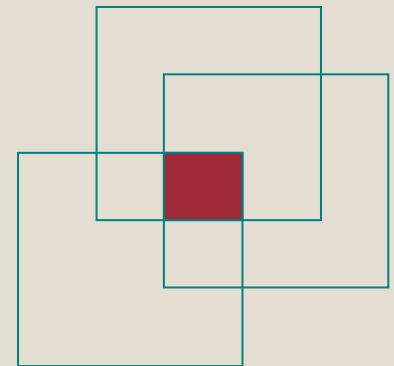


# **Opportunities and challenges on youth employment in tourism**

**27<sup>th</sup> World Tourism Network on Child Protection  
ITB, Berlin, March 9, 2012**

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# Labour and Tourism

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Tourism is one of the largest and most dynamic industries in the global economy.

Tourism is a labour-intensive interface between workers and customers and a quality driven service profession.

Tourism provides employment to workers with little or no formal training.

Tourism has a huge potential for job creation for young and female workers and can contribute inter-sectorally to poverty reduction.

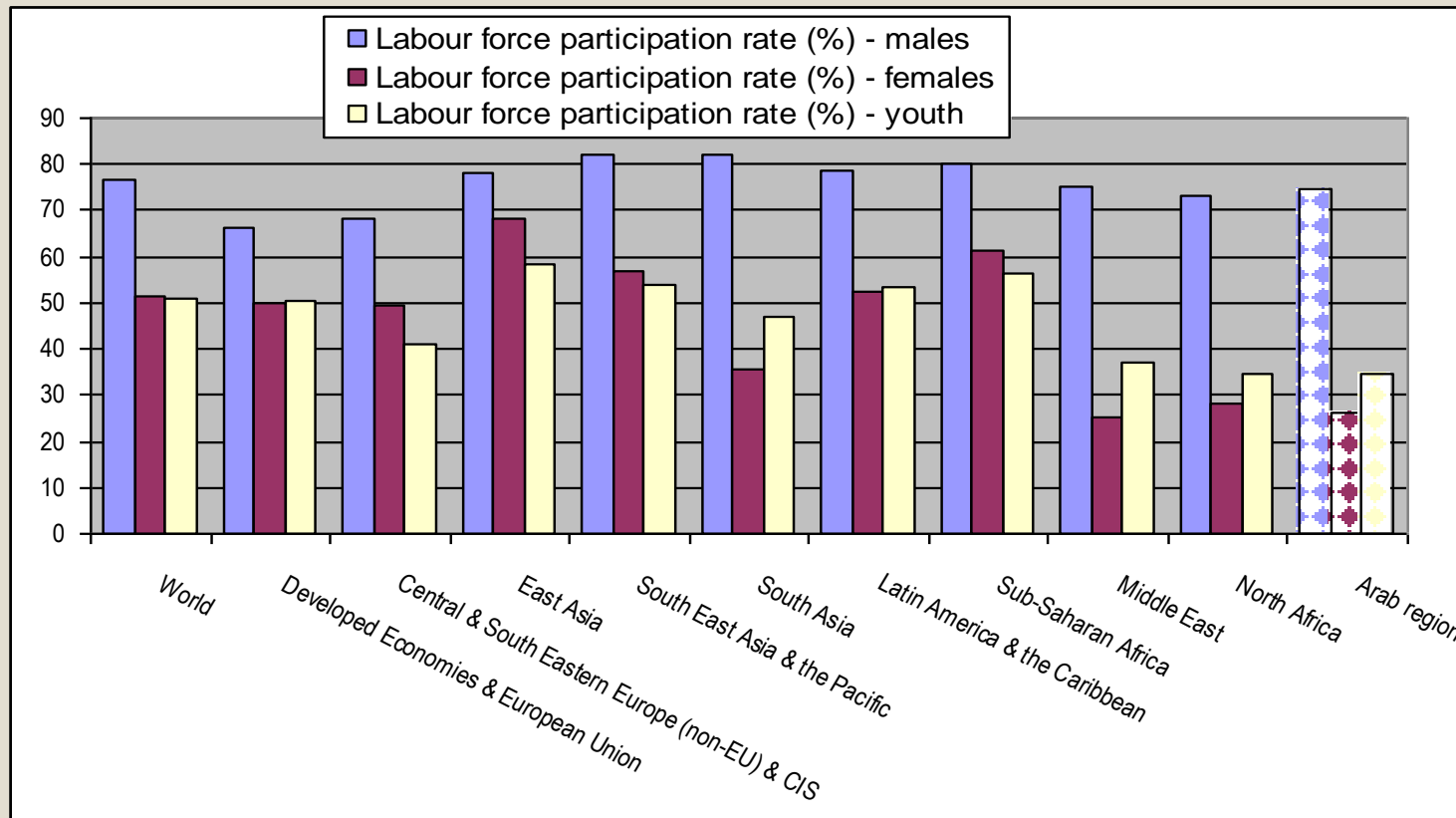
# Youth (un)employment

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- Young men and women are facing difficulties to enter the labour market and to have long term career perspectives.
- This development has been sharpened by the recent global economic crisis.
- Worldwide an estimated 81 million young persons were unemployed at the end of 2009. The youth unemployment rate increased significantly from 11.9 to 13.0 per cent during the recent economic crisis, and reached 13.1 per cent in 2010.

# Labour force participation rates by region, in percentage, 2008

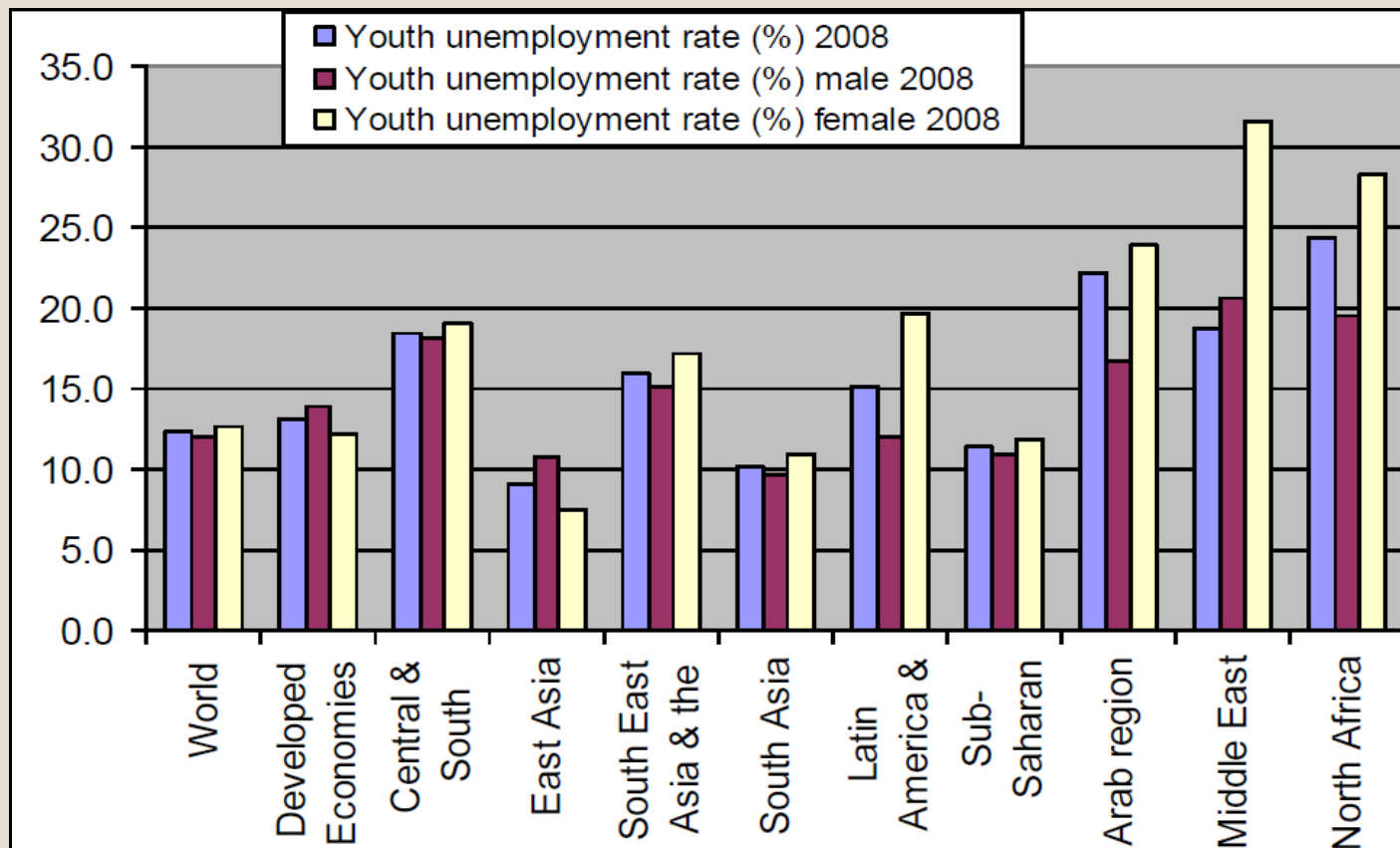
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Source: ILO SRO Cairo 2009.

