



January 7, 2025

Workforce Issues

Owner Ankur Saxena

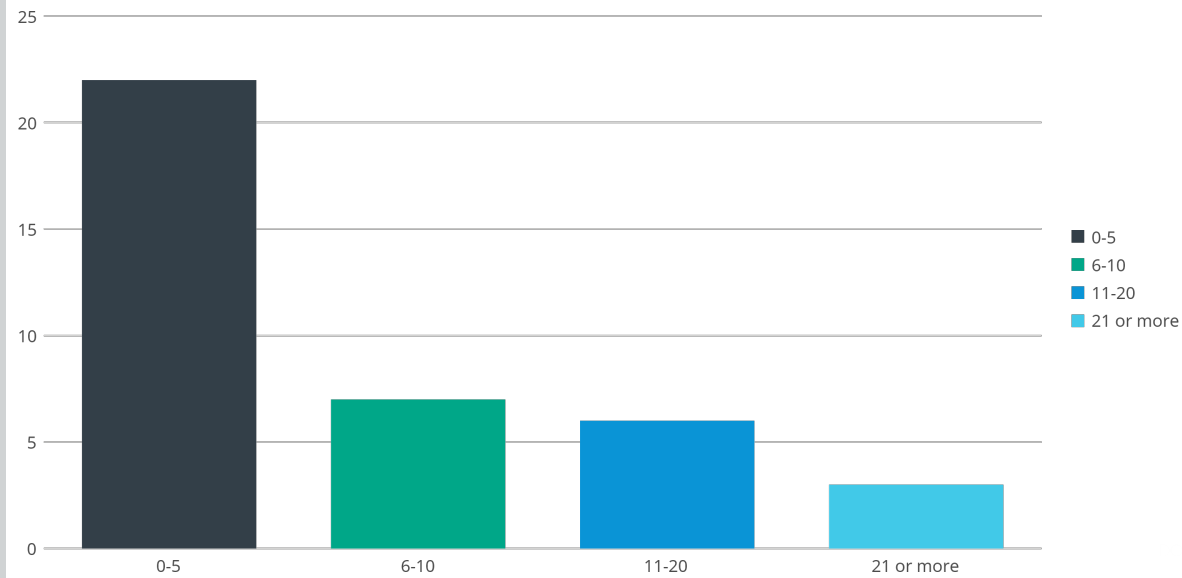
Operator Snapshot



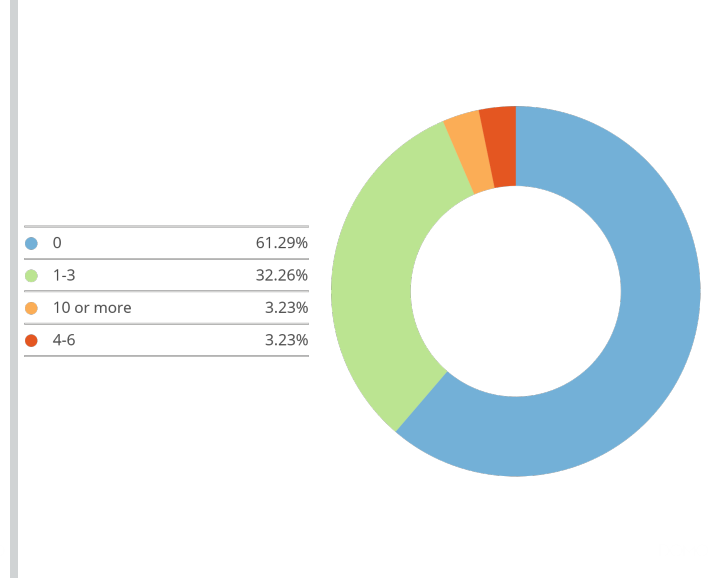
The data contained in this dashboard explores concerns that operators of tourism related businesses have on Cape Breton Unama'ki. This dashboard contains data from two operator surveys and two surveys of students enrolled in the Bachelor of Hospitality and Tourism Management program at Cape Breton University (BHTM). The operator surveys represent the responses from over 60 operators of tourism related businesses across Cape Breton - Unama'ki. The BHTM student survey data represents over 300 international students. Full reports can be found at cbtourismworks.ca.

Workforce Issues

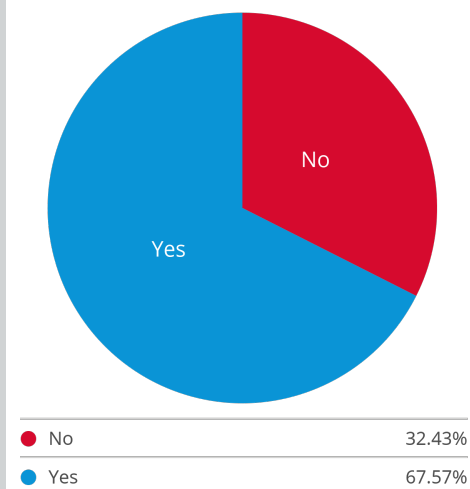
How many employees did businesses have in 2022?



