



What skills will your business need in 5 - 10 years time?



Welcome!

- The webinar is being recorded and a link will be sent to all registrants
- All attendee lines are on mute
- Use the module on your screen to send questions or comments

Speakers



Matthew Stephens
Managing Director



Prof. Peter Jones MBE
Academic Director

Agenda

- 1 – Impact on the industry
- 2 – Recruitment and Retention
- 3 – Skills Needs for the Future
- 4 – Training and Education

Background

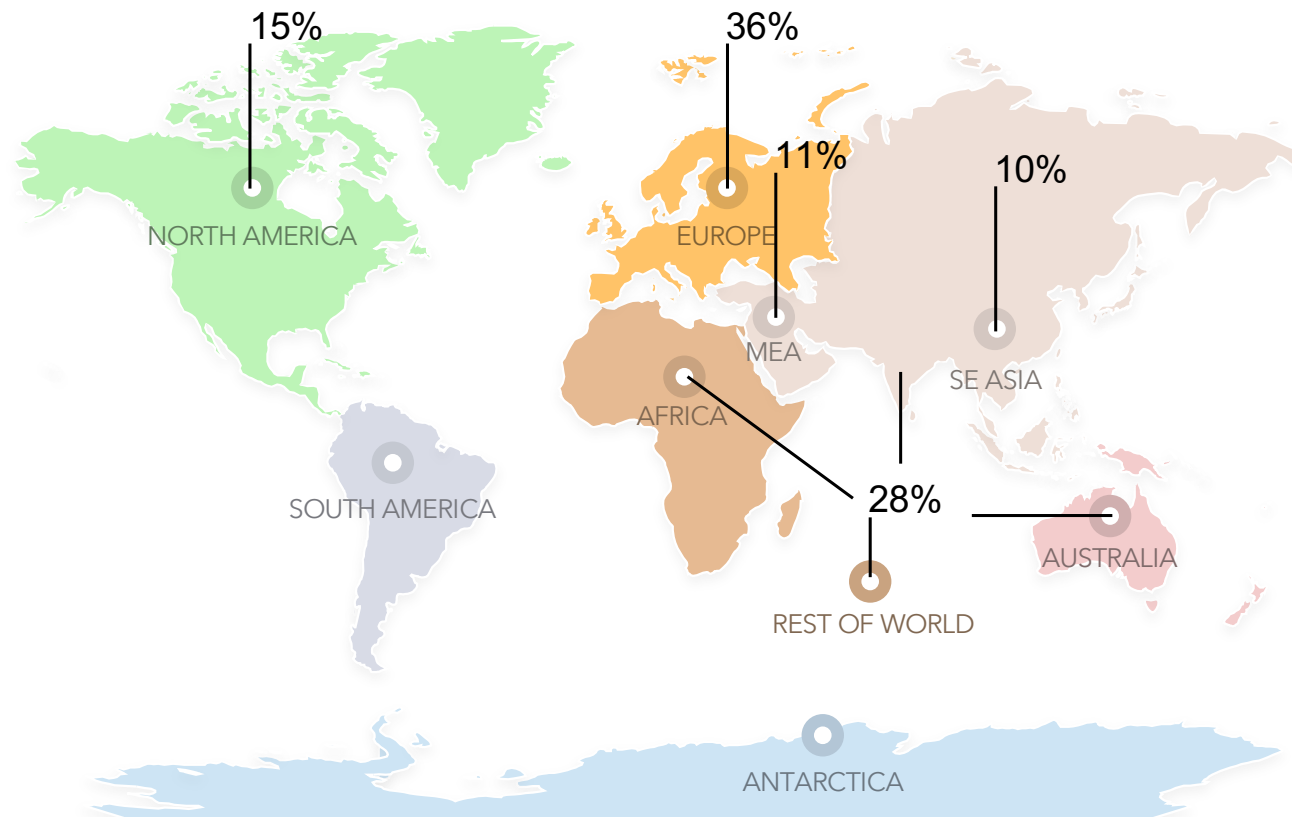
What skills does the new generation of hotel professionals need?

