

CASE STUDY:

Tourism Industry Association of New Brunswick

Build your business...build your employees with Essential Skills Training

“Building your business means you have to build an employee first. With Essential Skills training you will take the first and the most important step in building your employees and thus your business. All managers have a role in getting the best out of their human resources.”

-Warren Maddox, Skills Development Coordinator, Tourism Industry Association of New Brunswick (TIANB)

The Tourism Industry Association of New Brunswick (TIANB) has been involved with a Pan-Canadian research project called UpSkill since 2010. The underlying goal is to determine what impact Essential Skills training has on the accommodation sector. The project includes these occupational groups: Front Desk Agents, Housekeeping Room Attendants, Servers and Line Cooks. The business indicators include revenue, cost control, health and safety, retention and absenteeism, customer service, productivity and maintaining service excellence.

Results

In New Brunswick, the TOWES and other occupational based assessments were completed with more than 100 employees in eight hotels. The results showed that Essential Skills gaps existed across the sector irrespective of education, gender, age or cultural demographics.

Essential Skills training was developed and embedded in occupation specific curriculum. With just a 15-hour training program, noticeable results have been

recorded in the following Essential Skills: working with others, document use and communication. The best way of delivering the training has been two full-day sessions during paid work hours. This allows employees to be committed to training, and not be concerned with staffing and other work issues during this time. Future programs will be based on a 30-hour Essential Skills training program.

Why should you build commitment to training in your workplace?

You need to build the commitment to training because you are in business and no one knows your business better than you. No one knows your needs, your challenges and your opportunities better than you.

Why is Essential Skills training so perfectly suited to the business community?

It gives your employees the tools to be able to innovate, to take better advantage of other advanced training and it creates a workforce that is not resistant to change. Also, your employees will be better

problem solvers as well as improve their communication skills and their ability to work with others. The company will benefit from increased productivity, reduced rates of turnover, better staff retention, more innovation, and a significantly increased team work spirit.

Why retain and train your current employees?

Too many employers focus on hiring outside the organization for the right staff. However, a better option would be retaining and training your current employees. For the employer, it is less expensive to train current staff than it is to hire at a higher rate. The cost of replacing and retraining in the accommodation sector ranges from \$1,500 to \$10,000 per employee.

“Employees are one of our most valuable resources. You invest in marketing, you invest in the physical plant, and you invest in technology. You must also invest in your employees. By investing in Essential Skills training, you will get employees who are better able to help meet your business needs.”
-Warren Maddox, Skills Development Coordinator, Tourism Industry Association of New Brunswick (TIANB)