

Sectoral Brief

Hotels, catering and tourism

Employment

HOTELS

The hotel sub-sector comprises different types of accommodation. Most of the personnel are, however, employed in traditional hotels. Most of them are of moderate size, i.e. up to a hundred beds, but hotel companies running several hotels can be quite large. The largest companies have as many as 5000 and some even more than 6000 hotels and over 150,000 employees in approximately one hundred countries. Not all hotels run by large companies are owned by them. Many are franchised, or the companies run them through management contracts often also giving them their brand names. Independent hotels continue to exist, but they are losing ground to chain hotels, especially in North America.

At the same time, small enterprises play an important role in the whole sector, as they employ about half of its labour force, and make up between 80 and 90 per cent of all enterprises. Large enterprises, however, are influential in the activities of many small ones through franchising or management contracts, whilst they stay legally independent, e.g. as far as workers' representation is concerned.

During the global economic crisis, renewed enthusiasm was evident in 2009 compared to 2008 with 170,000 new rooms in North America, 138,000 in Europe and Asia-Pacific managing 98,000 rooms corresponding to an increase of 3.1 per cent, 2.2 per cent and 1.9 per cent respectively. Both Latin America and the Middle East show a significant growth of 4.8 per cent with 63,600 new rooms in Latin America and of 4.2 per cent with 52,700 new rooms in the Middle East.

CATERING

Catering, seen as the basic activity of serving food to individuals, may take various forms.

Restaurants are open to the public at large and serve food according to consumers' orders. Most of them are owned by private individuals. In contrast, fast food outlets, which usually serve basic, quickly delivered meals, are owned by transnational companies. Other forms of catering activities include contract-catering (also called institutional catering) where subcontracted companies serve meals to specific communities like group of workers on an industrial site, pupils and students on education campuses, hospital workers and patients, etc. The contract catering sector, although

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scattered between a number of local companies, is dominated by three major companies: Compass Group PLC, Sodexho Group and Aramark. Together they employ directly some 1 million workers and are operating in between 18 and 90 countries.

The catering activity linked with transport is also dominated by an ever lower number of large transnational companies. This is especially true with airline and railway catering. These two activities have been in slow decline in recent years due to the multiplication of high-speed trains and low cost airlines that do not for reasons of time or cost offer the same level of quality catering as previously. Institutional catering provides up to one-half of all meals served outside homes, varying from country to country. Catering is an important activity for the whole sector, as even smaller public restaurants increasingly rely on pre-prepared food from industrial services. Below is a study describing the EU contract catering sector, which consists of food service contractors for private and public companies, various organizations and has been a thriving sector for many years.

TOURISM

Tourism in a narrow sense is the sector of travel-related activities: travel agencies, tour operating, tourist guiding, medical / wellness and related activities. The ILO definition of the HCT sector includes not only the services provided to travellers but also those for residents. The tourism ratio of the turnover of hotels and restaurants, i.e. the proportion of their services provided to travellers, may range from one quarter to three quarters. Still, it is standard language to subsume the whole sector under "tourism".

Other activities in tourism are more difficult to define and are little represented at the institutional or associative level. As an example, communities in tourism destinations are very active in marketing as well as in running local public facilities for tourists. These activities are not properly covered by tourism statistics where they are called "collective tourism consumption", but they are very important for community strategies such as sustainable tourism development.

Companies active in the travel and tourism sector have been strongly affected by the rapid and significant introduction of new technologies of information and communication. The nature, content and number of jobs in tourism-related activities have therefore changed drastically. For example, online-booking accounts for 20 per cent of travel booking in Europe.

Tourism is growing substantially from year to year despite significant downturns from time to time, followed by quick recovery. Job creation is unquestioned in the sector. This makes it an ideal candidate for addressing employment and development challenges such as gender promotion, youth

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employment, migrant labour and child labour – all of which are at the heart of the ILO's decent work agenda. The sector is also faced with problems related to the high rate of undesired part-time, temporary or casual and seasonal employment, the high and increasing rate of subcontracting and outsourcing with its potential implications for working conditions and low union density.

SKILLS DEVELOPMENT

At the European level and other high tourist regions, increasing trends toward new and hybrid occupations have been observed, which reflects the nature of the new products offered by the market and the increasing role of ICTs. As a result of such change, a generation of better informed and technology literate consumers have emerged and are beginning to demand and expect more urgent, efficient and convenient service. In response, many service providers in the sector have begun to observe this change and work on developing new, efficient, and higher level training initiatives. However, challenges to new developments in training and skills development when considering the vast range of skills needed and required in the sector (i.e. language communication, ICTs, customer orientation, as well as traditional areas like housekeeping and food service), have arisen due to changing demands of customers.

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USEFUL RESOURCES

Hotels

Hotel Online: The Top 10 Hotel Groups in the World

http://hotel-online.com/News/PR2010_3rd/Jul10_HotelRanking.html

Hotel Online: The top 20 hotel brands in the world - 2008 world ranking

http://www.ilo.org/pubcgi/links_ext.pl?http://www.hotel-online.com/News/PR2008_2nd/Apr08_ChainRanking.html

Catering

Representativeness of the European social partner organisations: Catering sector

http://www.ilo.org/pubcgi/links_ext.pl?http://www.eurofound.europa.eu/eiro/studies/tn0909017s/tn0909017s.htm

Tourism

Working paper: Reducing poverty through tourism (pdf, 890k). Also available in Spanish (Reducir la pobreza a través del turismo, pdf, 640k)

Skills development

Regional Model Competency Standard: Tourism Industry

http://www.ilo.org/wcmstp5/groups/public/---asia/---ro-bangkok/documents/publication/wcms_bk_pb_233_en.pdf

Realizar La Limpieza De Cocinas En Hotelería Con Calidad, Eficiencia Y Seguridad (available in Spanish only) (pdf)

Caribbean Hotels Association Training Support

<http://www.caribbeanhotelassociation.com/EducationTraining.php>

Tourism Training Programme Tanzania

<http://www.ttptanzania.com/>