

Francophone Immigration

Tourism, Hospitality, Culinary

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Francophone Immigration

Recruiting Francophone and Bilingual Talents
– potential in **Southern Europe**

IRCC Paris

Liaison Tour – October 2024

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Table of Trades

Tourism / Hospitality / Culinary

IRCC Paris

- **France**
 - First tourist destination in the world
 - 4.8 % of jobs (~ 1,5 million)
- **Belgium**
 - Brussels – capital of Europe
 - 6,7% of jobs (~ 320 K)
- **Switzerland**
 - 4% of jobs (~ 212 K); 25% in alpine regions
- **Luxembourg**
 - 8,3% of jobs (~ 30 K)



Table of Trades

Tourism / Hospitality / Culinary

Country	Tourism / Hospitality / Culinary Jobs	Education	Language Level	Skill Required	Relevant information from Public Employment Service
France, Belgium, Switzerland, Luxembourg	Hotel Manager	2 to 5 years post-secondary	French/English	Leadership, communication, financial, attention to detail, customer service	
France, Belgium, Switzerland, Luxembourg	Restaurant Manager; Food and Beverage Supervisor	Professional high school or 3 years post-secondary	French/English	Leadership, communication, attention to detail, customer service	
France, Belgium, Switzerland, Luxembourg	Executive Chef; Cook	Professional high school or 2 years post-secondary	French/English	Culinary expertise, leadership, time management, stamina, communication	
France, Belgium, Switzerland, Luxembourg	Baker; Pastry Chef	Professional high school or 1- or 2-years post-secondary	French/English	Baking skills, time management, stamina, communication	
France, Belgium, Switzerland, Luxembourg	Front Desk	Professional high school or 1- or 2-years post-secondary	French/English	Customer service, communication, languages, computer skills	

Table of Trades

Tourism / Hospitality / Culinary

Country	Tourism / Hospitality / Culinary Jobs	Education	Language Level	Skill Required	Relevant information from Public Employment Service
France, Belgium, Switzerland, Luxembourg	Tourism Marketing Specialist	5 years post-secondary	French/English	Strategic planning, market research, digital marketing, customer relationship management, communication	
France, Belgium, Switzerland, Luxembourg	Event Coordinator	3 to 5 years post-secondary	French/English	Creativity, attention to detail, communication, customer service, adaptability	

For employers to remember

1. Chosen careers and specialized training

- Specialized secondary and post-secondary programs
- Apprenticeship and cooperative education

2. Support for recruitment, free of charge

• Destination Canada Tourism-Hospitality-Culinary

- Virtual job fair, November 13-15, 2024
- Registration until October 27 <https://destinationcanadatourisme2024.vfairs.com/fr>

• Destination Canada Mobility Forum

- Paris (France) February 14-15, Douala (Cameroon) February 18-20, online March 3-5, 2025

• Public employment services

- France Travail, Actiris International (Belgium – Brussels-Capital), Forem (Belgium – Wallonia)

Francophone Immigration

Recruiting French-speaking and bilingual talents
- potential in **Maghreb**

IRCC Algiers, Rabat and Tunis
Liaison tour - October 2024

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Region Presentation

Tourism / Hospitality / Culinary

- The tourism sector is one of the most promising in **Morocco**:
 - Morocco improved its global ranking from 34th in 2019 to 22nd in 2022 in terms of tourist arrivals.
 - In 2023, Morocco welcomed 14.5 million tourists.
 - Regarding accommodation capacity, more than 286,000 beds are currently operational, with 1,000 new beds added in the first half of 2023.
 - The Ministry of Tourism (public education) currently oversees:
 - a higher education institution, the International Higher Institute of Tourism of Tangier;
 - three professional training institutions: ISTAHT Ouarzazate, ISTAHT Tangier, and CQPHT Touarga.
 - LaSalle College, part of the LCI Education group, offers several training programs in hospitality and catering. Additionally, there are over 20 private schools in the hospitality and catering sector in Morocco.