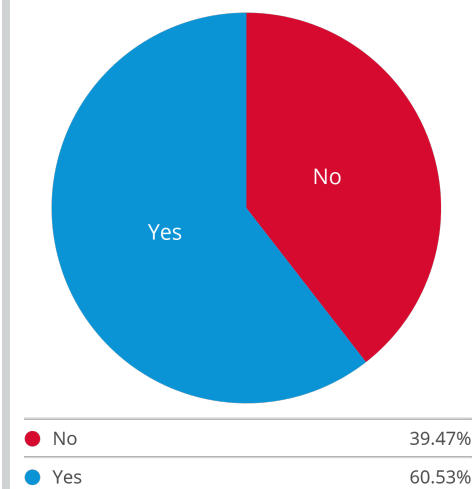
Number of Indigenous employees in 2023



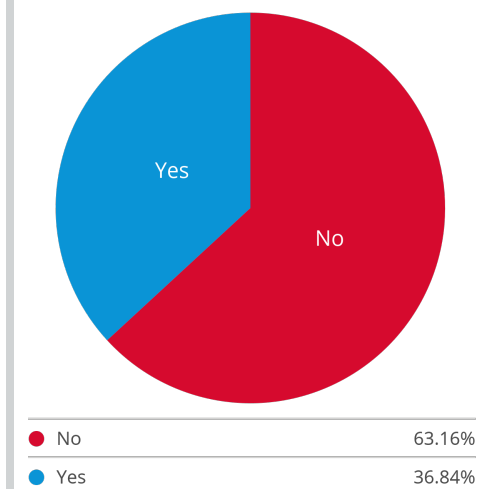
Employs younger workers?



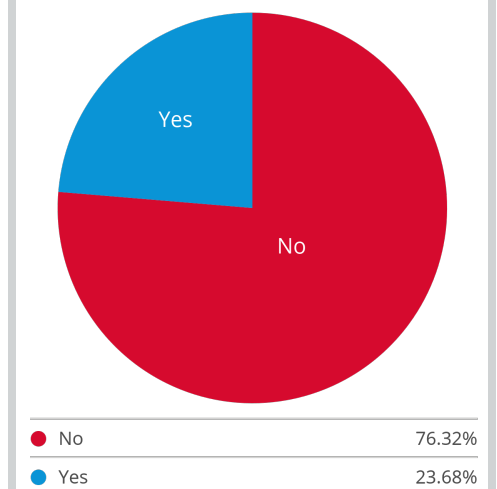
Employs mature workers?



Employs immigrant workers?

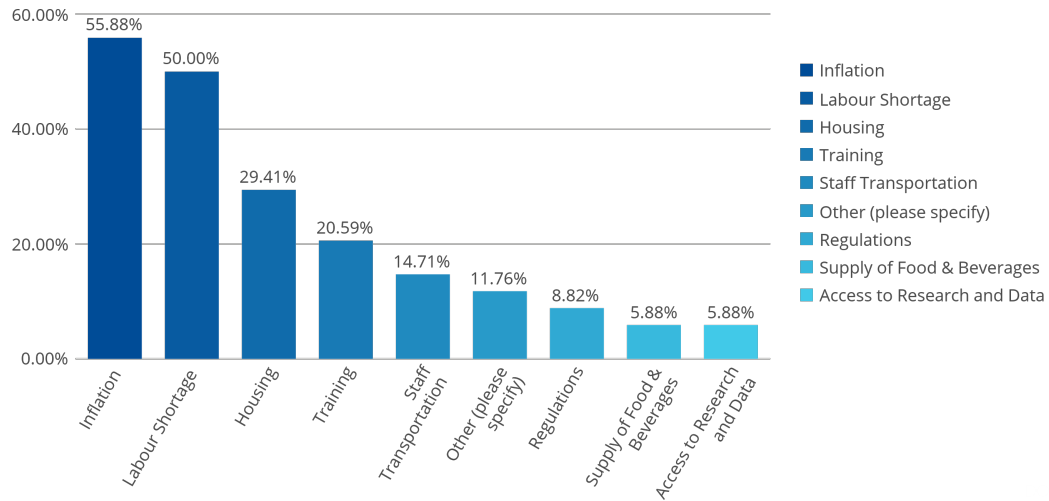


Employs Indigenous workers?