Global Partners



Global Responses

over 800 usable completed surveys

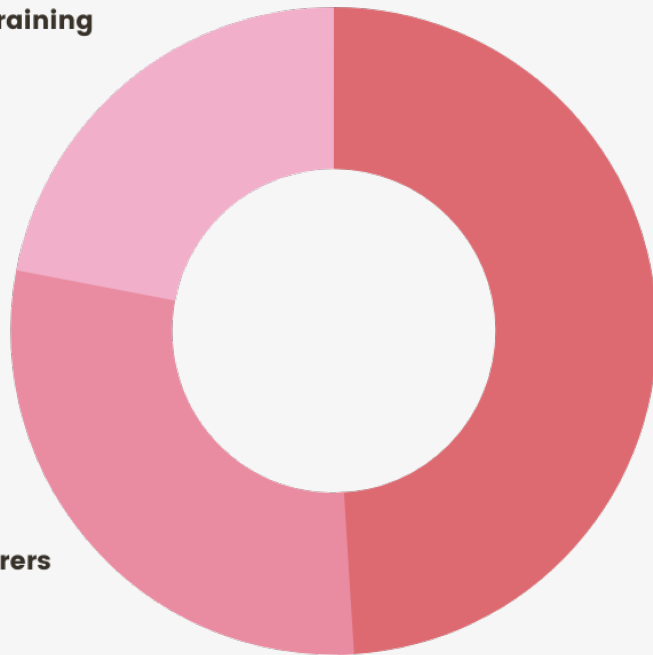


Global Responses

Represented

Roles

Education & Training
22%



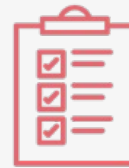
Hotels
49%

Restaurants & Caterers
29%



Senior Executives – 43%

CEO's / Presidents / Directors



Operational & Specialists – 43%

Regional Managers / Operations Managers /
Site Managers / HR / IT / Finance