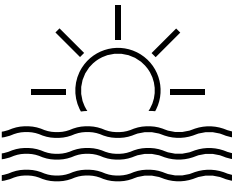


Table of Trades

Tourism / Hospitality / Culinary

Country	Tourism / Hospitality / Culinary Jobs	Education	Language Level	Skills Required	Relevant information from Public Employment Service
Morocco	Kitchen Assistant	DSP	French		
Morocco	Cook	High School + 2	French		
Morocco	Hospitality Management Professionals	High School + 3	French / English		
Morocco	Waiter	DSP	French		
Morocco	Business Tourism and Event Management Technnician	High School + 2	French		



For employers to remember

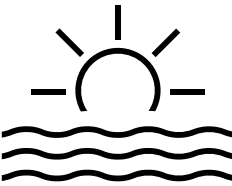
Why is Morocco a promising pool candidate?

- **Population Structure (2024):**
 - 16% of the population is aged between 15 and 24 years.
 - 46.3% of the population is aged between 25 and 59 years.
- **Active Population Structure (2022):**
 - 11% of the active population is aged between 15 and 24 years.
 - 53.4% of the active population is aged between 25 and 59 years.
- **A Trilingual Population:** According to the British Council report of 2021, 30% of Moroccans are Anglophone and 34% are Francophone.
- **Quality Education (2022-2023):**
 - 155 universities and public higher education institutions
 - 1,095,668 students in public universities.
- **National Employment Structure (2022):**
 - Services: 47.4%
 - Agriculture and Fishing: 29.3%
 - Industry: 12%
 - Construction and Public Works: 11.2%



Algeria

- **Algeria** is expected to receive around **3 million** visitors in 2023.
- The hotel, tourism and catering sector in Algeria is booming with the opening of numerous international hotel chains, notably in Algiers, Oran, Constantine and Tizi Ouzou.
- Algeria's catering sector is marked by great culinary diversity, influenced by Berber, Arabic, Mediterranean and French cuisines.
- A number of leading schools and institutes specializing in tourism, hotels and catering, such as higher school of hotel and restaurant management in Algiers, the institute of hospitality and tourism training in Tizi Ouzou, offer a wide range of courses preparing students for jobs in these sectors, such as hotel management, cookery, restaurant management, tourism development.



For employers to remember

Why Algeria is a promising basin ?

- **Population :**
 - Young, dynamic, and increasingly qualified in the fields of tourism, hospitality, and catering
 - Average age: **28 years** (2024).
 - The Algerian workforce is large, willing to work abroad, and highly flexible regarding relocation.
- **Languages:**
 - According to UNESCO, Algeria is the third largest Francophone country in the world after France and the DRC, with nearly **15 million** people speaking French « 40% of the population».
 - English usage is on the rise.
- **Education :**
 - **112 universities**, specialized higher education schools, and university centers across the country.
 - **10,501,941 students** enrolled (2023-2024).



Tunisia

TOURISM IN TUNISIA: AN EMERGING DESTINATION FOR TRAVELERS

In 2023, Tunisia welcomed 8.8 million visitors. During the first half of 2024 (which is the low season), the number of tourists in Tunisia reached around 4.75 million, including 25,369 Canadian tourists, along with 1.32 million Algerian tourists.

Tunisia in Numbers:

- 9 million tourists per year
- 30 000 Canadian tourists
- 696 hotels
- 411 tourist restaurants
- 60 thalassotherapy centers
- 1 300 km of coastline
- Untouched reserves for sustainable tourism
- 10 golf courses
- 9 UNESCO World Heritage sites
- 9 international airports
- 8 marinas

→ **Tunisian candidates are experienced and used to working in intense, versatile tourism seasons, capable of thriving in dynamic environments and responding quickly to changing needs.**

Tunisia

WORKFORCE

- **QUALIFIED: 400,000 PROFESSIONALS SERVING THE INDUSTRY**

According to the National Office of Tunisian Tourism (ONTT), the tourism, hospitality, and restaurant sectors in Tunisia employ around 400 000 professionals. This includes various professions such as receptionists, tour guides, chefs, servers, and travel agents.