# Youth unemployment rates by region, in percentage, 2008

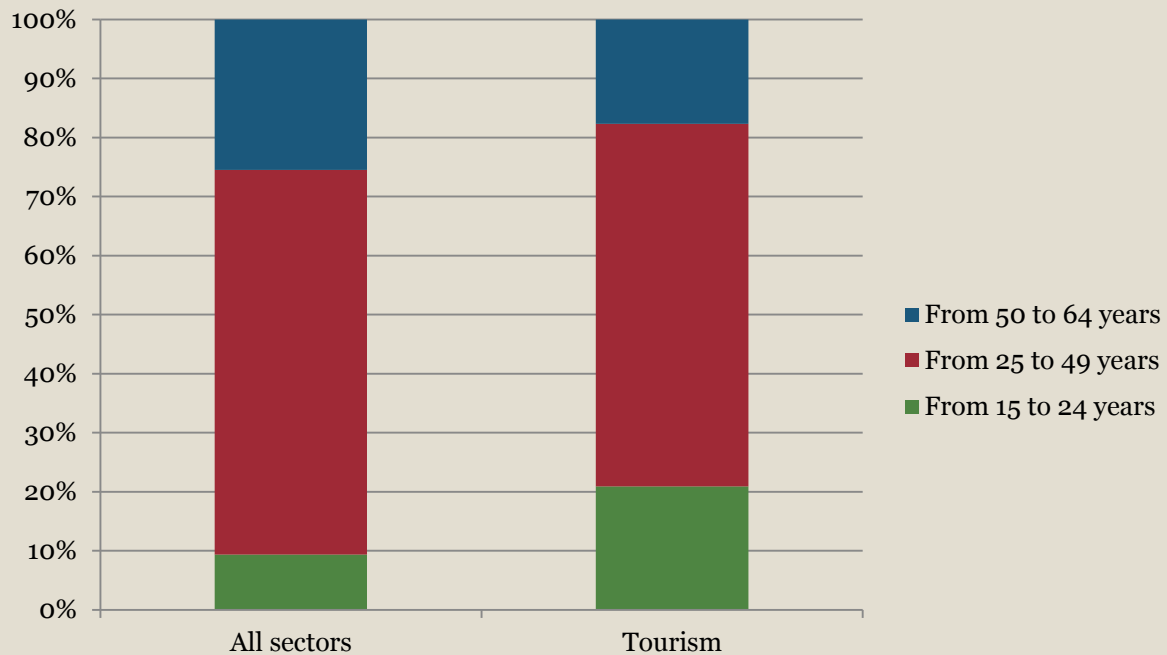
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Source: ILO SRO Cairo 2009.

# Share of employment by age groups in all sectors and in tourism, EU 27, in percentage, 2010

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Source: Eurostat LFS.