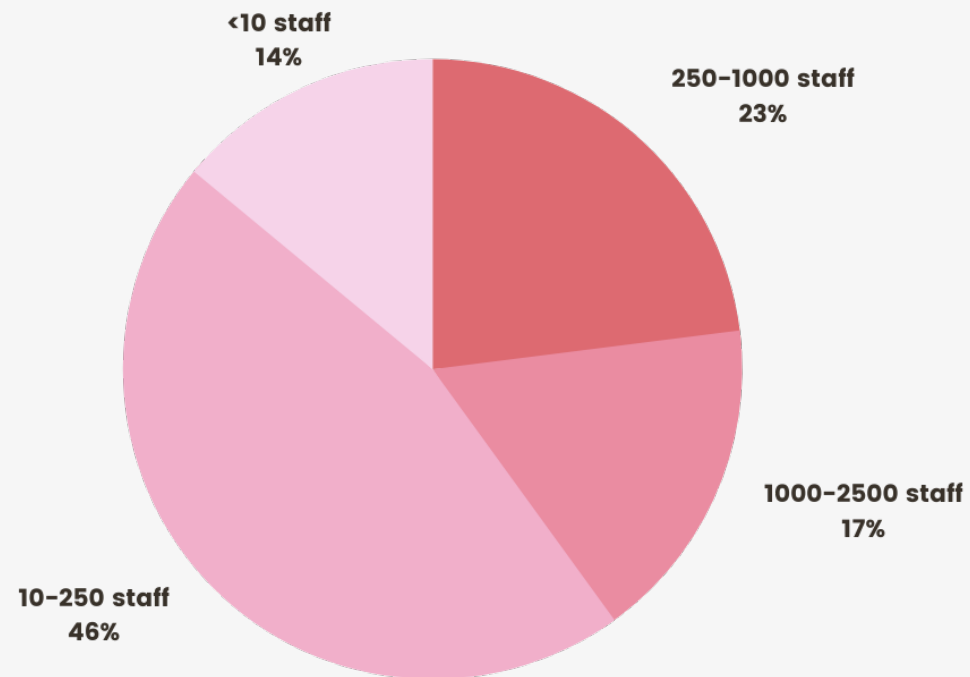


Education & Training – 22%

Educators / Trainers / Professional
Development

Global Responses

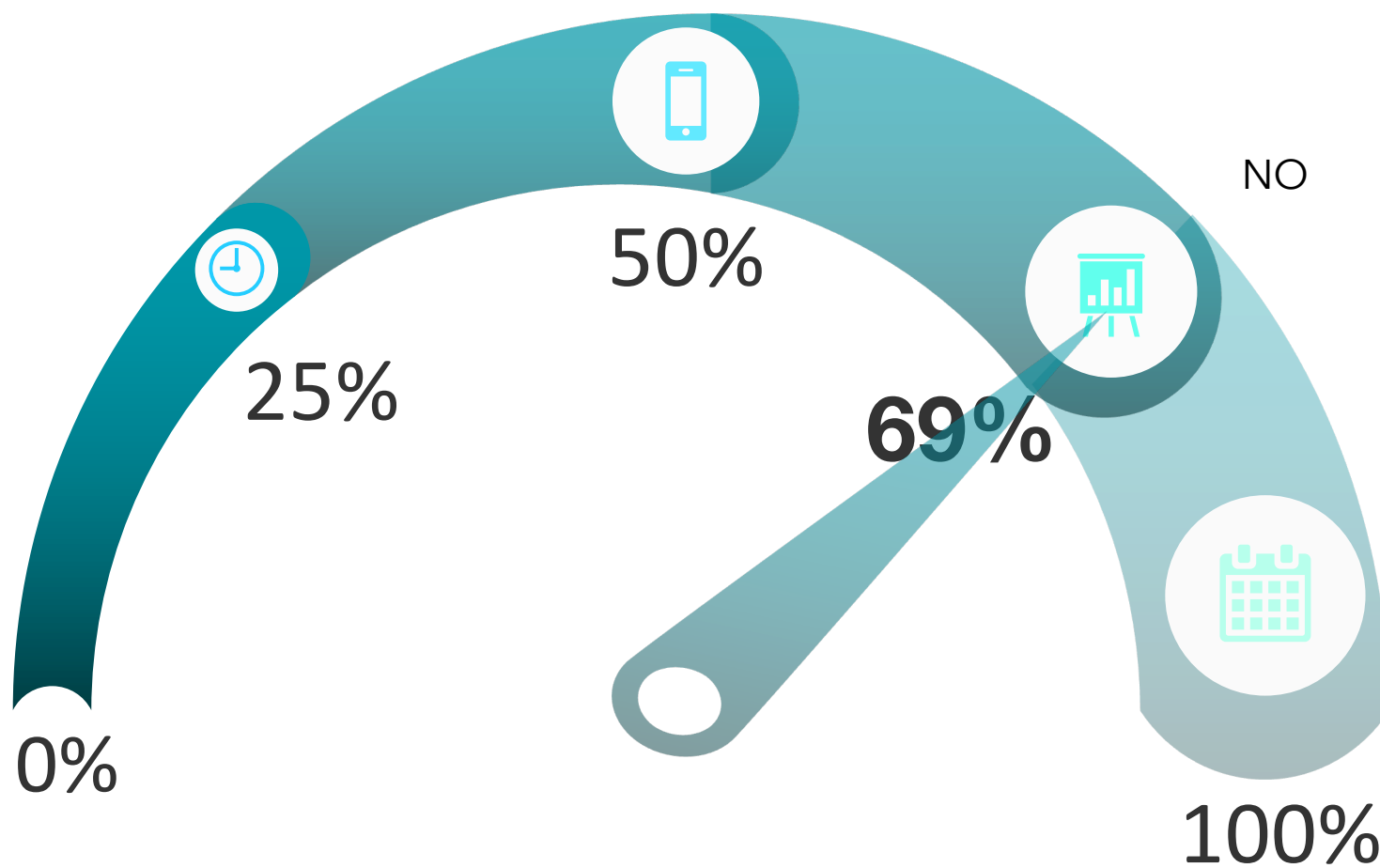
Size of business



1 – Impact on the industry

The pandemic has resulted in the hospitality industry undergoing the most significant changes in my lifetime.

Do you think that your business model will be the same after the pandemic as it was before?



