

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 ...?"

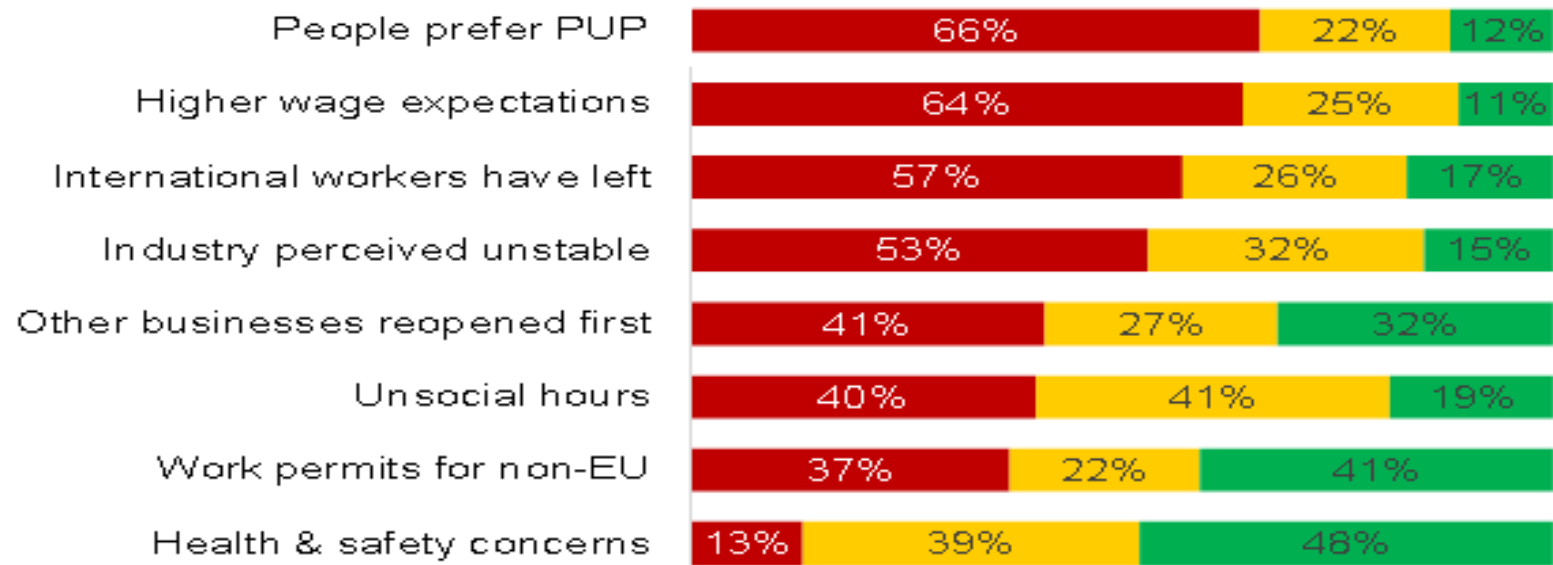


Don't knows / not applicables have been excluded from the results



Q8 (IF DIFFICULTIES) "To what extent are each of the following a barrier to recruitment for your business?"

