

STAFF SHORTAGES AND LABOUR CHALLENGES WITHIN THE HOTEL AND HOSPITALITY SECTOR

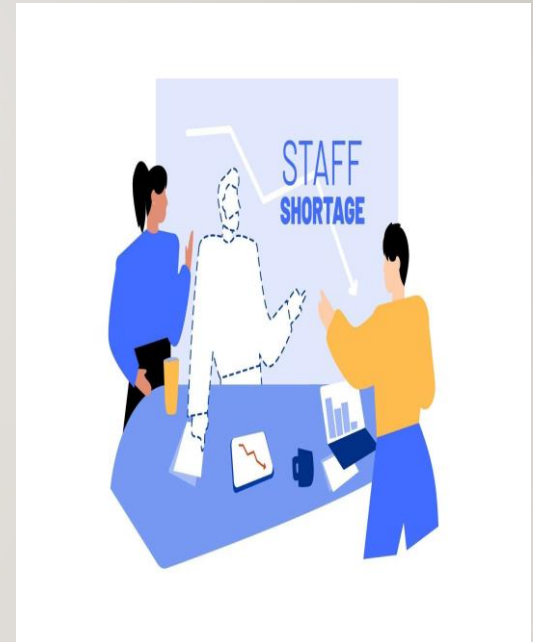
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INTRODUCTION

- Staff shortage is a major concern across the world that arose massively after the spread of coronavirus around the world (Tooze, 2021).
- Efficient human resource management of the businesses becomes essential to deal with such issues within the organisation.
- The concerns like staff shortage and labour challenges can impose drastic adverse impacts on the productivity and operations of the businesses in the long run (Larue, 2020).
- This presentation will focus on evaluating different literature and highlighting the application of the theoretical frameworks in the hospitality sector which will be followed by recommendations.



BACKGROUND ANALYSIS

- The hospitality sector focuses on increasing the exclusivity of services offered to consumers in the form of a medium (Ford and Sturman, 2018).
- A wide range of leisure products and services are offered to the guests by these organisations to meet their needs and expectations (Nain, 2018).
- The outbreak of COVID-19 created significant challenges associated with the availability of staff members (Milovanović, 2021).
- It increased job insecurity among individuals due to global lockdowns, however during the post-pandemic period, the vacancies within the hospital industry increased by around 48% (Mann, et al., 2023; Dempsey, 2023).



RATIONALE

- Staff shortage is a notable issue and researching the same is relevant and important because such research can resolve the problem and improve the hospitality businesses' efficiency (Japutra and Situmorang, 2021).
- The staff members of the hospitality sectors are the core resources of the businesses who ensure the quality of services offered to the consumers as well as the sustainability of the business.
- The preferences and choices are also rapidly shifting within the hospitality sector, which is quite evident from their extreme reliance on online services and technological trends in the post-pandemic period (Ali, et al., 2024; Huang, et al., 2019).



LITERATURE REVIEW

- The market size of the hospitality sector of the UK is 24.7 billion British pounds as of 2023 and the occupancy rate within the country is 74% as of 2024 (Statista, 2024a).
- The stay-at-home orders and lockdowns reduced the occupancy rate in hospitality organisations, and it also disrupted the revenue of these companies (Gursoy and Chi, 2020).
- hotel booking across the UK plunged by 95% because of the COVID-19 pandemic and the trend of corporate responsibility programs arose as well during the period (Statista, 2024b; Nain, 2018).



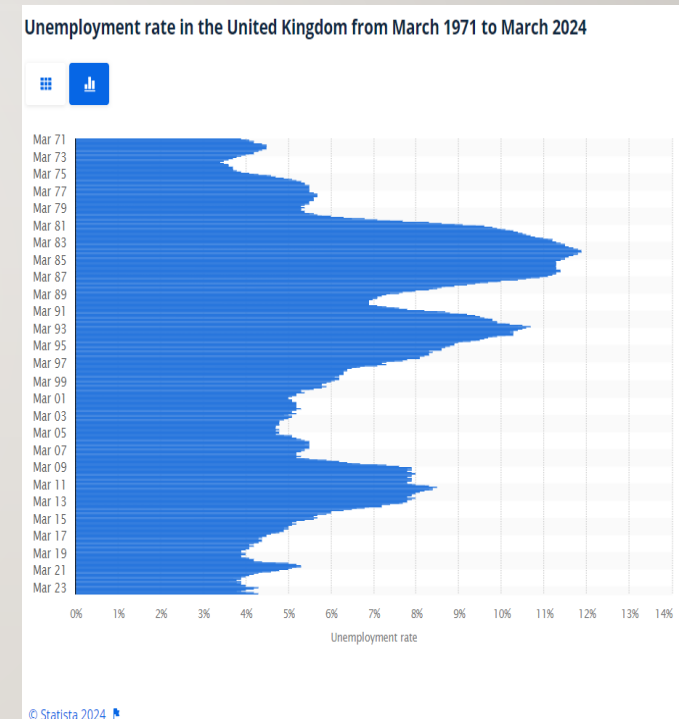
LITERATURE REVIEW (CONTD.)

