



Employment in Greek Hotels

Quantitative & Qualitative Characteristics of Employees in Greek Hotels

Employment in Greek Hotels, 2018-2020



August

+1.3% vs. 2018

186.575

Active: 78.534
Suspended: 28.736

Total:

107.259

2018

2019

2019
(60%)

2020

184.139

111.945

Change:
-4.2% vs. 2019 (60%)

Only 60% of Greek hotels operated in 2020.
For reasons of comparability employment in 2020 should be compared to the corresponding percentage of employment in 2019

Employment by hotel room, 2019

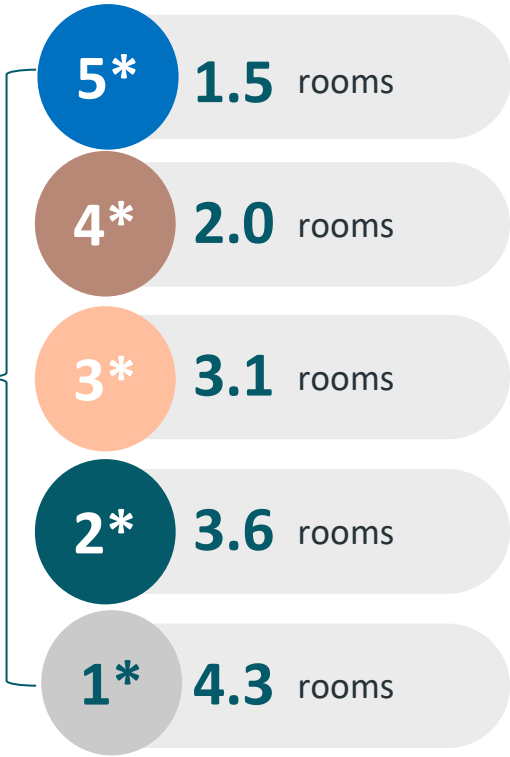