- **YOUNG:**

The workforce in these sectors is quite young, with a majority of workers aged between 25 and 45, representing a dynamic and adaptable force.

SPECIALIZED EDUCATION: REPUTABLE SCHOOLS

The workforce in these sectors is relatively young, with most workers aged between 25 and 45, representing a dynamic and adaptable force.

→ **Many candidates graduate from hotel and tourism schools, with training in customer service, hotel management, and culinary arts.**

FRANCOPHONE AND BILINGUALISM: A VALUABLE ASSET FOR CANADA

Specific training for the tourism sector is provided in French, with modules in English.

→ **Tunisian candidates in hospitality and tourism are often trilingual (Arabic, French, English), with many mastering a fourth language (Italian, Spanish, or German). They also easily adapt to multicultural environments.**

Table of Trades Tourism / Hospitality / Culinary

Country	Tourism / Hospitality / Culinary Jobs	Education	Language Level	Skills Required	Relevant information from Public Employment Service
Tunisia	Cook	Certificate of Professional Competence (CAP) Professional Technician Certificate (BTP) Advanced Technician Certificate (BTS)	French/English	Mediterranean cuisine Asian cuisine Fast food	Assessment of the technical skills of candidates is a feasible
Tunisia	Executive chef	Certificate of Professional Competence (CAP) Professional Technician Certificate (BTP) Advanced Technician Certificate (BTS)	French/English	Mediterranean cuisine Asian cuisine Fast food	Assessment of the technical skills of candidates is a feasible
Tunisia	Waiter	High School Diploma Vocational Diploma University Degree	French/English		Assessment of the technical skills of candidates is a feasible
Tunisia	Front desk	High School Diploma Vocational Diploma University Degree	French/English	Multilingualism Customer service	
Tunisia	Event Coordinator	High School Diploma Vocational Diploma University Degree	French/English	Event Project Management	

Francophone Immigration

Recruiting French-speaking and bilingual talents
- potential in **Sub-Saharan Africa**

IRCC Yaoundé & IRCC Dakar
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Region Presentation

Tourism / Hospitality / Culinary

Note:

Francophone and Francophile Africa offers immense potential for recruitment in this sector. Talents from this friendly region can bring positive energy and contribute to enriching the diversity, expertise and quality of service of your establishments.