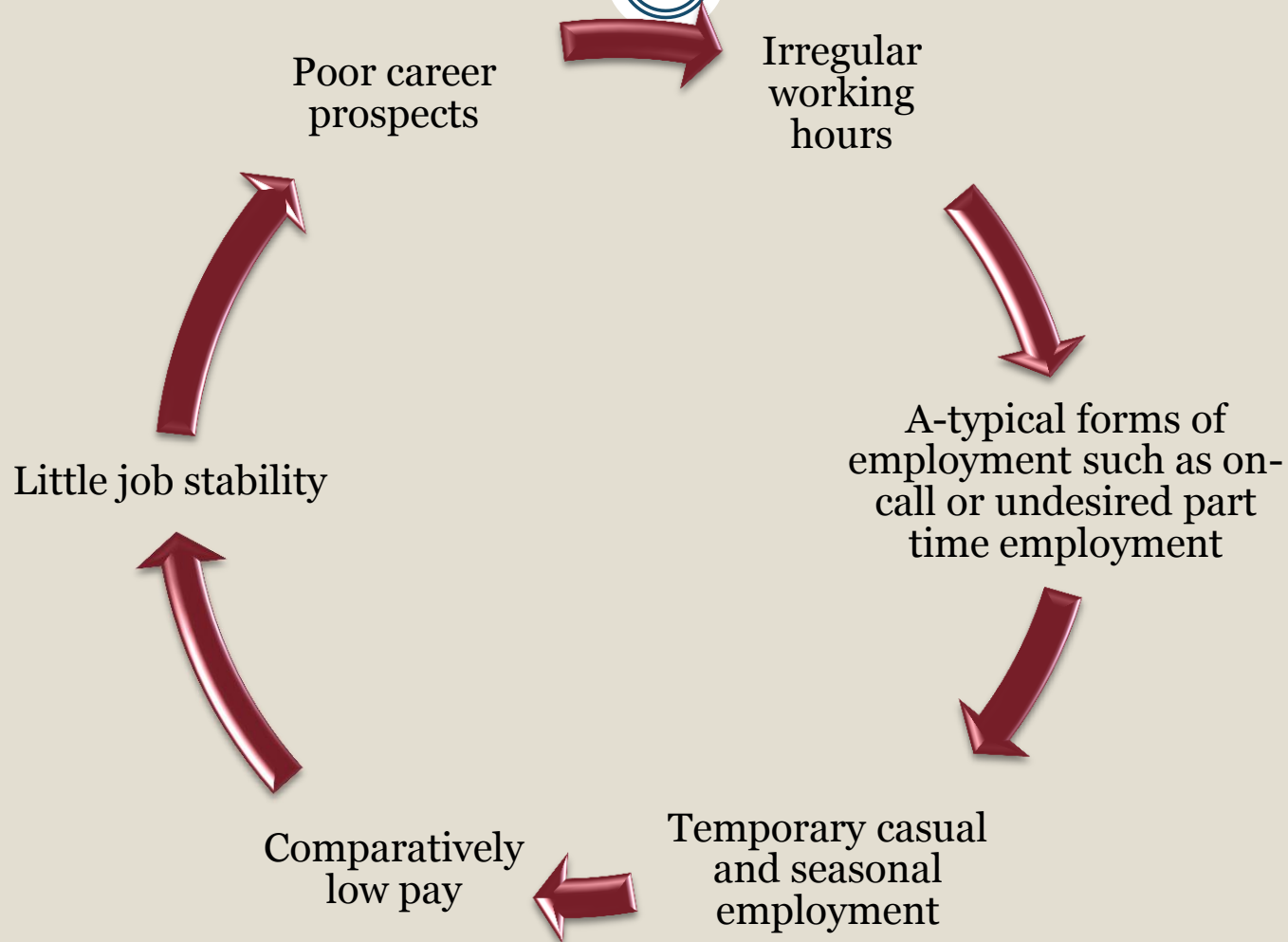
# Opportunities and Challenges

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- Low skill requirements enable people with little or no education to enter the labour market. In addition, the demand for seasonal and part-time workers disposed to work during long and atypical hours is high.
- Working conditions are relatively poor, the instability of the job markets, the physically demanding nature of work, and the lack of life-long career prospects can discourage many young workers from investing time and gathering experience in an industry where they do not see a stable future.

# Working conditions in tourism are largely characterized by:

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# Therefore

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Attractiveness of tourism employment is low,  
even in countries with high youth  
unemployment rates due to:

Bad image of the jobs



Poor working conditions



Lack of social dialogue

# Consequences

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Difficult  
working  
conditions  
contribute to  
high staff  
turnover



High staff  
turnover is cost  
affective and  
has impact on



Productivity,  
competitiveness  
and service  
quality

# What makes Services productive and Tourism sustainable?

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**50%**  
(max.)

