

Employees: Our Most Valuable Resource

Dr. Nicholas THOMAS
Associate Professor

17th UNWTO/PATA Forum on Tourism
Trends and Outlook
26 October 2023



A Staffing Crisis

- At its pre-COVID peak, hospitality and tourism industry employed some 330M people *(IMF, 2022; UNWTO, 2022)*
- During the pandemic, 60M jobs were lost with only 18M of those replaced *(Statista, 2022)*
- In addition to furloughs and terminations, other employees left to work in more crisis-resistant industries, retiring early or simply resigning
- Post-pandemic, there has been a lack of success in re-hiring former employees and recruiting new ones in sufficient numbers to meet demands of increasing number of customers



What Employees Want

Work-life
balance

Competitive
compensation

Empowerment

Job security

Positive work
environment

Career
progression

Good
company
reputation

Intellectually
stimulating
work

Inclusivity



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



An Opportunity

Industry leaders have indicated they are open to new strategies to address these severe staffing issues

CONTACT INFORMATION

WhatsApp



Email:
nicholas.thomas@polyu.edu.hk

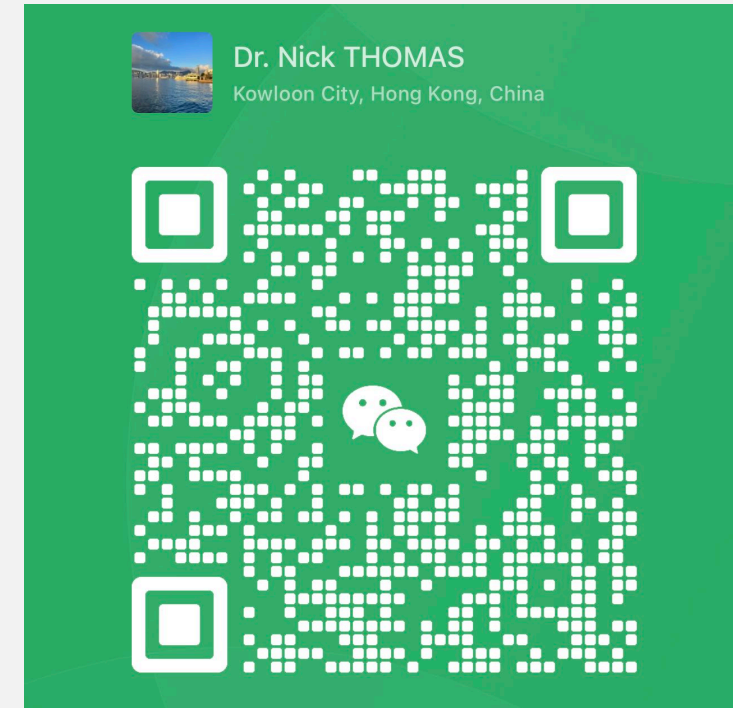
LinkedIn: @docnickt

WeChat: QR Code

WhatsApp: QR Code

Instagram: @docnickt

WeChat





Thank You