



PRESENTATION OF

STAFF SHORTAGES AND LABOUR CHALLENGES IN HOTELS

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WHY IS THE HOSPITALITY SECTOR EXPERIENCING STAFF SHORTAGES?



Employee burnout and staff shortages have been adversely prevalent in the UK industry and 53% of the managers in the UK state that staff and company are suffering because of shortages.

Causes:

1. Brexit
2. Covid 19

Staff shortages have been crucially affecting the existing staff as it led to :

high workloads by 73%

staff turnover by 60%.

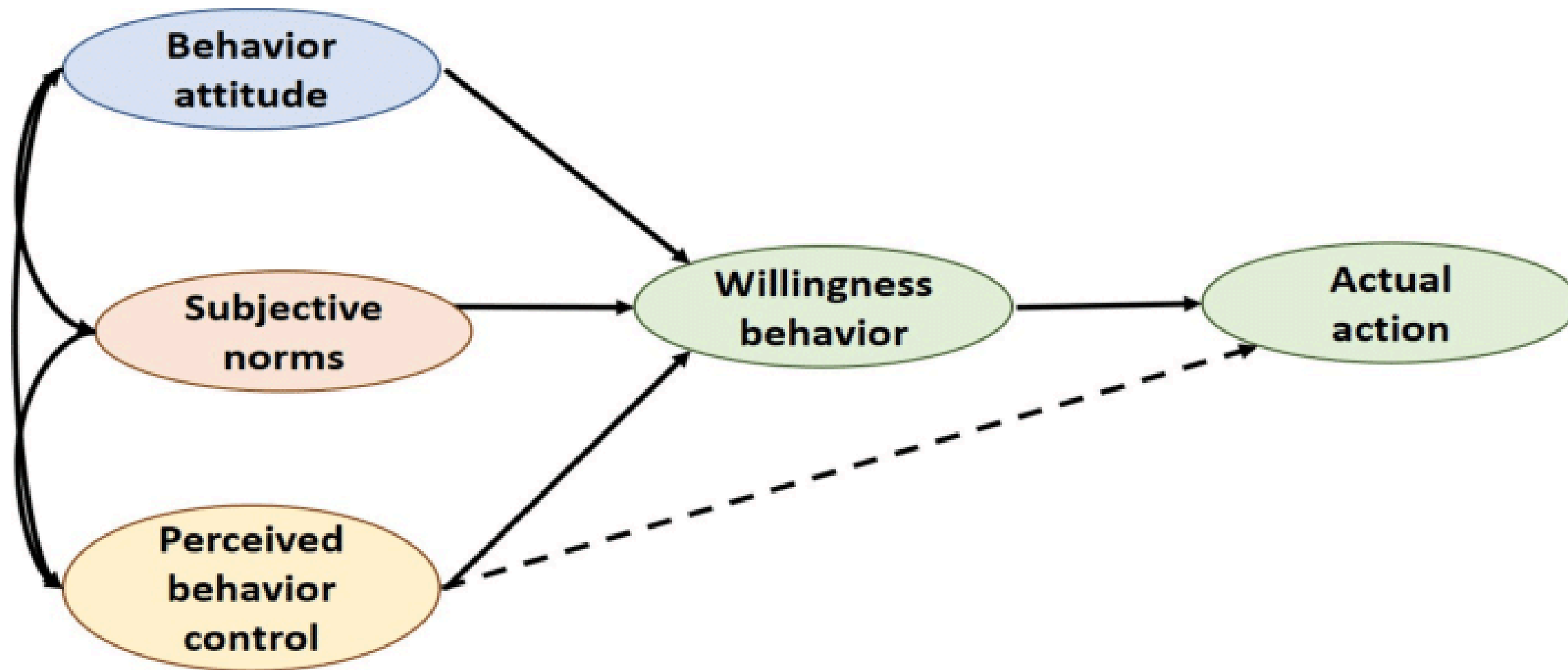
customer service has been deteriorating by 41%

half of the customers noted longer waiting periods (PR Newswire, 2024).

The theme resonates relevancy as addressing such issues is vital for the hotel's sustainability and brand image.

These contemporary themes are important to discuss as these challenges not only affect the service delivery but also pose a threat to the sustainability of the hotel.