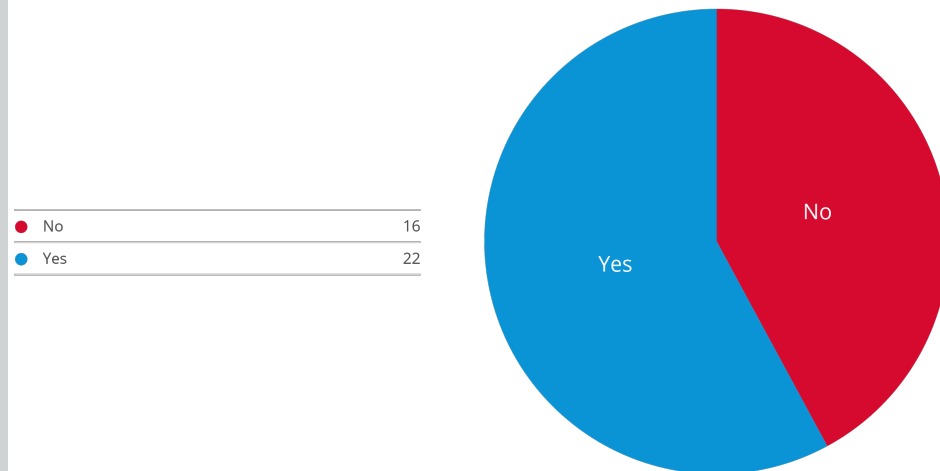
Workforce Issues

What were operators anticipated operational challenges?

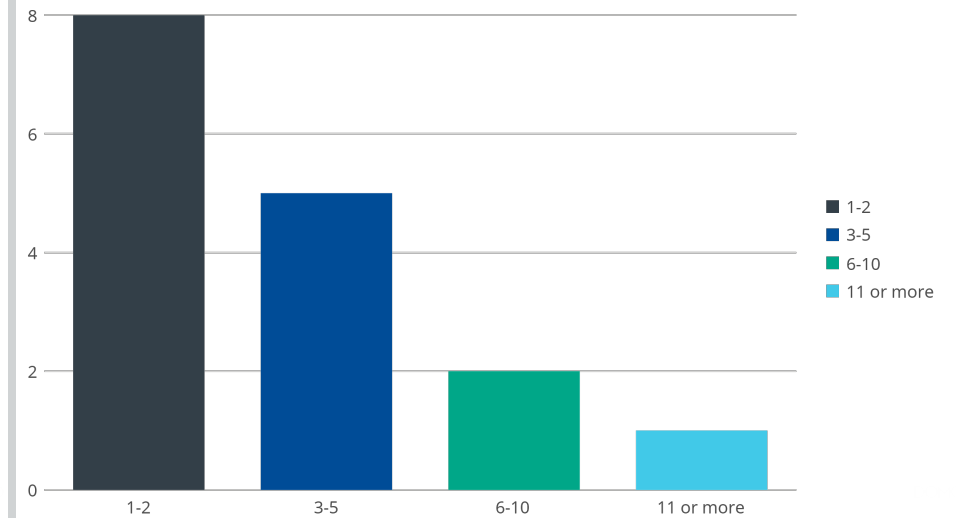


Employment Challenges

Did operators have enough employees?

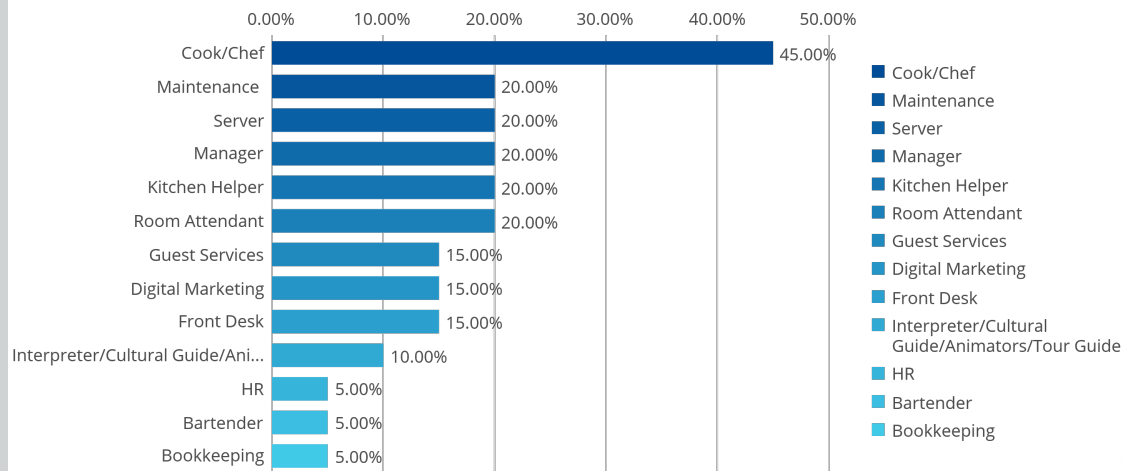


How many more employees were needed?