85%

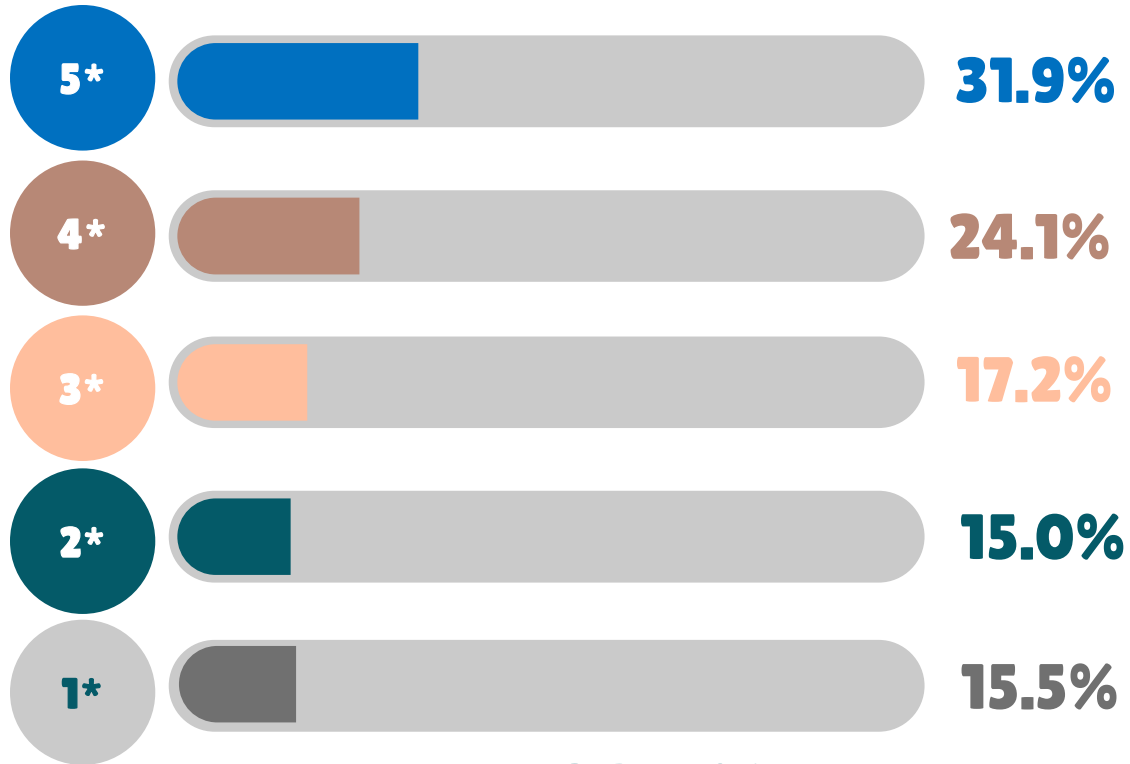
of hotels employ
up to 25 people

On average, **1**
new employment
position is created
for every **2.5**
rooms


More specifically, one
employment position
is created for every:





% of Hotel Employees that graduated from Tourism Schools, 2019



Total: **23.7%**

 **24%** of employees in Greek hotels, on average, are graduates of tourism schools.

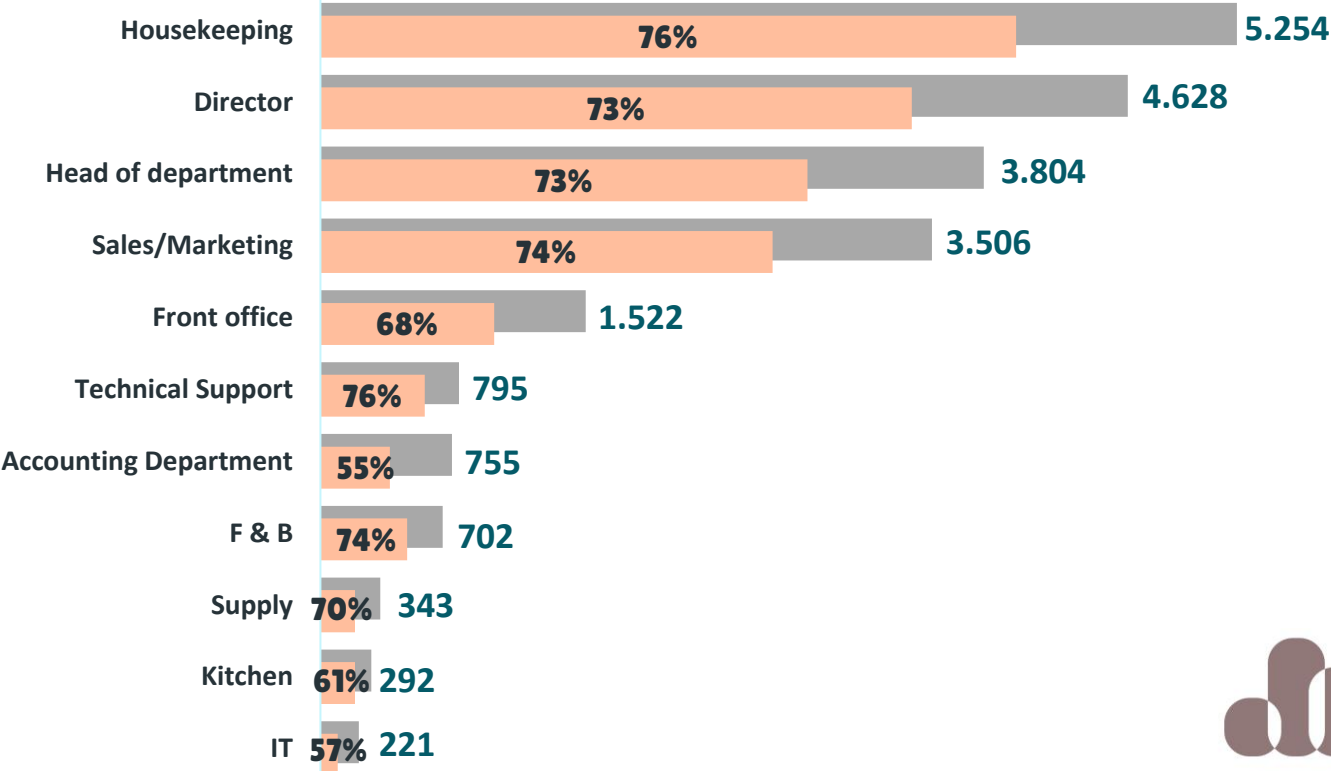
 The highest % of employees that have graduated from tourism schools work in 5* hotels.

