attention to detail

**Essential Skills:** Reading text, Numeracy, Writing, Oral communication, Working with others, Problem solving, Critical thinking, Computer use, Continuous learning

**Employer:** Canadian Niagara Hotels Inc. o/a Falls Avenue Resort Niagara Falls

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**Contact Name:** Taryn Dirks

**By Fax:** (905) 358-9813

**By E-mail:** tanyaf@niagarafallshotels.com

**Web Site:** <http://www.fallsavenueresort.com>

**Advertised until:** 2012/06/21

**Job Number:** 6471165

**Title:** Manager, hotel food and beverage service (CATERING MANAGER) ([NOC: 0631](#))

**Terms of Employment:** Permanent, Full Time, Day

**Salary:** \$30,000.00 to \$35,000.00 Yearly for 40 hours per week, Group Insurance Benefits, RRSP Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Ottawa Centre, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school, Completion of college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** First Aid Certificate

**Experience:** No experience

**Languages:** Speak English, Speak French, Read English, Write English

**Type of Bookkeeping and Accounting Experience:** Accounting, Record keeping

**Business Equipment and Computer Applications:** Point-of-sale system, Word processing software, Spreadsheet software, Internet browser

**Ability to Supervise:** Staff in various areas of responsibility

**Budgetary Responsibility:** 0 - \$100,000

**Work Setting:** Hotel

**Specific Skills:** Plan, organize, direct, control and evaluate daily operations, Determine type of services to be offered, Implement operational procedures, Balance cash and complete balance sheets, cash reports, reconciliation and related forms, Control inventory, Monitor revenues and modify procedures and prices, Respond to customer complaints, Negotiate arrangements with suppliers for food and other

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supplies, Negotiate with clients for catering or use of facilities, Train staff, Supervise staff, Cost products and services, Customer service oriented

**Security and Safety:** Basic security clearance

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Tight deadlines, Handling heavy loads, Attention to detail, Combination of sitting, standing, walking

**Transportation/Travel Information:** Parking paid by employer

**Essential Skills:** Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Computer use

**Other Information:** Hotel Restaurant Mgmt Diploma Rec. for Entry Level Manager Position Supervise Hotel Banquet Services, Accounting, Assist in Guest Service, Housekeeping as required Able to multi task & prioritize

**Employer:** HVM Canada Hotel Management ULC

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**In Person between 10:00 and 14:00:**

141 Cooper Street

Ottawa, Ontario

K2P 0E8

**By E-mail:** otw@extendedstay.com

**Web Site:** <http://www.extendedstaydeluxe.com>

**Advertised until:** 2012/06/15

**Job Number:** 6459943

**Title:** Food service supervisor (dining room supervisor) ([NOC: 6212](#))

**Terms of Employment:** Permanent, Part Time leading Full Time, Weekend, Night, Evening

**Salary:** \$13.00 Hourly for 25 hours per week, Medical Benefits, Dental Benefits, Group Insurance Benefits, Vision Care Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Sudbury, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school

**Credentials (certificates, licences, memberships, courses, etc.):** Not applicable

**Experience:** 2 years to less than 3 years

**Languages:** Speak English, Read English, Write English

**Work Setting:** Restaurant

**Supervisory Experience:** Food and beverage servers, Cooks

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**Specific Skills:** Ensure food service and quality control, Prepare and submit reports

**Additional Skills:** Establish methods to meet work schedules, Train staff in job duties, sanitation and safety procedures

**Own Tools/Equipment:** Uniform

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Standing for extended periods

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Computer use

**Employer:** Travelodge Hotel / Perkins Restaurant

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**In Person between 15:00 and 16:00:**

1401 Paris St  
Sudbury, Ontario  
P3E 3B6

**By E-mail:** melina.ridley@whg.com

**Advertised until:** 2012/06/15

**Job Number:** 6467673

**Title:** Night auditor - hotel ([NOC: 6435](#))

**Terms of Employment:** Permanent, Full Time, Weekend, Night, Evening

**Salary:** \$11.00 Hourly for 40 hours per week

**Anticipated Start Date:** As soon as possible

**Location:** St. Catharines, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school

**Credentials (certificates, licences, memberships, courses, etc.):** Not applicable, Not required

**Experience:** 2 years to less than 3 years

**Languages:** Speak English, Read English, Write English

**Business Equipment and Computer Applications:** Multi-line switchboard, Computerized reservation system, Spreadsheet software, General office equipment, Computerized bookkeeping systems, Internet browser