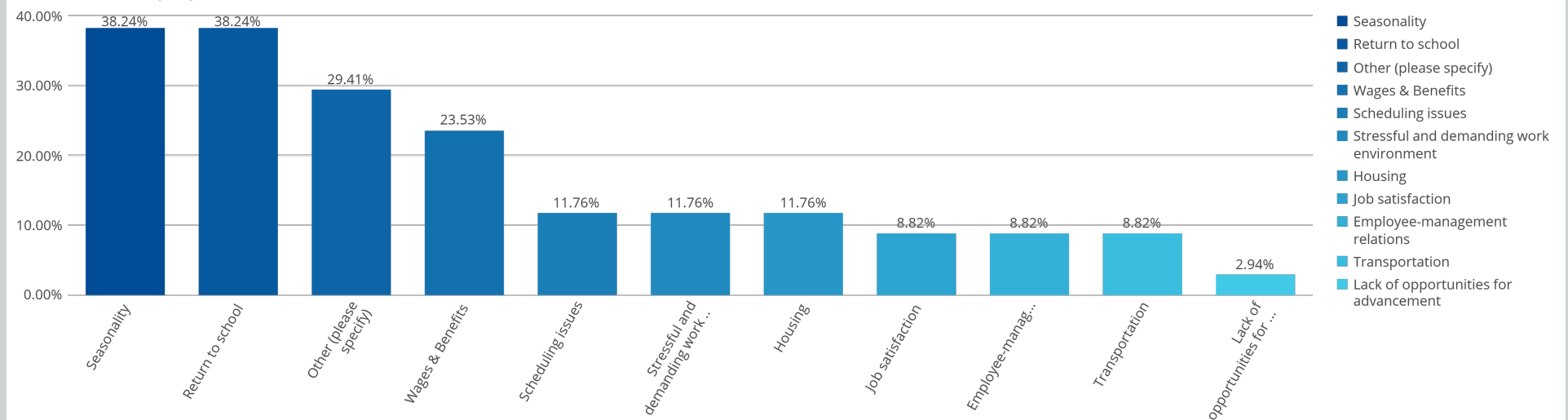


Workforce Issues

Which positions were most needed?