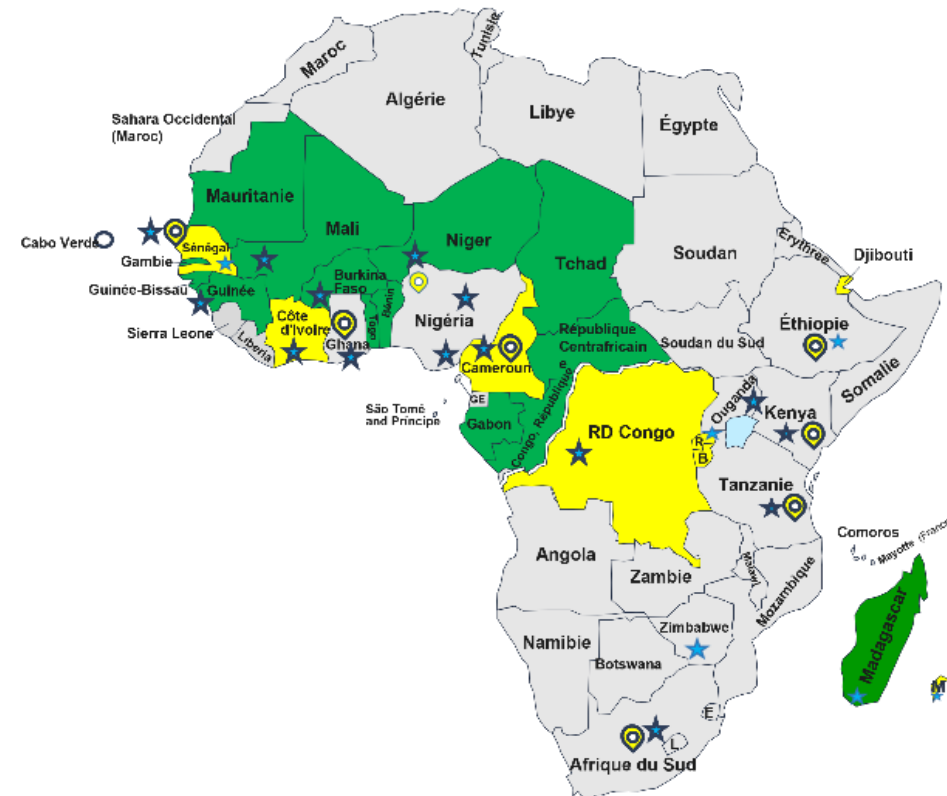


Table of Trades

Tourism / Hospitality / Culinary

country	Tourism / Hospitality / Culinary Jobs	Education	Language level	Skill required	Relevant information from National Employment Fund (NEF) Assistance available to employers in recruiting and selecting candidates
Cameroon	Receptionist	BTS in tourism / trade	French/ English	Welcoming and communication skills-Stress management-Responsiveness-Availability-Diligence-Good presentation-Mastery of office automation tools	Profiles Available
	Barman/maid	CAP/BEP/BTS in catering	French/ English	Respect for health and safety rules-Severance-discretion-good listening skills-endurance-coordination-politeness	Profiles Available
	Housekeeping	CAP/ BEP in hospitality	French/ English	Attention to detail-cleanliness-ability to work independently-endurance-serviceability-diligence	Profiles Available
	Cook	CAP (Certificat d'Aptitude Professionnelle) /BTS in hospitality-catering	French/ English	Knowledge of hygiene rules-team management-organizational skills-creativity and rapid culinary development-stress management	Profiles Available
	hotel manager	BTS/professional bachelor's degree/ masters in tourism, hospitality	French/ English	Hospitality-reactivity-organizational skills-availability-team and stock management-event organization	Profiles Available

Table of Trades

Tourism / Hospitality / Culinary

country	Tourism / Hospitality / Culinary Jobs	Education	Language level	Skill required	Relevant information from Agence Congolaise Pour l'Emploi Assistance available to employers in recruiting and selecting candidates.
Congo	barman/maid	BEP in catering	French	Adaptability-creativity-mastery of hygiene rules-discretion-helpfulness-listening skills-endurance and stamina	There are no major hotel/tourism training schools in the Congo yet. BTS courses are planned, but you will find residents who have obtained this diploma or more abroad.
	cook	CAP in hospitality-catering	French	Respect for hygiene and food safety rules - ability to listen - attention to detail - organization and ability to lead a team - supply management - fast (culinary) production and preparation	Profiles Available
	receptionist	BTS/BEP in tourism/ trade	French	interpersonal skills - communication - multitasking - empathy - good presentation - patience - politeness - diligence - discretion	ACPE encourages students to take language courses, particularly in English, to perfect their profiles.
	waiter/waitress	CAP restaurant service	French	friendliness-hospitality-diligence-sense of teamwork-fast and organized-good memory	Profiles Available
	Kitchen assistant	CAP/BEP in catering	French	Highly motivated - observant - hygienic - stress resistant - team player - disciplined.	Profiles Available

Table of Trades

Tourism / Hospitality / Culinary

Country	Tourism / Hospitality / Culinary Jobs	Education	Language level	Skill required	Relevant information from Agence Emploi Jeunes (AEJ) Assistance available to employers in recruiting and selecting candidates
Ivory Coast	Receptionist	Secondary	French	Customer service, good communication skill	Profiles available
	Dishwashers	N/A	French	Speed, rigour	Profiles available
	Cook	Secondary	French	Creativity, speed	Profiles available
	Valet	Secondary	French	Speed, rigour	Profiles available
	Waiter / waitress	Secondary	French	Speed, communication skills	Profiles available

