

Human Resources: Workforce in Tourism

Figures from the World Travel Tourism Council:

100 million people globally (direct employment) in different sectors: travel, tourism, hospitality, events and leisure.

What does Adele Labine-Romain say about this?



Adele Labine-Romain

National Travel, Hospitality and Services Lead |
Partner, Deloitte Access Economics

+61 2 9322
3978

✉ alabine-romain@deloitte.com.au

Adele is the Australian Tourism Sector Leader at Deloitte and a partner within Deloitte Access Economics' economic and policy advisory practice. With a deep understanding of the tourism landscape and experience in strategy and policy development including executive roles with Tourism Australia (Executive General Manager, Strategy and Research) and peak industry body Tourism & Transport Forum (Executive Director), Adele works with government and private sector clients across tourism-related industries including aviation, transport and cruising, hotels, business events, sports and major event and attractions.

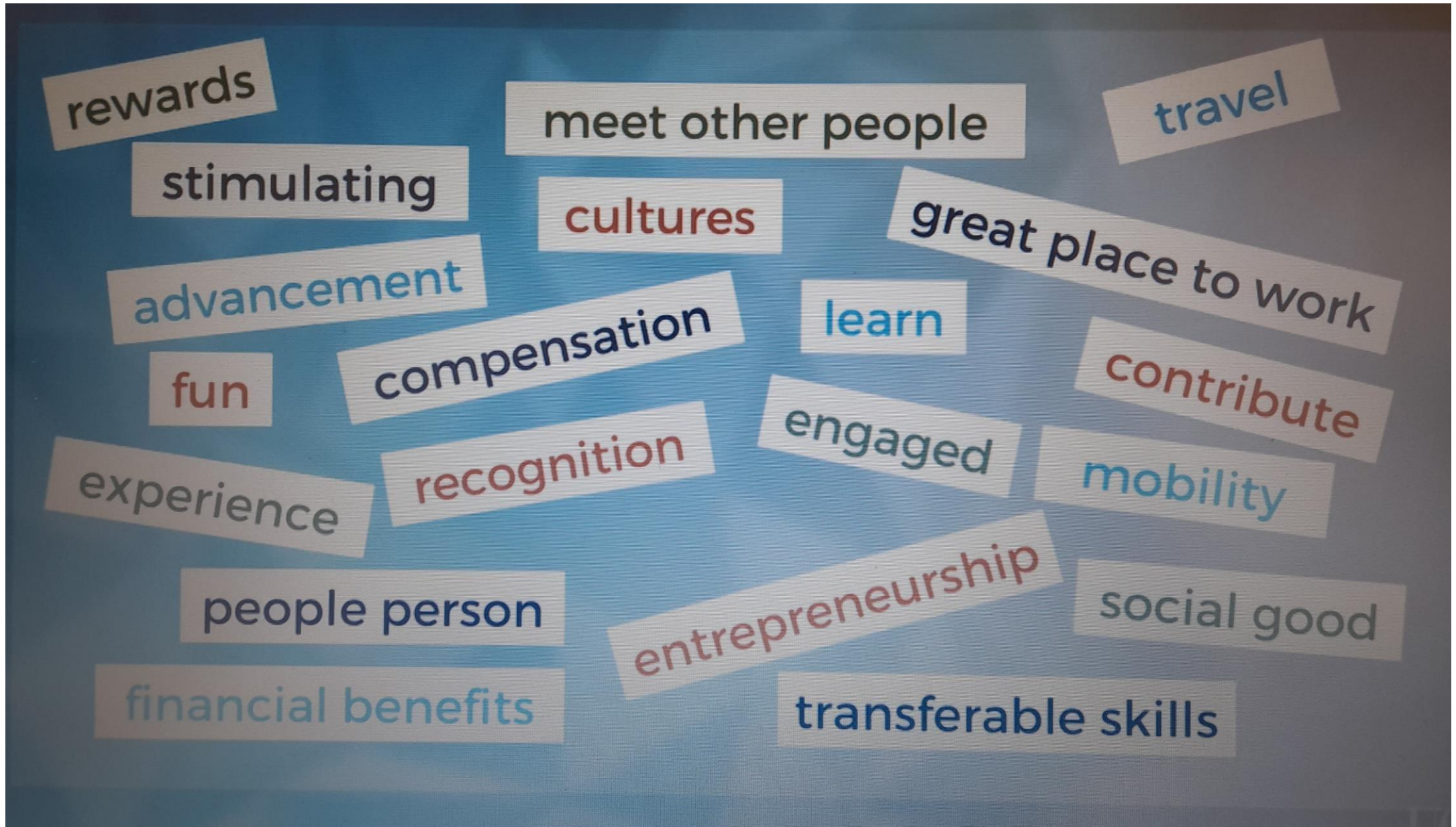
Conceptualising Tourism Workforce



Workforce Features

- long-unsociable working hours
- intense conditions
- modest remuneration
- soft entry barriers to both employment and business ownership
- low skill levels
- seasonal, often precarious, employment

Workforce Benefits



A key concept: Work Climate

This concept derives from the organisational challenge in tourism which is the high percentage of young people who work in the tourism sector.


What does Dr. Maria Golubovskaya say in this regard?



Maria Golubovskaya

 0000-0001-5983-928X

 **Lecturer**
Department of Tourism,
Sport and Hotel
Management

 m.golubovskaya@griffith....

BIO

Maria Golubovskaya, Ph.D, CPA is a Lecturer at the Griffith University Business School (Department of Tourism, Sport and Hotel Management). Her research expertise includes youth employment, hospitality work, and service worker wellbeing. She has expertise in diverse methodologies and is experienced in qualitative and quantitative research methods. Maria's work has already shown significant impact via keynote presentations, public hearings and industry workshops, and continues to be grounded in practice. She has a strong operational background in the hotel industry, having worked in a number of premium hotel brands and through consulting for a number of Queensland-based companies. Maria thrives on caring for and mentoring students, especially international students (as she was one herself). Her commitment to students, focus on their wellbeing and development, and being of service to others are the core guiding values.

GRIFFITH UNIVERSITY APPOINTMENTS

- **Member**
Centre for Work, Organisation and Wellbeing • 2022 - present
- **Member**
Griffith Institute For Tourism • 2022 - present
- **Lecturer**