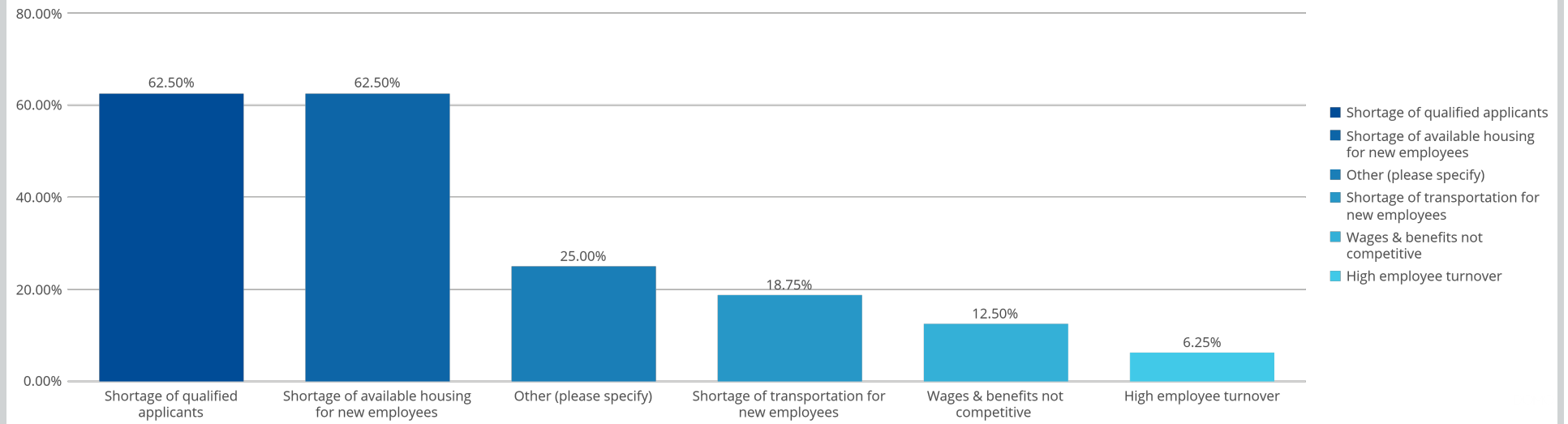


Reason for Employee Turnover

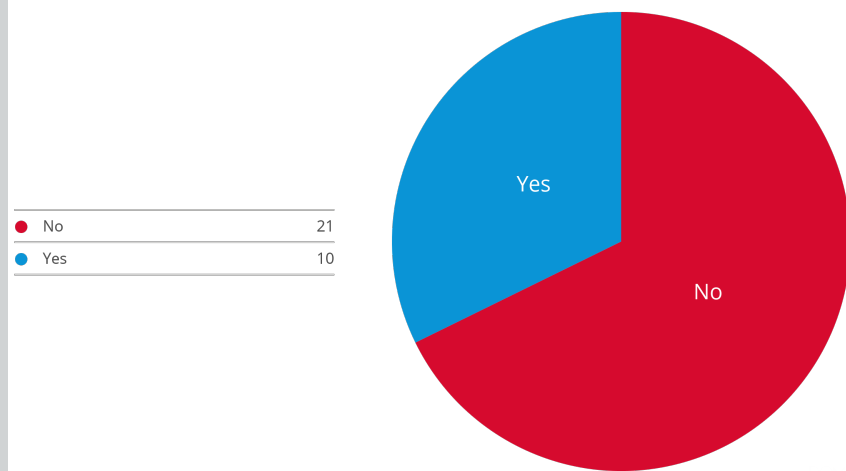


Workforce Issues

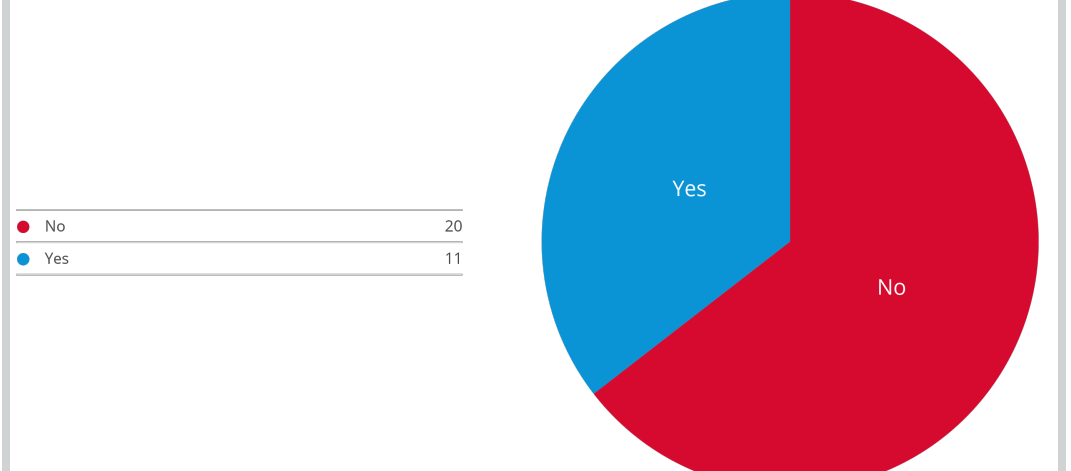
Why do operators feel there is a lack of workers?