Table of Trades

Tourism / Hospitality / Culinary

Country	Tourism / Hospitality / Culinary Jobs	Education	Language level	Skill required	Relevant information from Agence Nationale pour la Promotion de l'Emploi des Jeunes (ANPEJ) Assistance available to employers in recruiting and selecting candidates
Sénégal	Receptionist	BTS in Tourism / Commerce	French / English	Sense of welcome, good presentation, patience and politeness, order and thoroughness, adaptability, discretion, courtesy	Profiles Available
	Barman	CAP (Certificat d'Aptitude Professionnelle) / BT/BEP in the hotel and catering industry	French / English	Ability to listen, genuine observation with particular attention to detail, efficiency and a sense of a job well done, organization and thoroughness	Profiles Available
	Head cook	BT and BTS in catering	French / English	Adaptability, creativity, precision and responsibility, forecasting and planning	Profiles Available
	Waiter or room attendant	CAP (Certificat d'Aptitude Professionnelle) Catering Service	French / English	Smiling, warm, friendly, attentive, available, agility, patience and courtesy, strength, flexibility, teamwork, absolute respect for health and safety rules, organizational skills	Profiles Available
	Kitchen Assistant	CAP, BEP in Restauration	French / English	Rigorous, organized, attention to detail and quality, enjoy working in a team, good physical condition, passion for cooking.	Profiles Available

Table of Trades

Tourism / Hospitality / Culinary

Country	Tourism / Hospitality / Culinary Jobs	Education	Language level	Skill required	Relevant information from Agence Nationale de l'Emploi et de l'Insertion Professionnelle
Djibouti	Receptionist	high school diploma	French	Sense of welcome, good presentation, patience and politeness, order and thoroughness, adaptability, discretion, courtesy	ANEFIP is supervised by the Ministry of Labour. Requests for data should be addressed to the Ministry of Labour. Assistance is available for the selection of candidates.
	Cook	CAP (Certificat d'Aptitude Professionnelle) /BT/BEP in hospitality/ catering	French	Knowledge of hygiene rules-team management-organizational skills-creativity and rapid culinary preparation-stress management	
	Housekeeping	High school diploma	French	Attention to detail-cleanliness-ability to work independently-endurance-serviceability-diligence	
	Waiter	CAP (Certificat d'Aptitude Professionnelle) Catering Service	French	Smiling, warm, friendly, attentive, available, agile, patient and courteous, stamina, multi-skilled, team player, absolute respect for health and safety rules, good organizational skills.	
	Kitchen Assistant	CAP, BEP in catering	French	Rigorous, organized, attention to detail and quality, enjoy working in a team, good physical condition, passion for cooking.	

Table of Trades

Tourism / Hospitality / Culinary

Country	Tourism / Hospitality / Culinary Jobs	Education	Language level	Skill required	Relevant information from the ministry of labour, human resource development and training Assistance available to employers in recruiting and selecting candidates
Mauritius	receptionist	High school, national vocational certificate	French/ English	Sense of welcome, good presentation, patience and politeness, order and thoroughness, adaptability, discretion, courtesy	No immigration medical required Profiles available
	barman	High school	French/ English	Ability to listen, genuine observation with particular attention to detail, efficiency and a sense of a job well done, organization and thoroughness	
	cook	national vocational certificate	French/ English	Adaptability, creativity, precision and responsibility, forecasting and planning	
	waiter	High school	French/ English	Smiling, warm, friendly, attentive, available, agility, patience and courtesy, strength, flexibility, teamwork, absolute respect for health and safety rules, organizational skills	
	Kitchen assistant	national vocational certificate	French/ English	Rigorous, organized, attention to detail and quality, enjoy working in a team, good physical condition, passion for cooking.	

For employers to remember

1. There are many hotels and catering training schools in the region.
They train skilled, passionate professionals who can easily be upgraded.
2. Francophone and Francophile Africa is a source for talent that deserves to be explored and developed in the tourism, hotel and the catering sector.



Francophone Immigration

Recruiting Francophone and bilingual talents
– potential in the **Middle East**

IRCC Beirut, Cairo & Abu Dhabi

Liaison Tour – October 2024

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Lebanon

- **Popular Destination:**

Known for diverse cultural heritage, vibrant nightlife, and Mediterranean cuisine.

Despite challenges like political instability and economic crisis, the sector remains robust.