**Work Setting:** Hospitality industry

# Key Research Findings

**Type of Bookkeeping and Accounting:** Basic accounting, Basic bookkeeping, Basic record keeping, Cashiering

**Specific Skills:** Register arriving guests and assign rooms, Take, cancel and change room reservations, Process telephone calls, Provide information on hotel facilities and services, Provide general information about points of interest in the area, Provide information about services available in the community, Arrange services required for guests with special needs, Secure guests' valuables, Process wake-up calls, Store and retrieve luggage, Process guests' departures, calculate charges and receive payments, Balance cash and complete balance sheets, cash reports and related forms, Customer service oriented, Follow emergency and safety procedures, Work with minimal supervision, Clerical duties (i.e. faxing, filing, photocopying), Keyboarding, Perform light housekeeping and cleaning

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Critical thinking, Finding information, Computer use, Continuous learning

**Employer:** Riverbend Inn

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By Fax:** (905) 468-5379

**By E-mail:** fd@riverbendinn.ca

**Web Site:** <http://www.riverbendinn.ca>

**Advertised until:** 2012/06/20

**Job Number:** 6467674

**Title:** Attendant, hotel guest services (Banquet & Convention Porter P/T) ([NOC: 6672](#))

**Terms of Employment:** Permanent, Part Time, Weekend, Day, Evening

**Salary:** \$11.00 to \$12.00 Hourly for 25 hours per week

**Anticipated Start Date:** As soon as possible

**Location:** Alliston, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school

**Credentials (certificates, licences, memberships, courses, etc.):** WHMIS

**Experience:** 1 year to less than 2 years

**Languages:** Speak English, Read English, Write English

**Work Setting:** Hotel, Resort

**Guest Services Attendant (Bellhop) Specific Skills:** Provide information regarding features of rooms, service of hotel and points of interest, Receive and deliver items and messages for guests

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Handling heavy loads, Physically demanding, Standing for extended periods, Walking, Bending, crouching, kneeling

# Key Research Findings

**Essential Skills:** Reading text, Document use, Numeracy, Oral communication, Working with others, Problem solving, Job task planning and organizing, Finding information

**Other Information:** Experience as a Porter preferred. Set up banquet/meeting/conference facilities including audiovisual equipment. Physically demanding. Must be mature/responsible & reliable. No staff accommodation.

**Employer:** Nottawasaga Inn Resort

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By Mail:**

6015 Highway 89  
Alliston, Ontario  
L9R 1A4

**By Fax:** (705) 435-5870

**By E-mail:** HR@NottawasagaResort.com

**Web Site:** <http://www.NottawasagaResort.com>

**Advertised until:** 2012/06/22

**Job Number:** 6467717

**Title:** Front desk agent (Lincoln Motor Inn) ([NOC: 6435](#))

**Terms of Employment:** Permanent, Full Time, On Call, Weekend, Day, Night, Evening

**Salary:** \$10.25 to \$11.00 Hourly for 40 hours per week, Other Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Niagara Falls, Ontario (8 vacancies )

**Skill Requirements:**

**Education:** Completion of high school

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** Experience an asset

**Languages:** Speak English, Read English, Write English

**Business Equipment and Computer Applications:** Multi-line switchboard, Computerized reservation system, Hotel Soft, Word processing software, Basic computer skills (will train), General office equipment, Internet browser

**Work Setting:** Hospitality industry, Hotel

**Type of Bookkeeping and Accounting:** Basic accounting, Basic record keeping, Cashiering

**Specific Skills:** Register arriving guests and assign rooms, Process group arrivals and departures, Take, cancel and change room reservations, Process telephone calls, Provide information on hotel facilities and services, Investigate and resolve complaints and claims, Process guests' departures, calculate charges and receive payments, Balance cash and complete balance sheets, cash reports and related forms, Customer service oriented