Impact on the industry

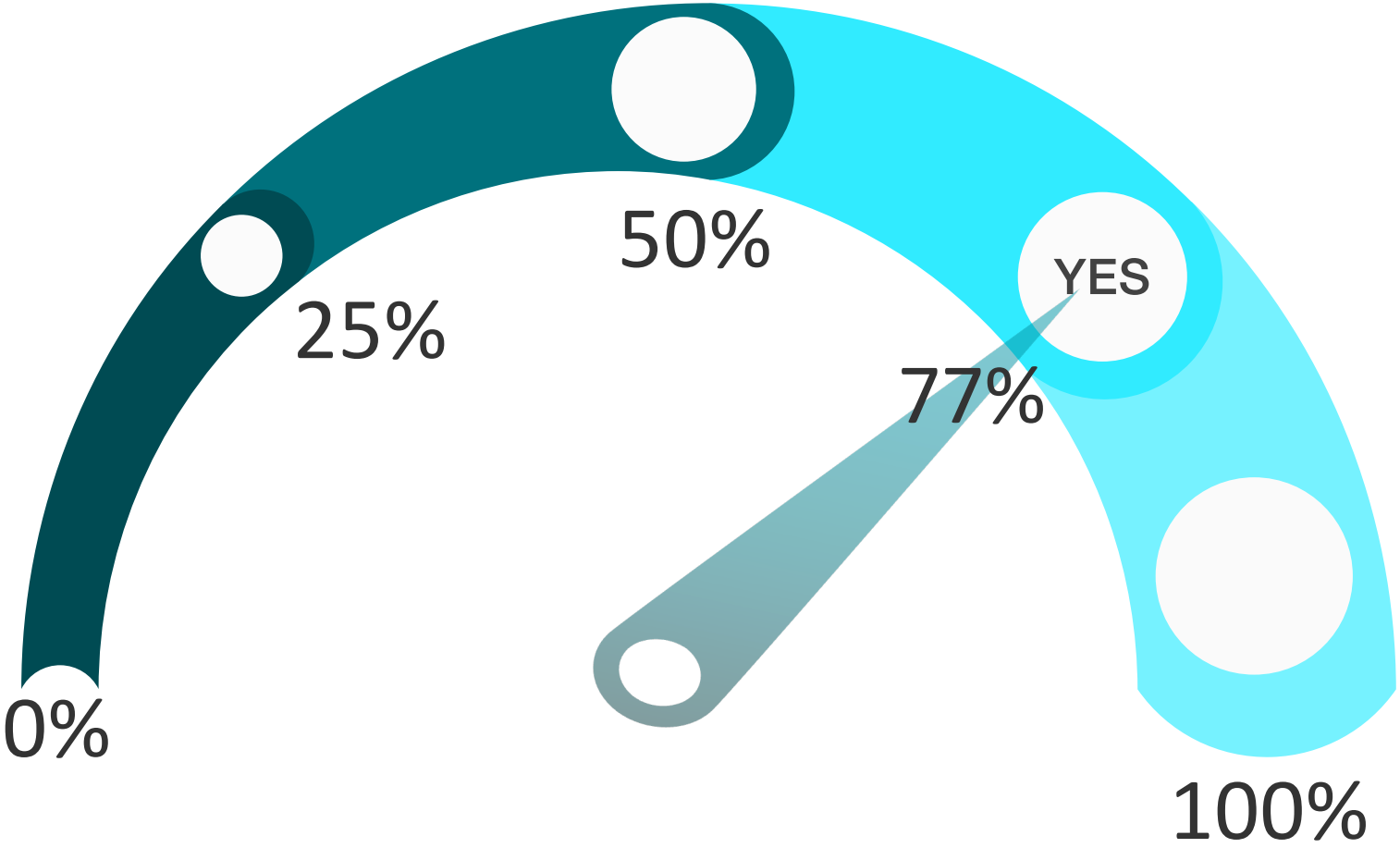
Industry Leaders views

- 🔍 Industry has been significantly impacted by COVID-19 – 86%
- 🔍 Industry likely to be smaller and leaner in the future – 54%
- 🔍 Business models need to change – 69%
- 🔍 Technology will have an important role – 95%
- 🔍 Real commitment to sustainability is needed – 94%
- 🔍 Education and Training needs to change – 94%

2 – Recruitment and Retention

Recruitment and retention are, and will remain, one of the biggest issues facing the industry over the next 5 years.

Do you think that business now needs to be flexible in recruiting the workforce and accommodate a more flexible working pattern?



Recruitment and Retention

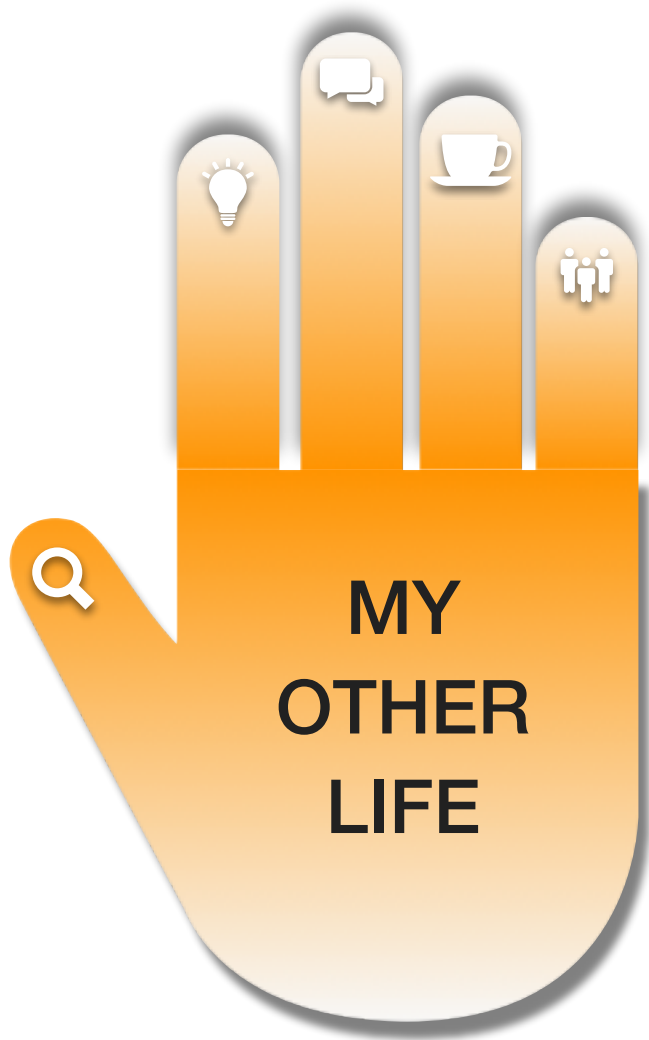
94% of respondents believe that this is the biggest challenge over the next 5 years