Impact of a Lack of Housing

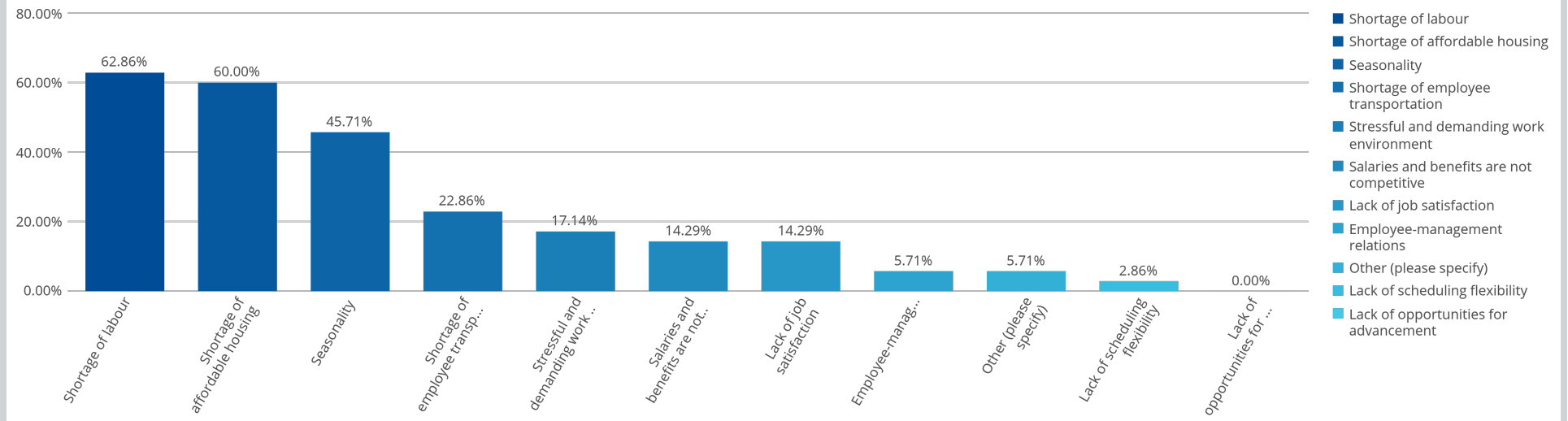


Impact of a Lack of Transportation



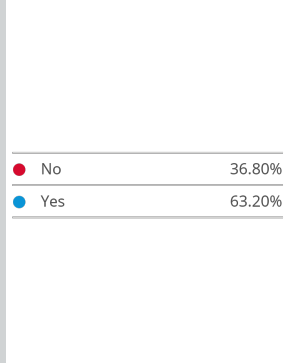
Workforce Issues

What do operators believe are the causes of recruitment challenges?

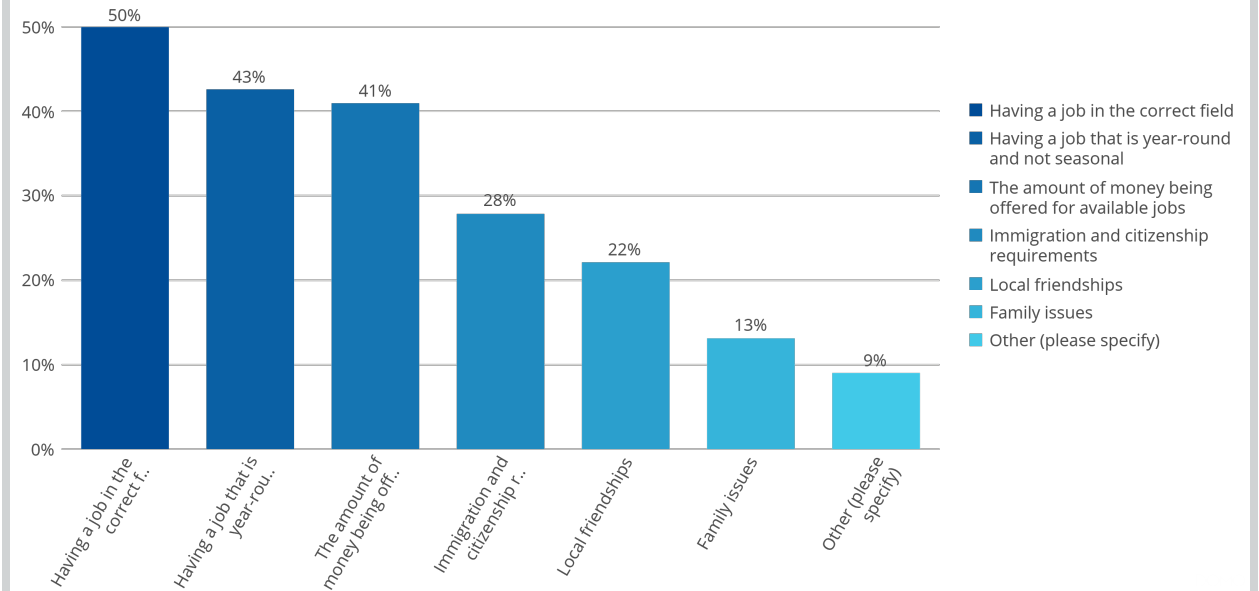


Availability of International Students

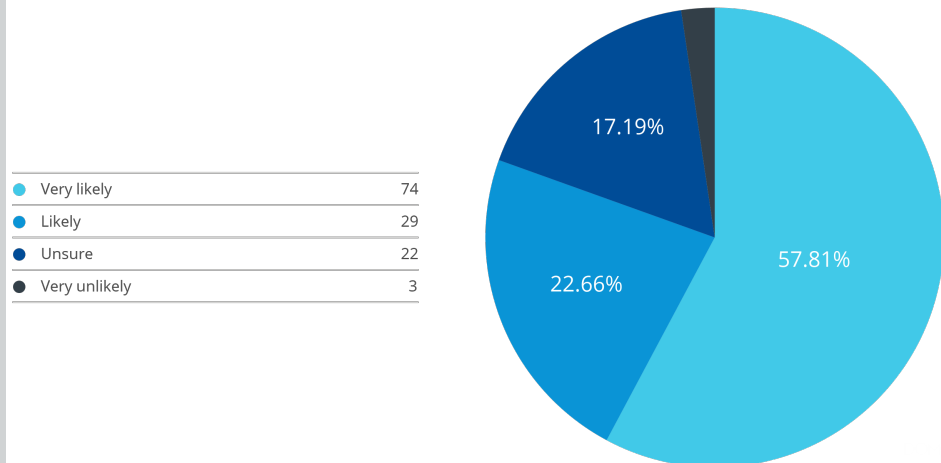
Do international students want to stay on CBI?