 The % decreases following the hotel category.

Employment Demand in Hotels by specialty & % of coverage, 2019

Demand:
21.821 job
vacancies

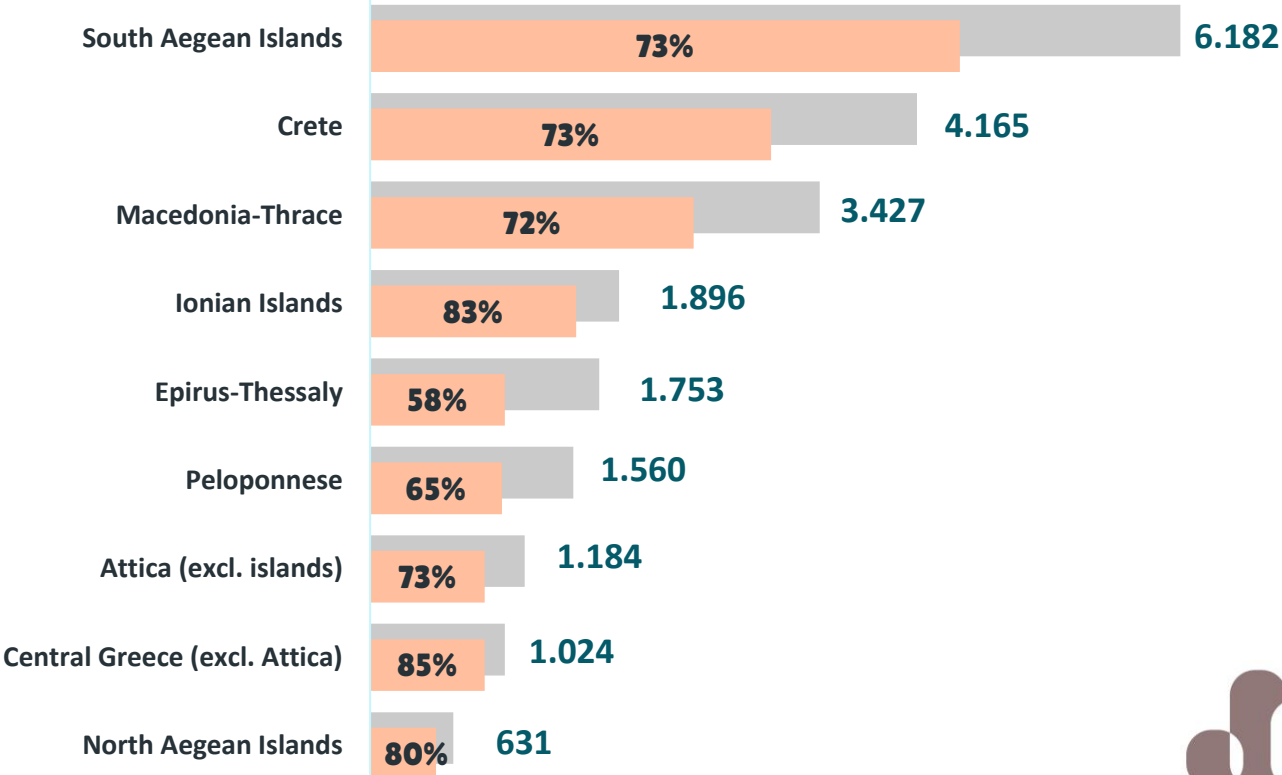
Coverage:
15.852
positions (73%)



