

Contemporary Theme on Staff Shortage and Turnover in Hospitality Sector





Challenges in the Hospitality Sector

Impact on Hotels

Staff shortages and high turnover rates adversely affect hotel operations (Codling et al., 2022).

Strategic Measures

Enhancing recruitment, competitive compensation, benefits packages and conditions.

Attracting New Employees

The impact of Brexit, health concerns, and a reduced pool of EU workers (The Caterer, n.d.).

A low-angle, upward-looking photograph of several tall skyscrapers in a city. The sun is setting or rising behind the buildings, creating a strong orange and yellow glow that filters through the glass facades and casts long shadows. The perspective makes the buildings appear to converge towards the top of the frame.

Root Causes and Impacts

Industry Dynamics

Competitive landscape, seasonal variations, and evolving guest preferences.

Underlying Factors

Health concerns, job instability, and a diminished pool of EU workers.

Impact on Guest Experience

Staff turnover can disrupt service continuity, leading to inconsistencies in service delivery (VO, Chovancová and Tri, 2019).

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Literature Overview

Research on Staff Shortage

Recent literature highlights the shortage of skilled workers in key roles such as chefs, housekeepers, and front-of-house staff (Shapoval et al., 2021).

Impacts of Staff Turnover

High turnover rates can disrupt service continuity, increase recruitment costs, lower employee morale.

Retention Strategies

Effective employee retention strategies include offering competitive wages, career advancement opportunities (Chung et al., 2021).



PESTEL Analysis

Political Factors	Immigration policies and labor regulations impact the availability of skilled hospitality workers
Economic Factors	Economic fluctuations directly impact staffing in the hospitality industry
Environmental Factors	Implementing green initiatives may demand additional skills or training, impacting recruitment and turnover

(Kapiki, 2011).
(Alkahtani, 2015)

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Critically Reflecting on Responses

Assessment of Current Strategies

- Effectiveness of recruitment and retention programs
- Feedback from employees and guests

Identifying Gaps and Challenges

- Areas where current measures fall short
- Persistent issues and new challenges

(Rodriguez and Walters, 2017)

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Future Policy and Management Options

Sustainable Workforce Development

Advocating for industry-wide initiatives that prioritize workforce development and collaborating with educational institutions.

Retention Strategies

Investing in competitive compensation, providing flexible work arrangements, and prioritizing employee well-being

Technology Integration

Leveraging technology to streamline operations, improve employee engagement, and integrating sustainability and CSR practices.

(Gangwar and Reddy, 2023)

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Strategic Solutions and Benefits

- Enhanced recruitment strategies and local hiring initiatives
- Improved wages and work-life balance
- Comprehensive training and development programs
- Benefits: Increased employee satisfaction and retention, enhanced guest experience, long-term business stability



Conclusion

Multifaceted Approach

Addressing staff shortage and turnover requires a multifaceted approach encompassing policy changes, strategic management actions, and investment in employee well-being and development.

Employee Engagement

Fostering inclusive cultures, promoting diversity, inclusion, and cultural competency, and advocating for supportive labor policies are vital for creating positive workplace environments and boosting employee morale.

Competitive Advantage

Prioritizing employee well-being and professional development not only mitigates staff shortage and turnover but also enhances operational efficiency, elevates service standards, and delivers exceptional guest experiences.

A low-angle, upward-looking photograph of several tall skyscrapers in a city. The buildings are made of glass and steel, with their lines converging towards the top of the frame. The sky is a pale, hazy blue. The overall tone is professional and modern.

Any Questions?

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