Recruitment Challenges: A Survey of Tourism Businesses
Recruitment Survey Findings

- 88% of businesses has difficulty in recruiting new staff
- 68% of businesses has difficulty in rehiring
- The most significant barriers to recruitment are:
  1. Pandemic unemployment payment
  2. Higher wage expectations
  3. International workers have left
  4. Jobs in this industry perceived as unstable
Recruitment Survey Findings

How businesses are trying to cope:

1. **Training new staff** with limited skills or experience
2. **Extra hours** for existing staff, including owner-managers
3. **Reduced capacity** or trading hours
4. **Agency staff**
5. **Closure**
Q6/7 "Have you experienced any difficulties in ...?"

- Rehiring pre-existing staff: 68%
- Hiring new staff: 88%

Don’t knows / not applicables have been excluded from the results.
Q8 (IF DIFFICULTIES) "To what extent are each of the following a barrier to recruitment for your business?

| **Q8 has just been asked to businesses experiencing recruitment difficulties.** |
| **Don’t knows and not applicables have been excluded from the above results.** |
Q10 "What impact would it have on your business if you're unable to find the right staff?"

- Added stress: 87%
- Negative impact on customer experience: 77%
- Have to train new staff with limited skills or experience: 76%
- Extra hours for existing staff: 75%
- Have to reduce capacity or trading hours: 67%
- Have to employ agency staff: 20%
- Closure: 20%
- Don't know: 1%

Base: 416

Q10 has just been asked to businesses experiencing recruitment difficulties
The skills in short supply

• While some of these challenges are new, pre-existing challenges were exacerbated by the crisis and are now much more acute.

• Many positions are hard to fill.

• In particular, Food & Beverage – chefs and managers are very hard to recruit and retain.

• Front of house and middle management also.

• And coach operators have lost drivers.
Work Permits for Non-EU Workers

- International recruitment hampered by work permit restrictions.

- For some, lack of international staff is heightened by work permit rules restricting who can be recruited from outside EU.

- Some employers quote €30,000 a year threshold for being eligible – they need staff who they can only pay less than that level.

- Compounds frustration – can’t find Irish staff, yet willing overseas workers can’t get permits.
FI’s Careers Work with the Industry

Careers Promotions:
- Recruitment Campaign
- Various Careers Oversight Group initiatives

Skills Development
- Engagement with DFHERIS to review TRT recommendations & other key programmes such as apprenticeships.

Advocacy
- Support sector bodies in engagement with DETE regarding work permits/visas
- Align with DSP to promote pathways to work programme specifically for the tourism sector

Retention
- Deliver best practice event and toolkit to support staff retention
Industry Recruitment Toolkit

Tourism Careers Recruitment Toolkit
Get Expert Advice on Hiring Great Staff

How to join the #BeThePulse campaign

How to use your free assets

Top tips from recruitment experts

1. Stand out from the competition: Make your job ad visually appealing and use high-quality images to attract potential candidates.
2. Tailor your job description: Customize your job ad to the specific needs of your business and your area to attract the right candidates.
3. Use social media: Share your job ad on social media platforms to reach a wider audience.

8 Hiring tips from recruitment experts

8. Communicate clearly: Ensure your job ad clearly communicates the responsibilities, benefits, and qualifications required for the role.
9. Use an easy-to-use platform: Choose a job ad website that is user-friendly and allows for easy posting and management of your job ad.
10. Follow up with candidates: Follow up with candidates who express interest in the job to keep them engaged and informed about your recruitment process.

Need more support for your business?
Consumer Campaign

As the country reopens, we need people like you.
Visit TourismCareers.ie
Appendix: Background & Methodology

Background and Objectives

Fáilte Ireland has been receiving feedback from various industry sectors that recruitment is a significant issue at present.

The purpose of this short survey was to measure the extent of the problem and understand employers’ perceived reasons for it.

Methodology

An online survey was issued by various industry bodies to their members and the survey was closed on 9th July 2021. The data was then analysed.

Fáilte Ireland and Strategic Research and Insight worked together to produce the questionnaire.

A total of 599 responses have been received.

Strategic Research and Insight (SRI), is an independent research agency working on behalf of Fáilte Ireland consulted in the questionnaire design, scripted the online survey and authored the report.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Total Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>138</td>
</tr>
<tr>
<td>Guesthouses</td>
<td>10</td>
</tr>
<tr>
<td>B&amp;B</td>
<td>95</td>
</tr>
<tr>
<td>Caravan parks</td>
<td>16</td>
</tr>
<tr>
<td>Other acc’m</td>
<td>7</td>
</tr>
<tr>
<td>Attractions</td>
<td>37</td>
</tr>
<tr>
<td>Activity provider</td>
<td>14</td>
</tr>
<tr>
<td>Cafe</td>
<td>20</td>
</tr>
<tr>
<td>Coach operator</td>
<td>20</td>
</tr>
<tr>
<td>DMC</td>
<td>14</td>
</tr>
<tr>
<td>Inbound tour operator</td>
<td>15</td>
</tr>
<tr>
<td>Restaurants</td>
<td>84</td>
</tr>
<tr>
<td>Pub / bar</td>
<td>110</td>
</tr>
<tr>
<td>Other non-ac‘m</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>599</strong></td>
</tr>
</tbody>
</table>