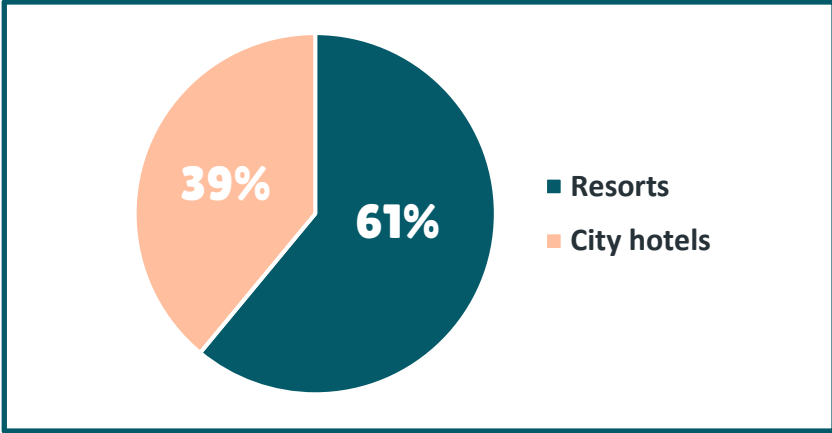
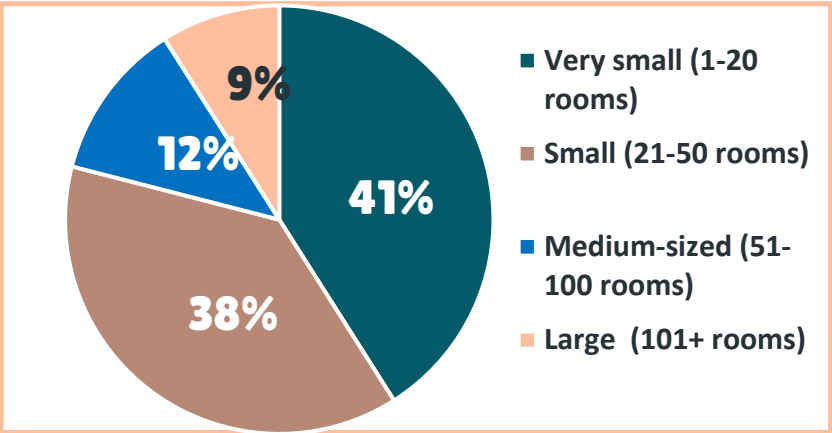
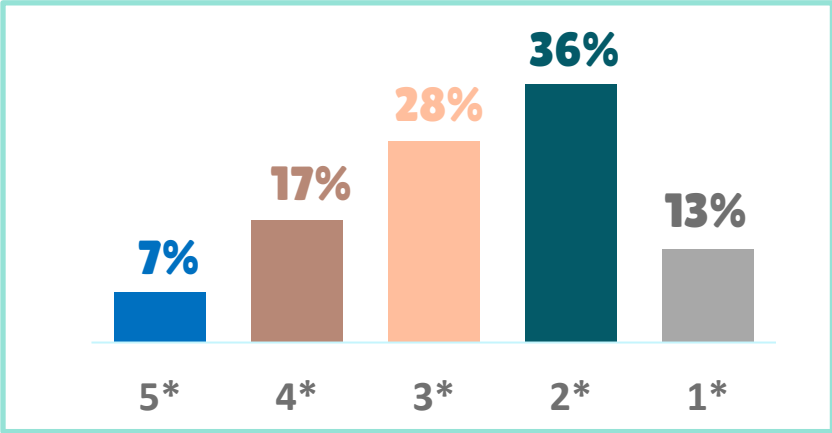
Employment Demand in Hotels by Region & % of coverage, 2019

Demand:
21.821 job
vacancies

Coverage:
15.852
positions (73%)



Hotel Sector: A Multidimensional & Special Sector for Working



Qualitative Survey Results



Main conclusions of large hotel HR managers

1. Tourism is not a particularly desirable sector of employment



Degraded image of employment in terms of social acceptance (Europe's garçons)



Demanding working conditions



The seasonality of hotel operation



No information regarding opportunities for professional development



- For these reasons, hotel employment is not a first choice, especially among young people with competitive studies and skills.
- It is also often an emergency solution and a temporary phase in the employee's career.

Main conclusions of large hotel HR managers

Popularity & Attractiveness

2. Not all employment opportunities are equally popular.

The attractiveness of an employer is a function of many factors:

-  **Luxury hotels** attract employees more than massive tourism hotels.
-  **Brand Equity:** strong brand names, of high prestige, attract mainly "conscious" audiences



3. The education provided by the Educational Institutions does not always meet the real needs of the market

Technical/Vocational Schools

- Area with large variations
- Organized Private Institutes of Vocational Training, with updated curricula
- Public Schools: Tendency to infrastructure degradation, but have the advantage of the connection with the industry
- Private Schools: They tend to cultivate excessive ambitions.

