

TOWARDS STRONGER HOSPITALITY: RESEARCH FINDINGS WITH FOCUS ON YOUNG WORKERS

Adam Šumichrast

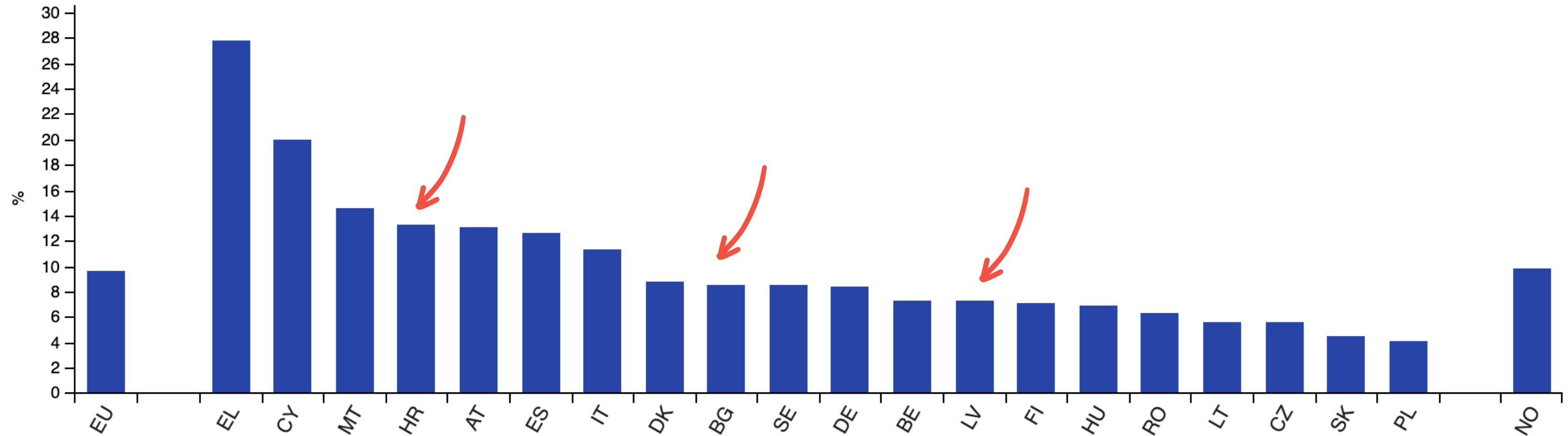
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RELEVANCE OF HOSPITALITY

Persons employed in total tourism industries as share of those employed in non-financial business economy, 2019 (%)



(1) Total tourism industries: NACE classes: H491, H4932, H4939, H501, H503, H511, I551, I552, I553, I561, I563, N771, N7721 and division N79.

(2) Non-financial business economy: NACE sections: B-N_S95_X_K (Total business economy; repair of computers, personal and household goods; except financial and insurance activities).

Note: No data available for EE, IE, FR, LU, NL, PT, SI. Full description of economic activities covered, see under "Data sources".

Source: Eurostat (online data codes: sbs_na_sca_r2, sbs_na_1a_se_r2)

eurostat

Source: Eurostat

STRUCTURE



Research aims

Why the research was implemented
Methods
Scope

01



Key challenges

The hospitality sector
in the spotlight with
its key features and
challenges

02



Unions and bargaining

Research findings on
the structure and
activities of unions
and bargaining
characteristics

03



Organizing young workers

Suggested activities
to tackle the
challenges regarding
organizing young
workers

04

RESEARCH AIMS

Towards Stronger Hospitality



Understanding root causes behind sectoral challenges

Prevalence of non-standard forms of employment and low pay in the hospitality-tourism sector across Europe causing serious labour shortages, such as structural characteristics of the sector (e.g. seasonality of most activities) but also weak or non-existing sectoral social dialogue and collective bargaining, and low trade union membership.



Overview of main characteristics of unions and social dialogue

- mapping trade union organisations;
- collecting data concerning trade union density;
- collecting data concerning the trade union membership of young workers;
- gathering a comprehensive overview of sectoral social dialogue;
- verifying the coverage of collective agreements;
- identifying the main challenges connected to union organising activities, engaging in social dialogue and stipulating collective agreements in the hospitality sector.