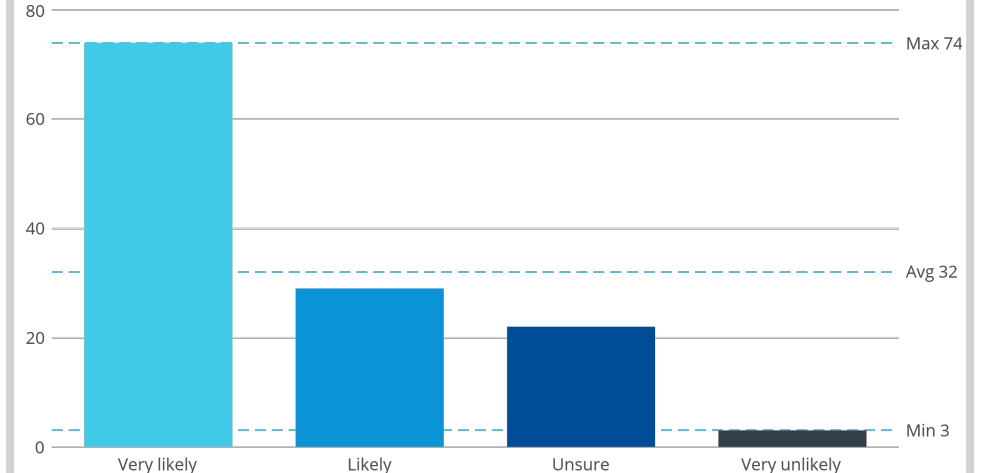
What are the barriers for International Students to stay on CBI?



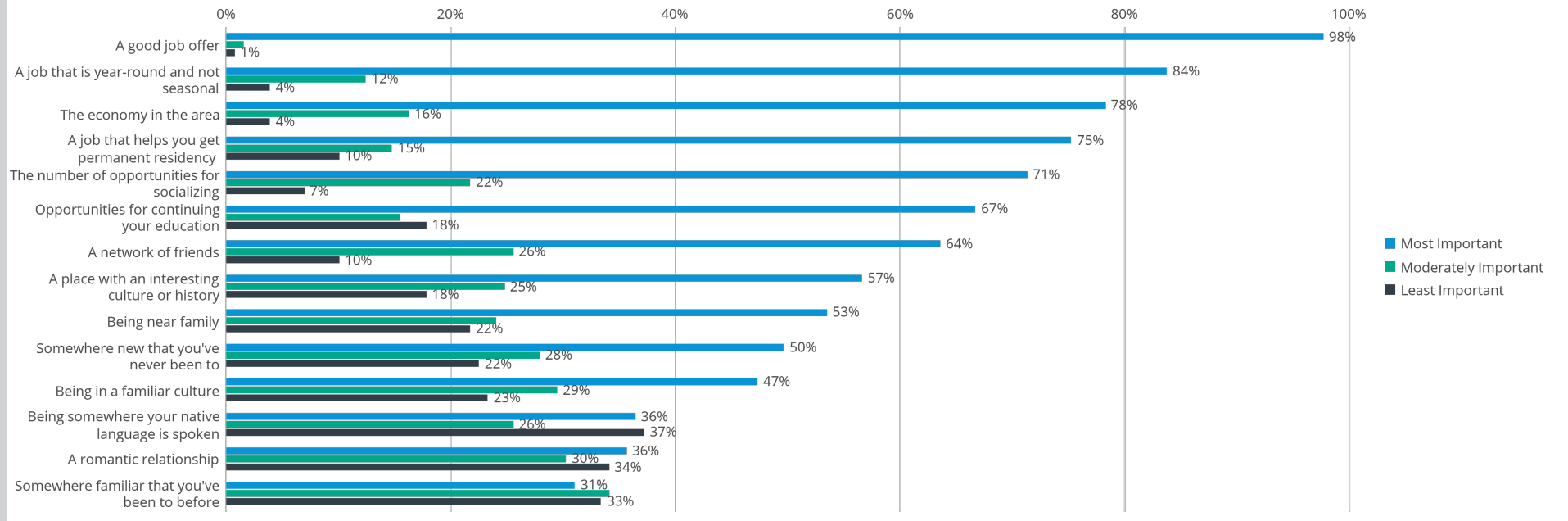
What % of international BHTM students would stay to work on CBI?