Former TEI (Technological Educational Institutions)

- Graduates often consider themselves to belong to the "elite" of employees, are selective and do not prefer to work as frontliners
- In several cases there is a lack of technical knowledge
- Sense of not sufficient abilities





New University Departments

- Ambitious curricula
- They focus on management
- They lack regarding operations

Main conclusions of large hotel HR managers

Education, Training and Adaptability of Employees of the Hospitality Sector

4. Adaptation to the working environment requires an education process

-  Filling gaps of educational institutions
-  Training on the programs and the actual operation of the hotel
-  Adaptation to the environment of the organization, with meetings, acquaintances and training
-  Adaptation to the "digitization" process so that the worker from home can prepare in time for the needs of his future work



*The diversity, specificities and needs of each hotel make it necessary to **train employees in-house** in the operating standards of the hotel.*

Main conclusions of large hotel HR managers

Education, Training and Adaptability of Employees of the Hospitality Sector

5. Upgrading skills is necessary in order to adapt to developments, but also to the needs of the hotel



the **adaptability** is an inherent characteristic of the industry and a necessary condition for the survival of each business

Main conclusions of large hotel HR managers



Education, Training and Adaptability of Employees of the Hospitality Sector



Familiarity with technology

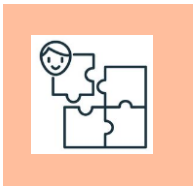
Employees in all departments of the hotel should have at least the basic knowledge to be able to meet current requirements

Reskilling



Knowledge from higher or technical education schools is rapidly devalued, while needs and techniques are constantly evolving. Workers should keep up with developments with continuous reskilling