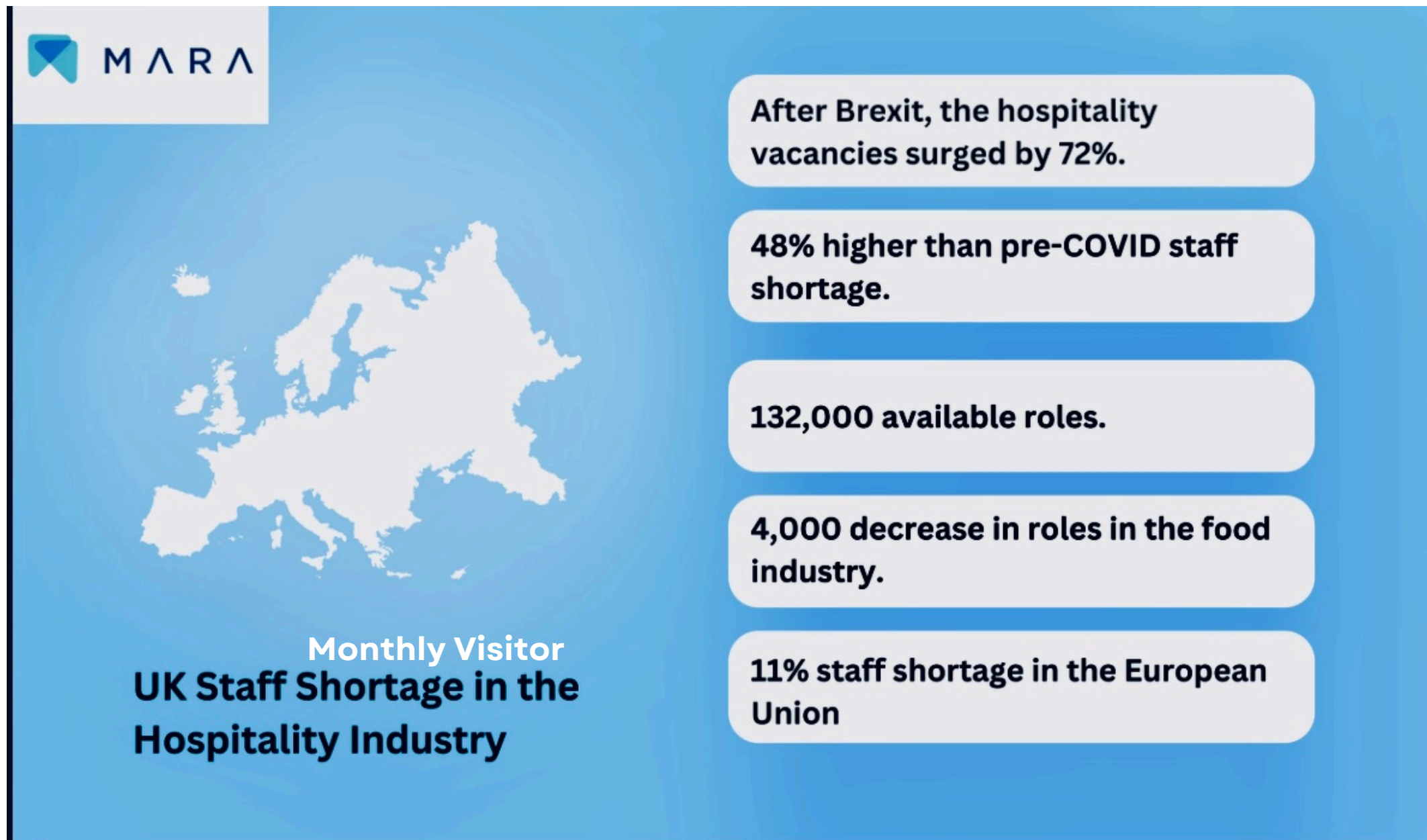
The theory of planned behaviour



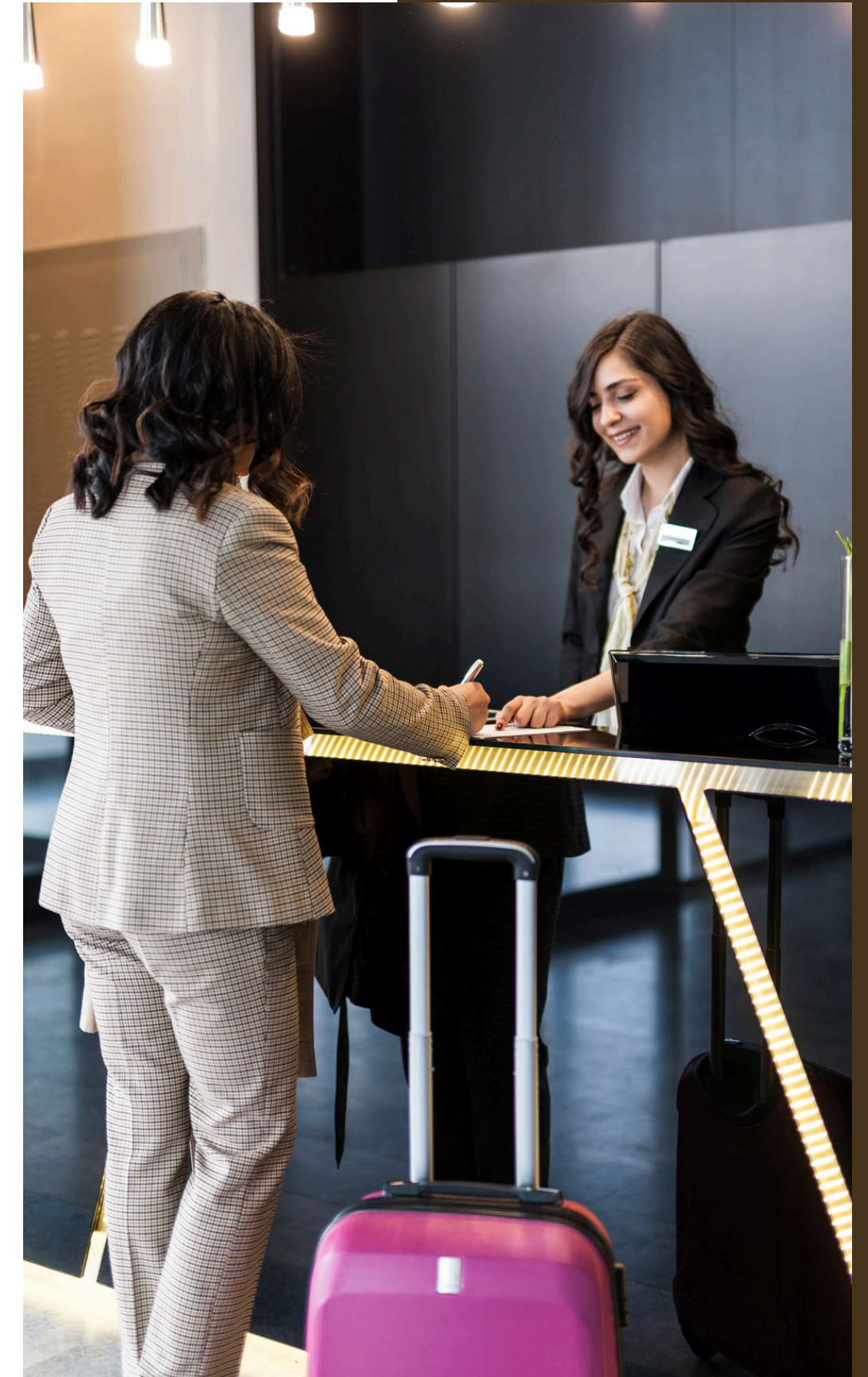
TPB examines the link between the attitude of employees towards their roles with a supportive culture and how addressing their concerns can positively tackle staffing issues.