- Skills
- Professional, technical qualification

**50%**  
(min.)

- Motivation,
- Loyalty, passion
- Commitment, soft skills

# Labour needs in tourism

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Develop and improve a sustainable labour market environment through:

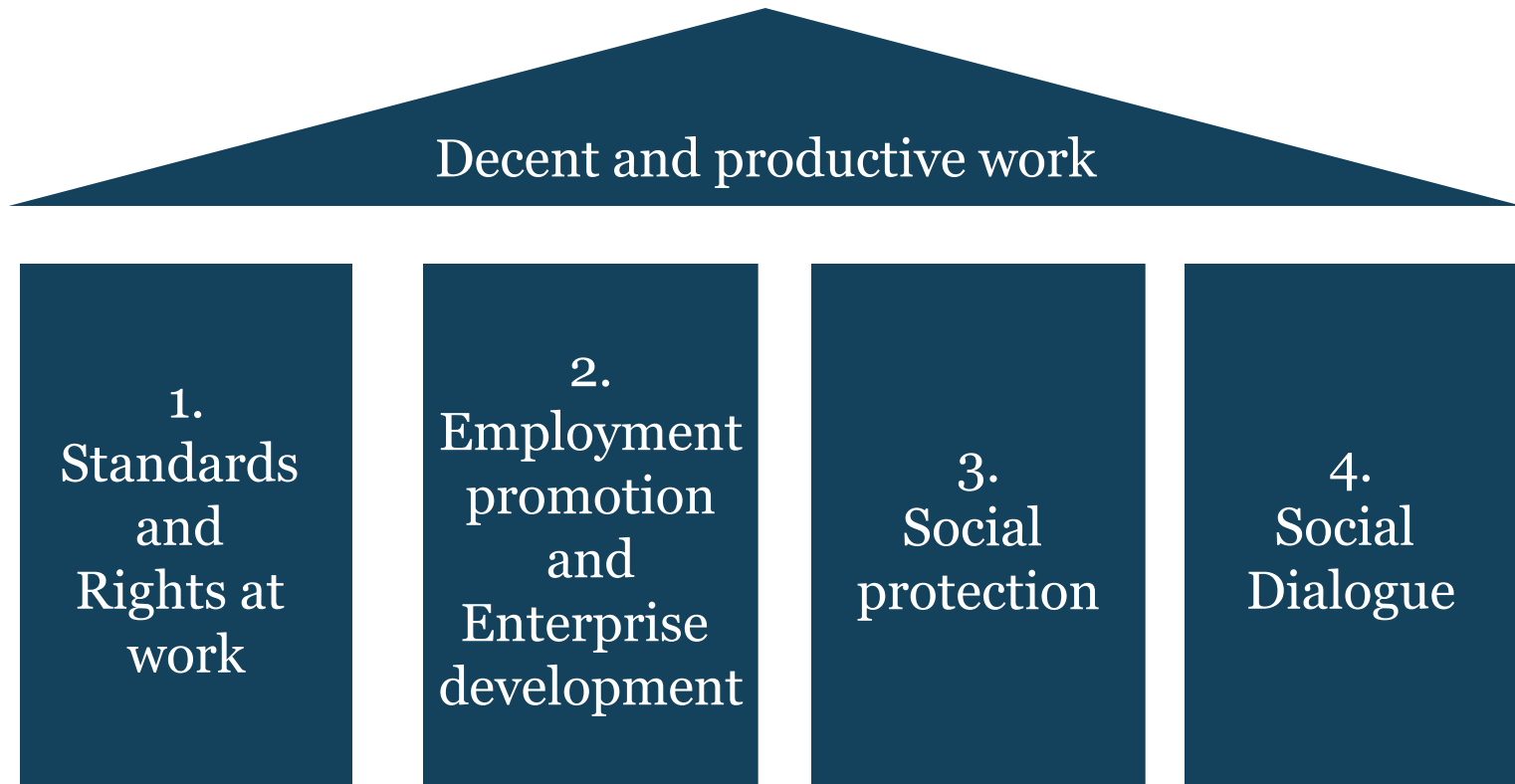
Toolkit on poverty reduction and skills with job career perspective

ILO Convention 172 on Working Conditions in Hotels and Restaurants (Recommendation 179, 1991)

Social dialogue at all levels to meet challenges and the prospects of tourism industry

# Decent Work

## A four pillar approach



# ILO tools

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- Guide for Social Dialogue in the Tourism industry
- Toolkit on Poverty Reduction through Tourism
- Study review of socially responsible HR and labour relations practice in international hotel chains
- Training program on OSH in tourism
- ILO Convention 172 on working conditions

# For more information

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<http://www.ilo.org/public/english/dialogue/sector/sectors/tourism.htm>

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Thank you !!