- **Skilled Workforce:**

Extensive experience in hotels, restaurants, travel agencies, and event management.

Renowned for high-end tourism destinations, five-star hotels, and top-tier culinary establishments.

- **Tourist Demographics:**

Increasing numbers of tourists from Europe.

Arab tourists returning after the lift of travel bans from some Gulf countries.

Potential to attract tourists from the American continent due to the Lebanese Diaspora.



Strengths and Weakness of Tourism and Hospitality sector in Lebanon

- **Strengths:**

- Diverse tourism product including culture, beaches, winter sports, outdoor activities
- Long history as a tourism destination, with existing talent and expertise.
- Proximity of mountain, sea, and rural areas.
- Trilingual population (Arabic, French, English).
- Home to one of the oldest continuously inhabited cities in the world.
- Attractive nightlife and hospitality sector.
- Large number of Lebanese expatriates returning home for holidays.
- Existing rural tourism strategy with emerging businesses and initiatives aligning with it.

- **Weaknesses:**

- Some challenges with refugees' situation.
- Regional tensions (crisis and war) affecting the quality of training and service.



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Education requirements, Language skills and Experience in Lebanon

- Many Technical and Vocational Education and Trainings (TVETs) offer specialization in tourism and hospitality.
- Hospitality-related occupations can be acquired at TVETs or universities.
- Most other tourism-related occupations require university degrees.
- Skills needed vary from low-skilled labor (e.g., cleaning) to high-skilled management and administration.
- Tourism has the potential to create jobs in various sub-sectors, including; travel agencies, tour operators, hotels and guest houses, restaurants, car rentals, recreational facilities.
- Worker Categories:
 - Highly Qualified Workers:
 - Positions like chefs and managers.
 - Require a certain level of education and language skills.
 - Less Qualified Workers:
 - Often migrant workers or employees with lower education and language skills.
 - Less paid.
 - Potential recruitment pool within the EMPP component.
 - Some acquire their profession through technical education, others through work experience (e.g., cooks, waiters, runners, cleaners).

Egypt

- A large network of institutes offers trainings in this sector.
- Most popular employment paths.

UAE

- In 2023, the tourism sector in Dubai made up a huge contribution to the UAE's economy totalling AED 180 billion
- In 2023, the city welcomed 17.15 million overnight visitors
- The UAE's hotel industry created more than 570,000 direct and indirect jobs in 2019.
- One advantage is that virtually everybody in this industry, has a good level of English
- On the other hand, the number of Francophones in this industry is quite limited.

Francophone Immigration

Recruiting French-speaking and bilingual talents
- potential in **Latin America and the Caribbean**

IRCC Mexico

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Region Presentation

Tourism / Hospitality / Culinary

Mexico

➤ Countries internationally recognized for their tourism, hospitality and catering sectors.

➤ Mexico:

- 4.6 million -workers employed in the **tourism and hospitality sector**
- 2.6 million in the **catering sector**.

Colombia

➤ Colombia:

- 1.45 million - workers employed in the **tourism and hospitality sector**.
- 1.2 million in the **catering sector**.

Dominican Republic

➤ Dominican Republic:

- 841 thousand - workers employed in the **tourism and hospitality sector**.

Brazil

➤ Brazil

- 7.8 million - workers employed in the **tourism and hospitality sector**

Table of Trades

Tourism / Hospitality / Culinary

Country	Tourism / Hospitality / Culinary Jobs	Education	Language Level	Skills required	Relevant information from the SPE or the Ministry of Employment
Dominican Republic	Receptionist Customer service agent Cook Hotel manager Waiter	Secondary	French/English	Client service	
Mexico	-Hotel Manager -Event Coordinator -Executive Chef -Front desk -Restaurant Manager	Postsecondary *except front desk	French/English	Client service	
Colombia	Customer service agent Events coordinator Restaurant Manager Hotel Manager Front desk	Postsecondary *except front desk	French/English	Client service	
Brazil	Customer service agent Event Coordinator Hotel Manager Front desk	Postsecondary *except front desk	French/English	Client service	