Impact of staff shortages and challenges within the hotel industry



United Kingdom and European Union's staff shortage



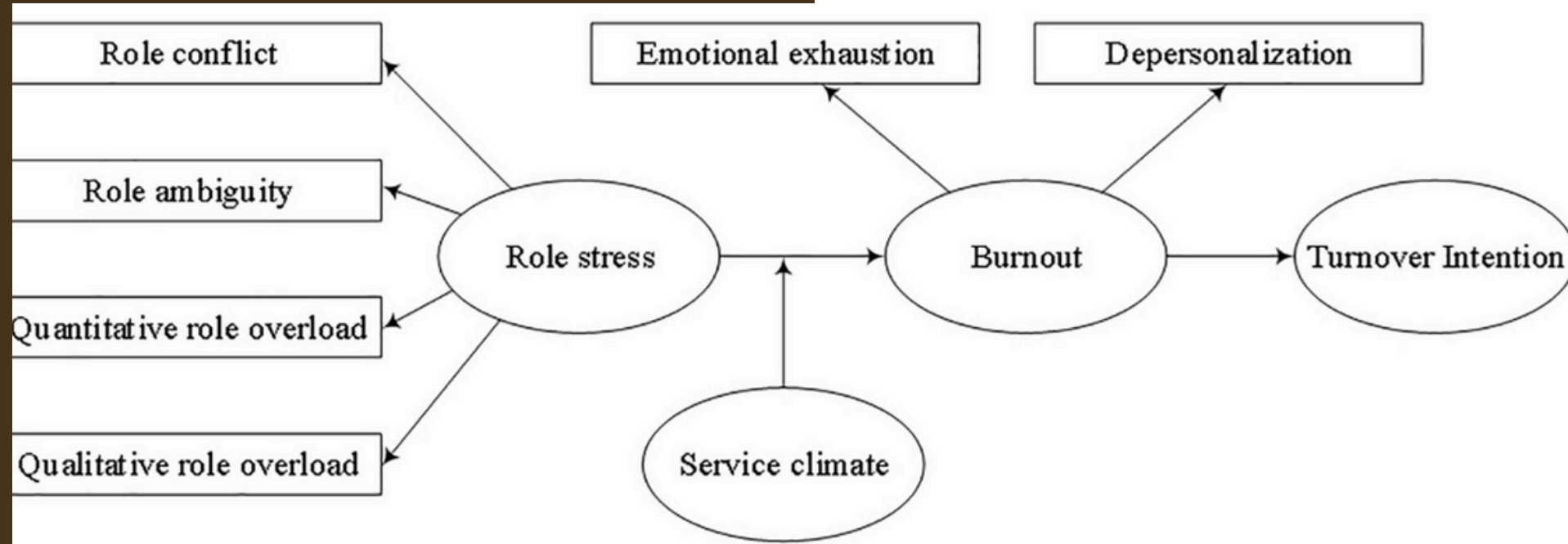
Impact of high turnover and recruiting challenges on the operations of the hotel