CHALLENGES IN THE HOSPITALITY SECTOR



Seasonality and turnover

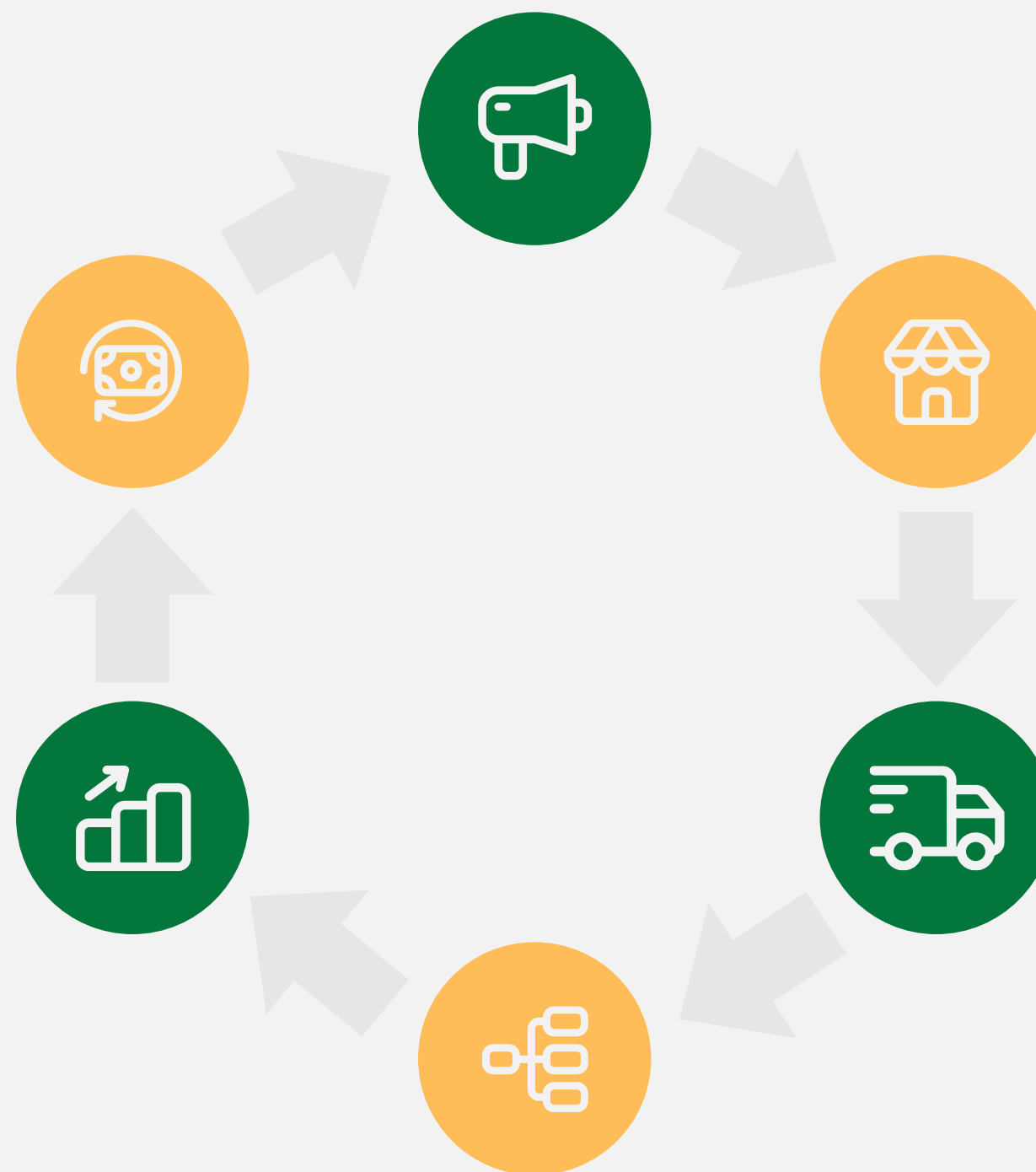
Seasonally changing demand, unstable income, high workforce turnover

Undeclared work

Some works performed in an undeclared form, also including vulnerable workers (young, migrant, ethnic minorities)

Regulatory environment

Complex and sometimes inconsistent regulations across different countries/regions - challenging for the hospitality businesses in multiple locations



Labour shortages

Especially after the pandemic, persistent facing labour shortages

Uneven unionisation

Hotels more organised than restaurants, in some countries hardly any unionisation in the hospitality sector

Multi-sector unions

Unions often encompass several subsectors, lack dedicated sector-specific expertise and capacity



UNIONS AND BARGAINING

Summary of findings



Unions present in all studied countries

Varying unionisation levels due to the structure of the workforce (often migrant, seasonal, vulnerable, young)



EFFAT affiliation (hospitality-tourism)

- Unions with an active EFFAT affiliation (Cyprus, Malta, Netherlands)
- Unions with a passive EFFAT affiliation (Czechia, Latvia)
- Unions not affiliated to EFFAT or membership on hold (Greece, Estonia, Romania, Lithuania, Portugal, Slovenia, Slovakia)
- Unions with interest in joining EFFAT (Romania, Lithuania)



Bargaining

Mostly only in large hotel chains, mostly company level only
Small businesses (predominant in the sector) not covered
Bargaining coverage not exceeding national averages

YOUNG WORKERS

Challenges faced by young workers



General situation: precarious employment conditions (temporary contracts, low wages, limited job security), discourages long-term union engagement.



Lack of awareness: limited knowledge of rights and union benefits, transient employment exacerbates the issue



Fragmented Representation: low union membership density, minimal union presence in small and informal establishments

YOUNG WORKERS

Strategies for organizing young workers



Outreach & digital engagement: Cyprus (brochures, local meetings) & Malta (online platforms)



Workplace representatives & tailored benefits: Netherlands (young reps) & Estonia (career workshops)



Incentives & career development: targeted benefits like training sessions attract young workers.

YOUNG WORKERS

Case studies examples



Czechia:

- Low wages, fragmented representation
- unions have introduced incentives, such as contributing to domestic recreation activities



Lithuania:

- Historical skepticism towards unions
- Legal support and consultations attract self-employed young workers



Portugal

- Multi-employer agreements improve conditions for young workers
- FESAHT focuses on key regions like the Algarve

YOUNG WORKERS

Additional strategies from global practices



Mentorship & inclusion

- Mentorship programs and active roles for young voices foster engagement, adaptation of language



Flexible membership options:

- Tailored membership tiers for transient/part-time workers



Social & networking events

- Combine skill-building with networking to attract young workers