# Key Research Findings

**Work Location Information:** Urban area

**Transportation/Travel Information:** Own transportation

**Essential Skills:** Reading text, Numeracy, Oral communication, Working with others, Problem solving, Decision making, Job task planning and organizing, Computer use, Continuous learning

**Employer:** Spadafora Hospitality Management

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**In Person between 9:00 and 17:00:**

6417 Main St  
niagara falls, Ontario  
L2G ,5Y3

**By Fax:** (905) 354-1415

**By E-mail:** niagarafallscheaphoteldeals@hotmail.com

**Advertised until:** 2012/06/20

**Job Number:** 6464936

**Title:** Restaurant manager (Floor Supervisor) ([NOC: 0631](#))

**Terms of Employment:** Seasonal, Full Time, Shift, Weekend, Day, Night, Evening

**Salary:** \$13.00 Hourly for 40 hours per week, Medical Benefits, Group Insurance Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Niagara Falls, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school, Some college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** Smart Serve, Workplace Hazardous Materials Information System (WHMIS) Certificate

**Experience:** 3 years to less than 5 years

**Languages:** Speak English, Read English, Write English

**Business Equipment and Computer Applications:** Micros

**Ability to Supervise:** More than 20 people

**Budgetary Responsibility:** 0 - \$100,000

**Work Setting:** Restaurant, Hotel

**Specific Skills:** Plan, organize, direct, control and evaluate daily operations, Determine type of services to be offered, Respond to customer complaints, Ensure health and safety regulations are followed, Enforce provincial/territorial liquor legislation and regulations, Set staff work schedules and monitor



# Key Research Findings

staff performance, Recruit and hire staff, Train staff, Conduct performance reviews, Supervise staff, Customer service oriented

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Tight deadlines, Repetitive tasks, Attention to detail, Combination of sitting, standing, walking, Standing for extended periods, Walking

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

**Employer:** Keg Steakhouse and Bar - Fallsview

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**In Person between 9:00 and 17:00:**

6700 Fallsview Blvd.

Niagara Falls, Ontario

L2G 3W6

**By Fax:** (905) 374-5169

**By E-mail:** hr@fallsviewrestaurant.com

**Advertised until:** 2012/06/19

**Job Number:** 6465353

**Title:** Hotel assistant manager (Hotel Assistant Manager) ([NOC: 0632](#))

**Terms of Employment:** Temporary, Full Time, On Call, Shift, Overtime, Weekend, Day, Night, Evening

**Salary:** \$50,100.00 Yearly for 40 hours per week, Dental Benefits, Life Insurance Benefits, Group Insurance Benefits, Pension Plan Benefits, RRSP Benefits, Vision Care Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Toronto, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Some college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** 3 years to less than 5 years

**Languages:** Speak English, Read English, Write English

**Human Resources Responsibility:** 1 - 20

**Budgetary Responsibility:** 0 - \$100,000

**Work Setting:** Hotel

**Business Equipment and Computer Applications:** Computer terminal, IBM compatible, Multi-line switchboard, Computerized reservation system, Windows, WordPerfect, MS Word

## Key Research Findings

**Specific Skills:** Develop and implement policies and procedures for daily operations, Set work schedules, Respond to customer complaints, Implement marketing activities, Enforce policies and procedures, Attend to persons with special needs

**Additional Skills:** Recruit and hire staff, Supervise staff, Conduct performance reviews, Conduct training sessions, Perform front desk duties, Sell products and services, Arrange for and oversee maintenance activities

**Security and Safety:** Bondable

**Own Tools/Equipment:** Pager

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Tight deadlines, Attention to detail, Combination of sitting, standing, walking, Standing for extended periods

**Work Site Environment:** Non-smoking, Air conditioned

**Transportation/Travel Information:** Own transportation, Public transportation is available

**Work Location Information:** Urban area

**Ability to Supervise:** 10 people or less

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Finding information, Computer use, Continuous learning

**Employer:** Four Seasons Hotel Toronto

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By E-mail:** [hrtoronto@fourseasons.com](mailto:hrtoronto@fourseasons.com)

**Web Site:** <http://www.fourseasons.com>

**Advertised until:** 2012/06/13