With 35% employees turnover rate, the hospitality sector in the uk now has the highest worker turnover rate of any industry. The cost of this turnover to hospitality businesses is huge.



It is found that burnout on the role stress has a direct relationship with turnover intention among employee.(Wen Et Al. 2020)

FACTORS LEADING TO TURNOVER INTENTION AMONG STAFF



It is crucial for hotels to note that because of various factors such as low wages, lack of long-term contacts, and long working hours have affected employee engagement and their satisfaction with the organisation.

The staff challenges and turnover intention not only affect the current operations of the hotel but also increase the struggle for hotels to attract qualified employees, as a result, affects the relation with the customers and long-term sustainability.

Application to the hotel and hospitality sector



Factors	Discussion
Political	The Brexit event has had a tremendous effect on the labour market leading to the reduction of EU workers, skill shortages and increased cost of hiring and it will continue to impact for the next three years (BBC, 2023).
Economical	The inflationary pressure noted in the UK hotels and restaurants by 7% in 2024 and the high cost of living is enabling people to become more price sensitive (Statista, 2024)
Social	Consumers are willing to pay 15% more for a high level of personalised services and 71% believe that personalisation allows them to build customer loyalty (Toseland, 2024)
Technological	UK travellers are increasingly seeking hotels that optimise advanced technologies. 71% want to foster their stay and manage their experiences through mobile devices such as ordering food, and check-in checkout (Oracle UK, 2022). This is suitable for hotels that are running a shortage of staff.
Environmental	The Environment Act 2021 was established to promote sustainability and the well-being of nature even during organisational operations (ClientEarth, 2022).
Legal	The Health and Safety at Work etc. Act 1974 forces organisations to consider the health and safety outcomes of their employees and compulsory policies for staff (CIPD, 2023)

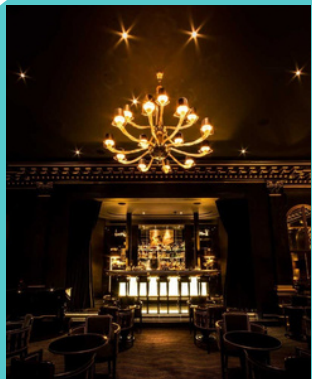
Analysing the industry response



Premier Inn invest £23 million to retain their employees amidst cost pressure on the company as the company was facing a challenging environment (FT, 2021).



the Radisson Hotel has been providing apprenticeships, training to its staff members, and improving staff facilities to retain and engage its workers (Radissonhotels, 2024)



Savoy Hotel has been focusing on improving its management facilities for employees such as spending 300,000 euros on the team, opening a multi-faith room, wellness room, and spaces for its employees to meditate and rest. The company also launched a learning and development program to retain its staff. The salaries and benefits have also been reviewed by the firm while focusing on improving its organisational culture that promotes its workers.



Future policy and management options

Improved Immigration Policies

Integrate Staff Flexibility Models

Industry-Government partnership

Establishing a positive work culture and investing in
technology
to optimise the workforce





FIND A WAY

Conclusion

In conclusion, addressing staff shortages and labor challenges in the hotel industry requires a multifaceted approach.

Many hotel managers are facing issues with effective guest service. However, there were many resilient suggestions such as improvement in immigration policies, integrating technology, boosting positive culture, and establishing strong partnerships between hotels and the government to reduce the issues of staff shortages within the industry.

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