Implications

- 🔍 Losses to the profession
- 🔍 Better work life balance
- 🔍 Employment more of a negotiated partnership
- 🔍 Increased complexity of managing a more flexible workforce
- 🔍 Not attracting new entrants to replace those leaving
- 🔍 Greater costs of recruitment
- 🔍 Potential talent pipeline does not have the professional skills
- 🔍 Greater investment required in training and career development

3 – Skills Needs for the Future

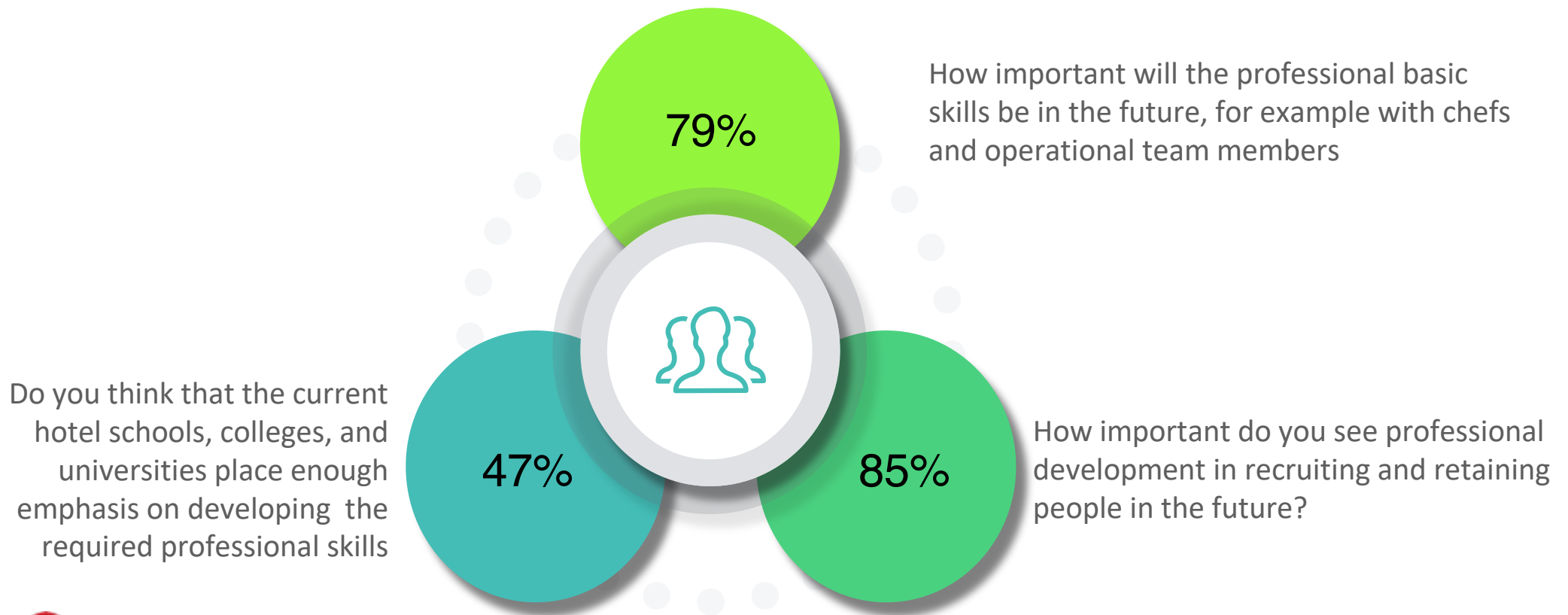
Younger new entrants to the industry expect a better work-life balance in their careers.