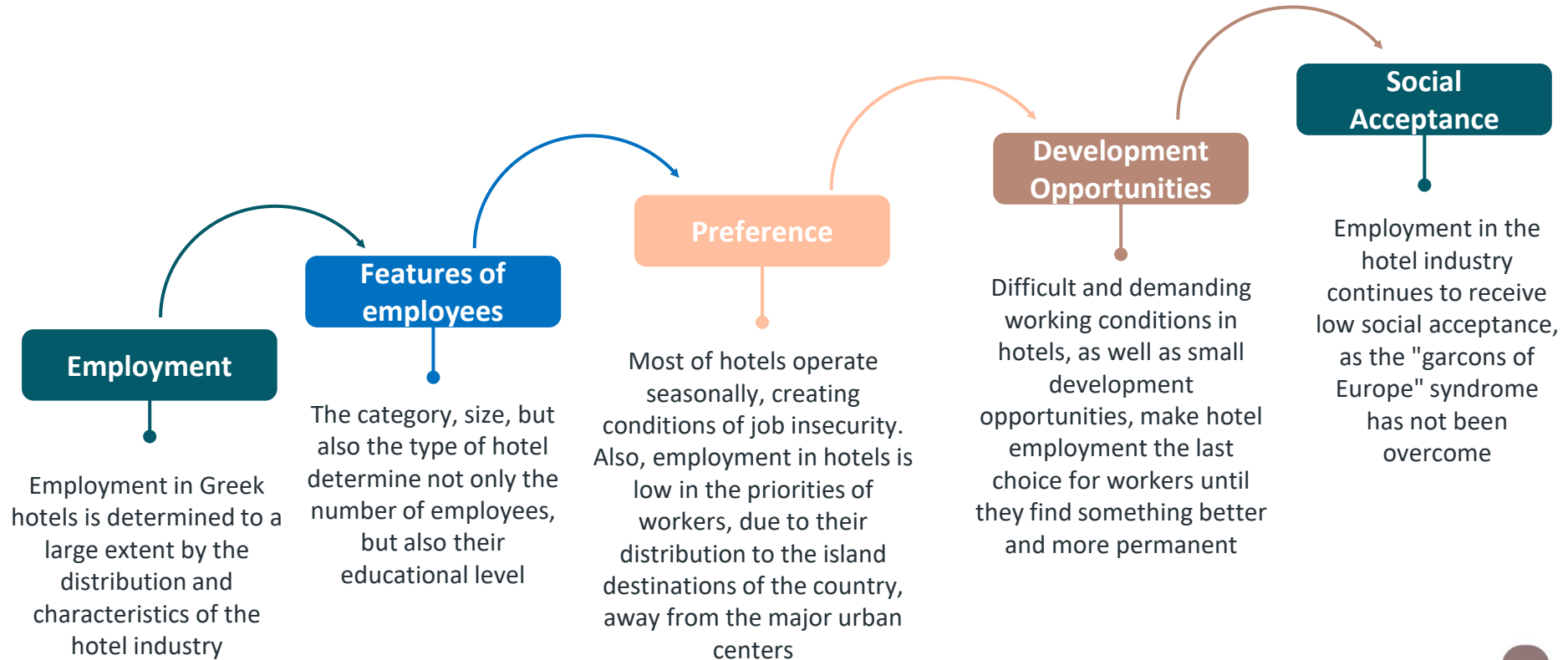
Adaptation to emergency circumstances



Not only technological developments, but also the recent pandemic, have indicated the need for immediate adaptation to meet the new conditions, as well as the needs of clients



Conclusions & Proposals



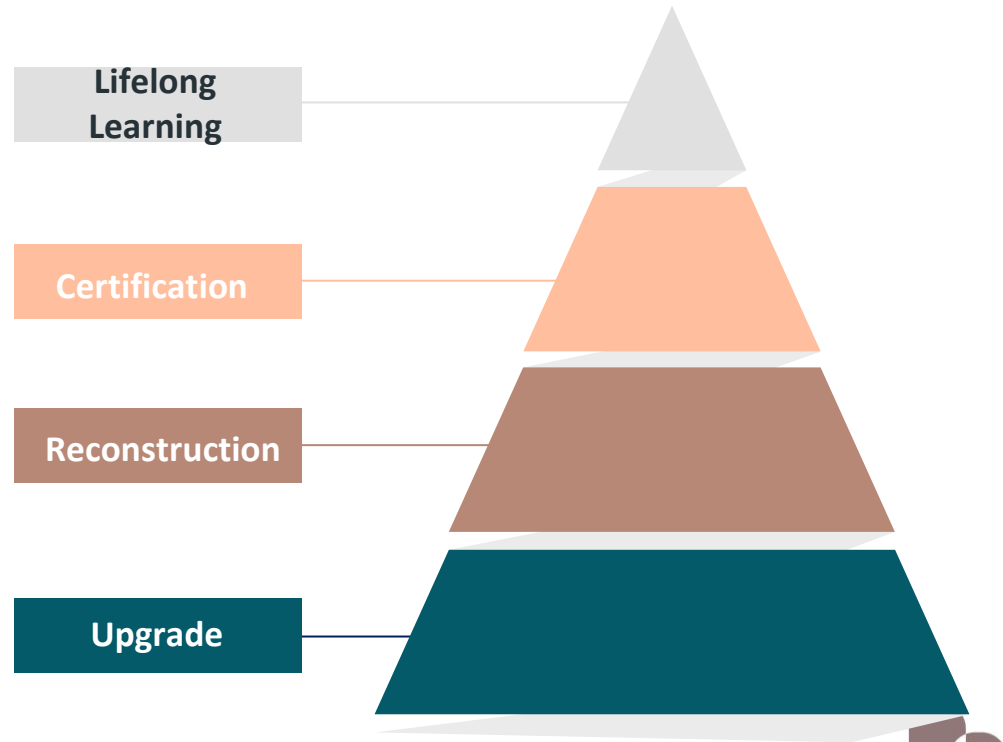
Conclusions & Proposals

Establishing Lifelong Learning and enhancing access to it

Organized and trustworthy certification system for tourism workers

Reconstruction and upgrading of public vocational schools, but also strengthening the link between University programs and the real needs of the market

Hotel industry upgrade as a place of employment, as an employer, as a field of professional development



Thank you for your attention!



ΕΝΔΟΧΕΙΛΙΑΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΛΛΑΔΟΣ
HELLENIC CHAMBER OF HOTELS