- The external environmental factors of the UK indicate that employee retention is a massive concern in the current scenario of the hospitality sector (Ghani et al., 2022).
- It was found that inadequate opportunities for career development, lack of support from the leaders, and one-way communication played the most significant roles in reducing the morale of the employees within the sector (Nain, 2018).
- The integration of technologies like keyless entry, contactless payment and online booking systems are collectively enhancing the efficiency of the sector (Gursoy and Chi, 2020).
- Social service robot technology and artificial intelligence are also being utilised by hospitality companies to improve the experience of their consumers (Gursoy and Chi, 2020).



APPLICATION OF PESTLE FRAMEWORK

- The immigration policies, labour laws and Brexit are major political factors that are creating maximum challenges for the hospitality companies of the UK to retain their employees in the long run.
- The unemployment rate of the country was 3.7% in July 2022 which increased to 4.3% in March 2024, and it reflects the inefficiency of the companies to offer adequate employment to the people of the community (Statista, 2024c).
- The travel preferences and lifestyles of the people are shifting rapidly, and they are inclined to avail the eco-friendly tourism option which is a challenging factor for businesses (Orden-Mejía, et al., 2022).



APPLICATION OF PESTLE FRAMEWORK (CONTD.)

- The technological advancements are supporting the hospitality companies to satisfy the needs of the consumers by utilising technology like contactless payment and mobile app systems (Sharma and Gupta, 2021; Sarmah, et al., 2017; Huang, et al., 2019).
- The emerging labour legislation has increased the complications within the hospitality companies which include changes in the working hours, rights of the employees, and wages.
- The hospitality companies of the UK have started taking aggressive steps towards improving the quality of their services and satisfying the needs of the guests by performing corporate social responsibilities which indicates the negative impact of environmental factors (The Business Standard, 2024).



RESPONSES OF THE INDUSTRY

- During 2023, the hospitality sectors of the United Kingdom experienced massive challenges because of a shortage of staff members (Dempsey, 2023).
- Marriott International of Portsmouth utilised technologies like self-check-in, contactless payment and in-room service through mobile apps to respond to the industry problem (Marriott Bonvoy, 2024).
- Premier Inn of Chichester also adopted contactless solutions and cut down 1500 jobs during 2024 so that they can deal with the challenges experienced by the hospitality companies within the industry (Espiner, 2024).



RECOMMENDATIONS

- Along with the implementation of technologies, a flexible work policy is recommended for hospitality companies through which the level of satisfaction of the staff members can be elevated (Tumati and Al-salmi, 2023; Adebayo and Ibrahim, 2023).
- Appropriate benefit packages must be established along with offering the employees opportunities through which they can develop their careers successfully in the future (Ohunakin, et al., 2020).
- In the situation of staff shortage, developing the resilience of the employees by redesigning their roles in the organisation can help boost their morale within the workplace (Dwesini, 2019).
- The player-coach model must be introduced within the workplaces to ensure that adequate support and guidance are offered to the employees working within the hospitality sector (Mann, et al., 2023).



CONCLUSION

- The hospitality sector demonstrates the external environmental factors along with highlighting the steps taken by several players in the industry to deal with the issue of staff shortage.
- COVID-19 has been found as the major factor that created such an extensive shortage of staff members in the industry.
- Companies like Marriott International and Premier Inn have adopted several technologies in their operations to deal with the issue by reducing the requirement of human resources within the organisations.
- Besides, it has been recommended that the companies operating within the industry should focus on offering flexible work policies, career opportunities, and mentorship to the employees to keep them motivated while enhancing their morale.

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THANK YOU