Over 95%
identified
this as the
priority issue
for the
industry

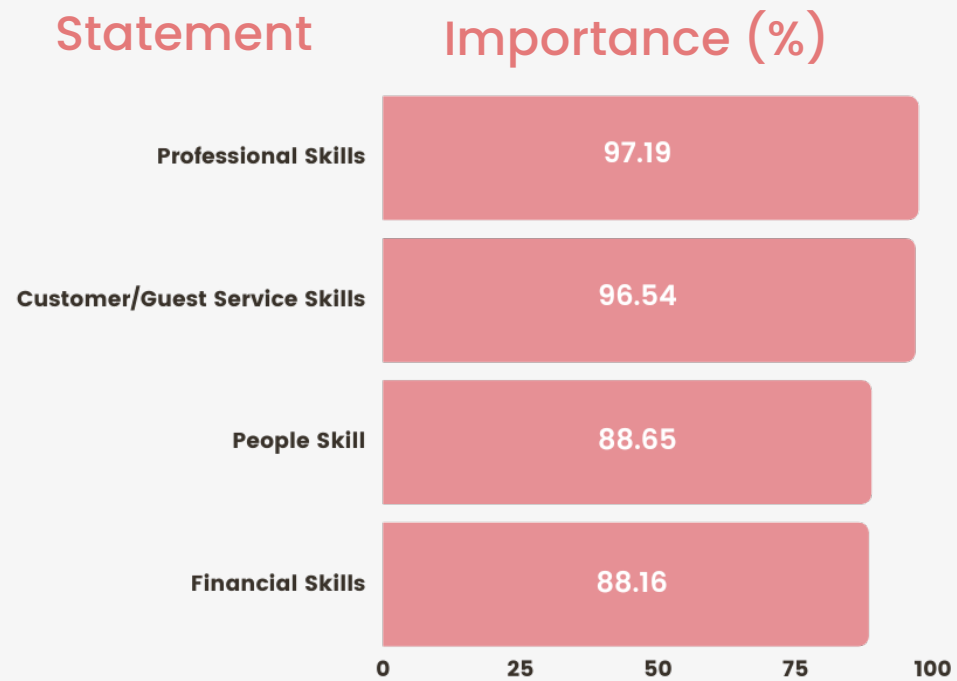


Professional Skills and Development