Griffith University, Department of Tourism, Sport and Hotel Management, Australia • 17 Oct 2022 - present

An example of work differences and styles:

Generation Y workers are often glued to their smartphones and other devices, and believe that they are able to multitask at work. Their managers and supervisors, who are usually older, are of the belief that there is no place at work for any distractions.

While there are mixed results from research on this - this issue itself creates workplace friction between generations.

Ethnicity and Workforce: Human Resources Manager





I believe that if we keep our culture strong we'll keep our people strong.

ILT graduate Daniel Rosendale



Accor's been working in the indigenous space for quite a long time. I think we started in around 2001. And it's growing slightly from just an indigenous employment program to a reconciliation action plan.

So what stems from that is obviously employment outcomes for indigenous Australians. And the way that we achieve that is through Job Ready Programs. So we roll out several of those in different hotels, in different regions, throughout the year-- really targeting those frontline positions.

Job Ready is really aimed at people who are looking to crack into the workforce. So people who may be unskilled, looking for training to get into a new career or people who perhaps haven't worked for a long time and have been seeking employment.

When I graduated school, I didn't really know what I wanted to do, and then this job came up. And I was lucky enough to get pulled in for an interview.

I'm now doing reception, tour desk, concierge-- I'm doing a bit all around front office. And the confidence and, I think, the people skills that I've learned and gained from just always working around people, always serving customers, always putting, I suppose, the guest first, and always looking after them and pretty much like they would be my family has really taught me a lot-- not only about myself, but about how to treat others, I suppose. At the moment, I see my career going as probably a general manager, if not higher. But I'm always keeping my pathways open.

Questions for the final evaluation:

- What type of tourism and tourism research job posts appear in this unit?
- Which are the three levels and its components of tourism workforce?
- How would you define the concepts of workforce features and benefits and of work climate?

-How does youth and ethnicity relate to tourism workforce? Give examples from the unit.

Questions for the summative evaluation:

Using the slide with workforce benefits, let's discuss together how they apply to the real world, trying to think of real examples. Let's also define some key concepts such as *transferable skills*.

To wrap up: Let's have a look at this and explore the vocabulary related to responsibilities, skills, etc:

<https://careersidekick.com/top-15-tourism-management-degree-jobs/>