■ Significant barrier ■ Slight barrier ■ Not a barrier

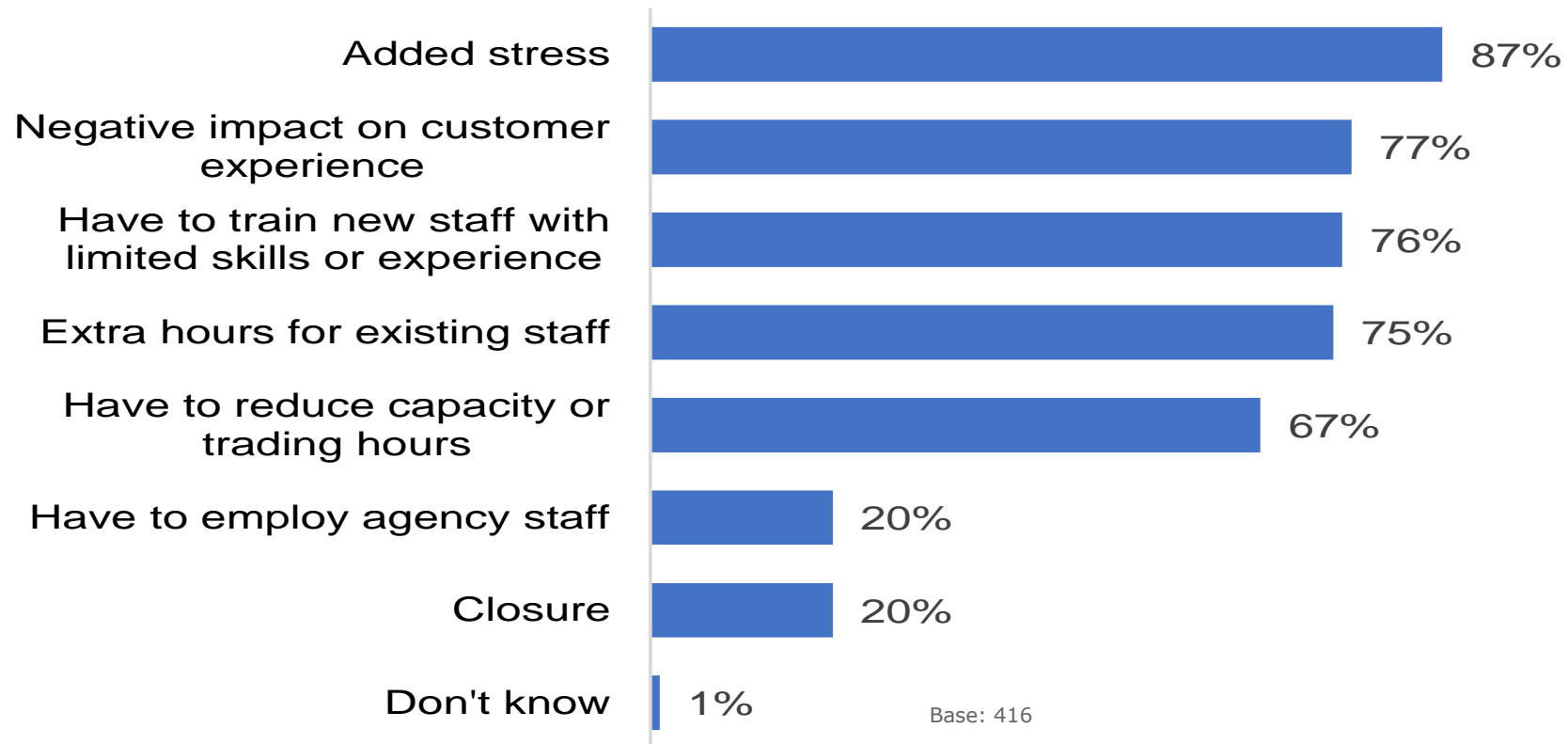


Base: 294 – 405

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?"



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

Fáilte Ireland

Tourism Careers Recruitment Toolkit

Get Expert Advice on Hiring Great Staff

- Find out what makes a successful ad
- Download & customise social graphics
- Top tips from recruitment experts
- 10 free places to post your job ad

TourismCareers.ie

INDUSTRY GUIDE

Get Hiring On Social

How to join the #BeThePulse campaign

It's finally time for tourism and hospitality to thrive once again. Let's celebrate our talented bartenders, bartenders, chefs, hotel managers and tour operators. Step up your recruitment campaign and show your staff just how important they are. #BeThePulse



Download We're Hiring Frames

How to use your free assets

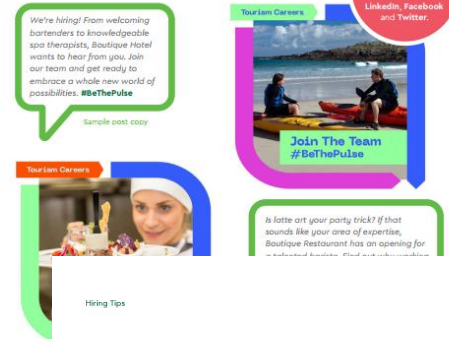
We have created free ready-to-go assets so you can join in the Be The Pulse recruitment campaign. We also have a range of customisable frames you can use to add your own graphics. Check out a whole host of dynamic assets to help recruit new employees. Share the assets across all relevant social platforms using these vibrant social frames and banners.

For a winning combination, pair the assets with engaging, exciting copy to show readers exactly why they should apply for your job. And don't forget to use the campaign hashtag #BeThePulse.

TOURISM CAREERS | RECRUITMENT TOOLKIT

Check out our ready-to-go social graphics

Download our ready-to-go social posts for a range of tourism jobs, and use our sample post copy for inspiration.



TOP TIP
We've made these social graphics square, so they work on LinkedIn, Facebook and Twitter.

Hiring Tips

8 Hiring tips from recruitment experts

- Best Tip** 1 **Be realistic about your expectations** - consider the position you're hiring for and the appropriate level of experience.
- Best Do** 2 **Don't underestimate the importance of transferable skills** - an applicant may not have all the skills required, but they can be trained up.
- Worst To** 3 **Ensure your recruitment process is flawless** - reply to every applicant and even if they're not successful, ask if you can keep their resume on file.
- 4 **Stick to deadlines and communicate regularly** - a delayed response is one of the most common reasons for people turning down jobs. Follow up as swiftly as possible after the interviews and let any unsuccessful candidates that you chose to interview know the outcome of the process.
- 5 **Build up confidence levels** - employees may be nervous about returning to work or starting in a new industry, but they may have exactly the attitude you are looking for. Remember you can train for skills.
- 6 **Allow for flexibility** - after months of staying at home, people want more flexibility with working hours. Listen to your staff and help them navigate the 'new normal'.
- 7 **Celebrate the good times** - use your social media platforms to share positive news and spread the word when hiring.
- 8 **Encourage staff progression** - check out free **online professional development courses** and look after staff wellbeing with free access to Fáilte Ireland's comprehensive **Employee Assistance Programme**.




Need more support for your business?

Fáilte Ireland has created an extensive range of business supports with industry experts and sector bodies to guide you through operating your business during COVID-19. These have been developed in consultation with industry experts to meet urgent needs and help your business recover. Visit Fáilte Ireland's Business Support Hub or click a support suite below.


- HR
- Sales and marketing
- Operational performance
- Financial planning
- Government supports
- Operational guidelines
- Learning hub
- Hidden Tourism business podcast

Consumer Campaign



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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.

Sector	Total Sample Size
Hotels	138
Guesthouses	10
B&B	95
Caravan parks	16
Other acc'm	7
Attractions	37
Activity provider	14
Cafe	20
Coach operator	20
DMC	14
Inbound tour operator	15
Restaurants	84
Pub / bar	110
Other non-acc'm	19
Total	599