Skills needs for the future

Top four skills needs in order of importance as ranked by respondents

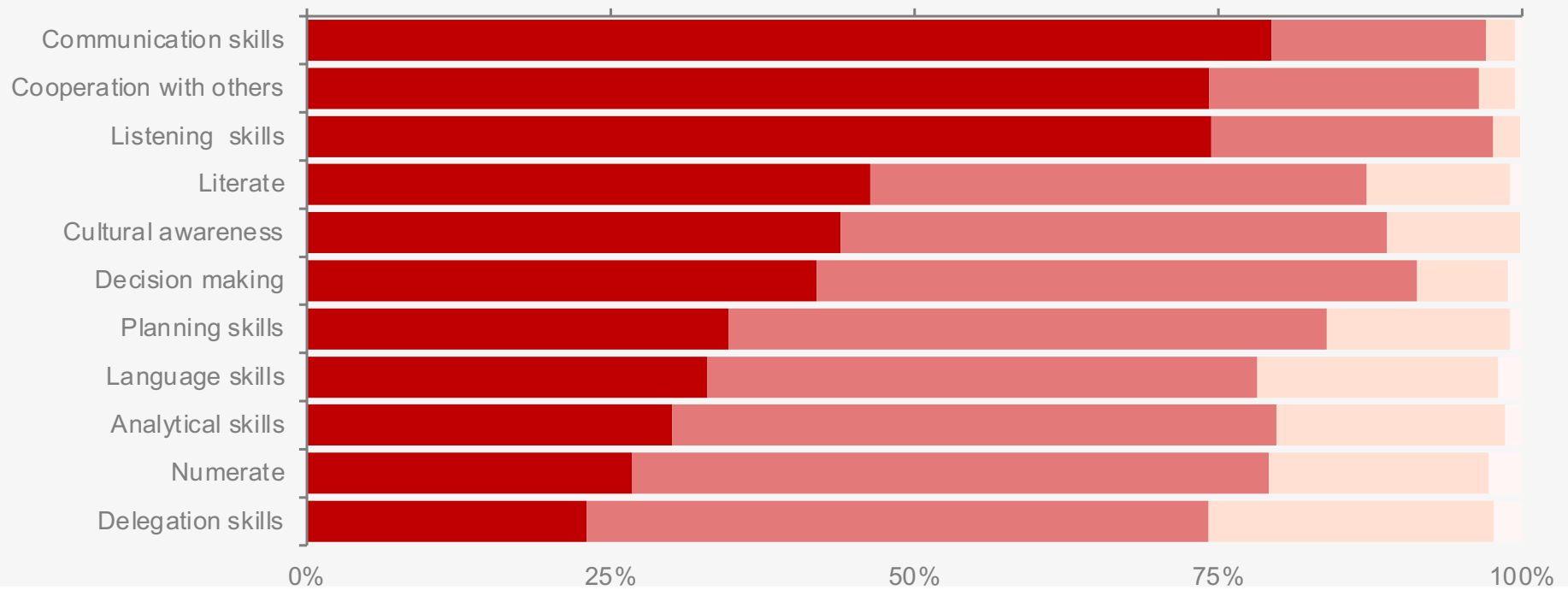