How many international students would stay to work on CBI?



What do international students feel is important when deciding where to live and work?

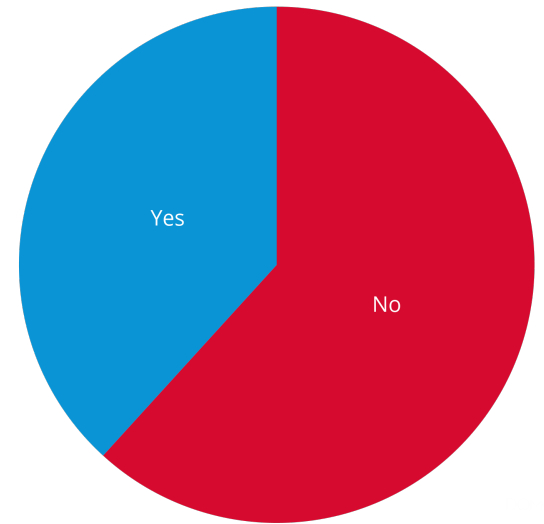


Retirement and Legacy Planning

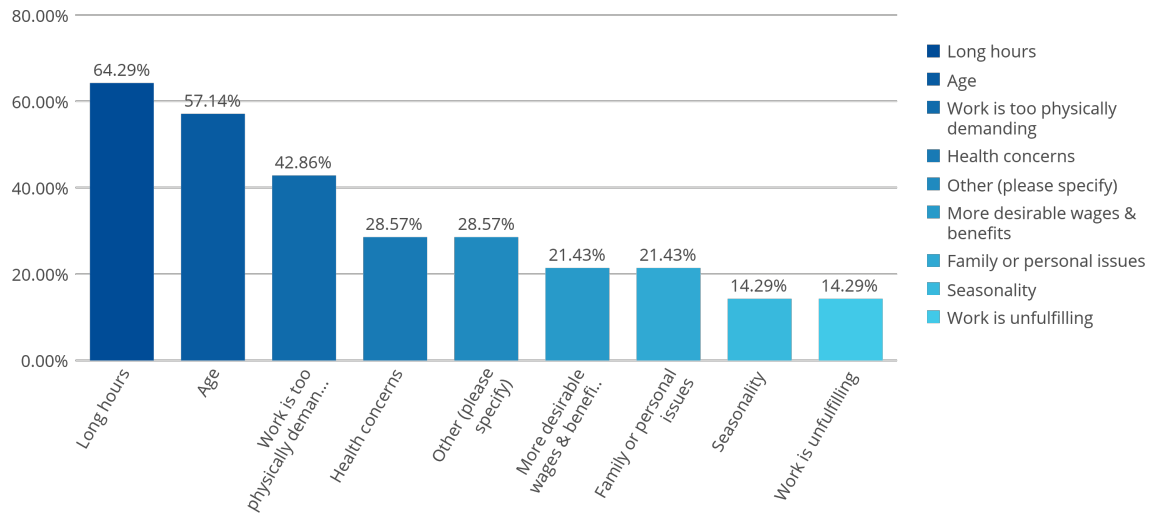


Do operators plan to retire within the next 5 years?

No	61.76%
Yes	38.24%

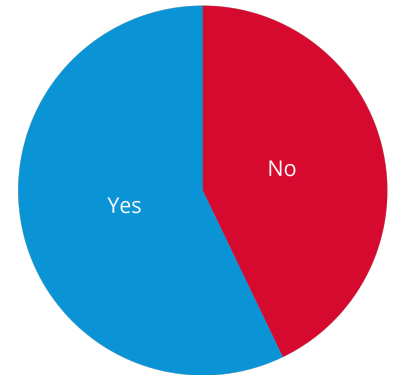


Reasons for Operator Retirement



Do retiring operators have a legacy plan?

No	42.86%
Yes	57.14%





Workforce Issues Data

Data collected for this dashboard furthers our understanding of concerns and issues faced by tourism site operators on Cape Breton - Unama'ki. The data contained in this report was taken from several different sources. One source was an online operator survey sent to Cape Breton Island tourism operators in January and February of 2023. An additional operator survey was conducted in-person in August and September of 2023. The BHTM student survey was distributed initially between fall 2022 and winter 2023 and again in the fall of 2023.

For a fuller exploration of the data found in this dashboard, please consult the completed reports below. If you have any questions regarding the information contained in this dashboard or are interested in other related research projects, please contact the research lead at the Cape Breton Island Tourism Training Network, Darren Downing at TourismResearch@cbu.ca.

Appendix

Motivations for International Stude...