Staff Essential Skills

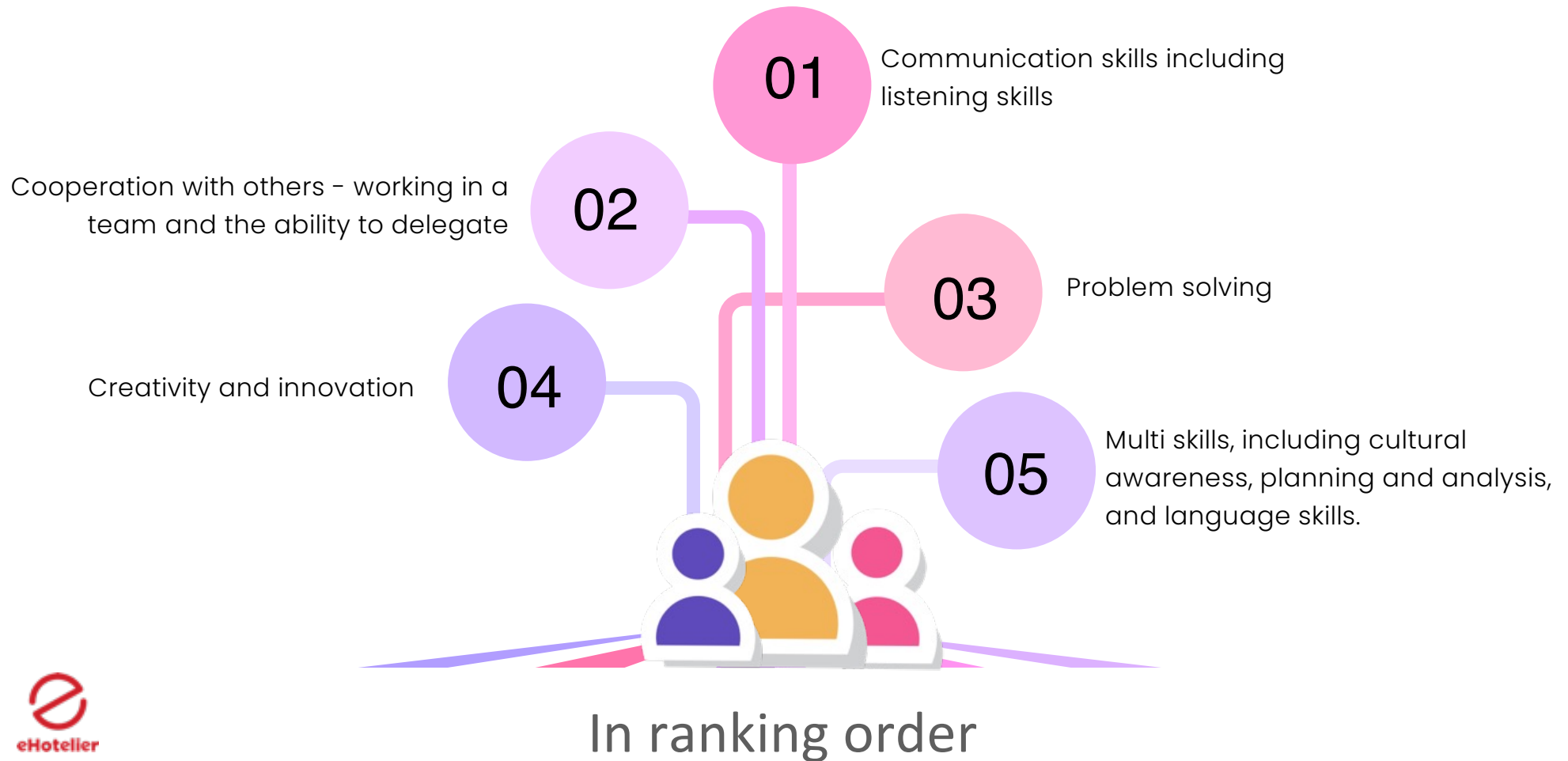


Skills and Personal Characteristics

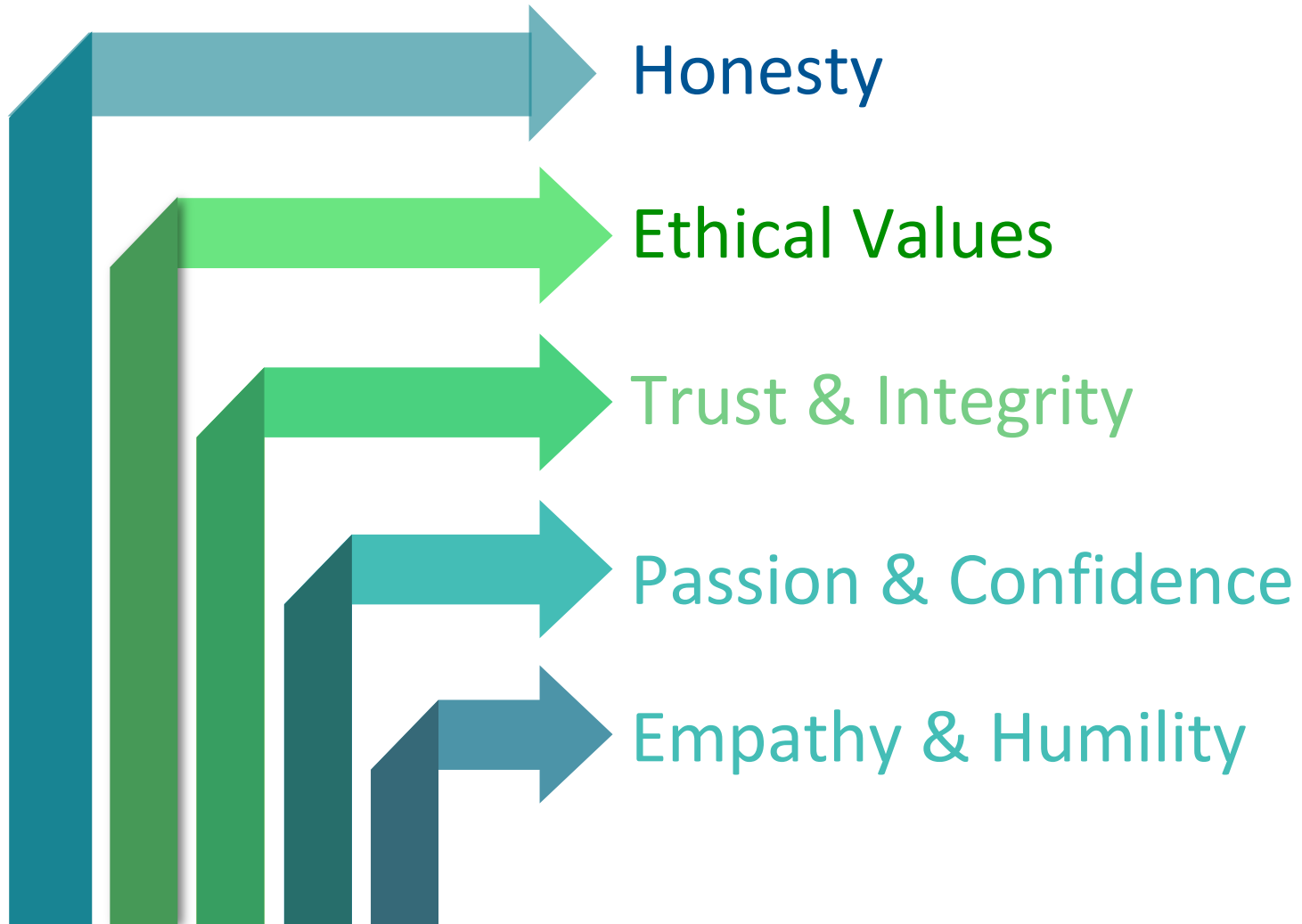
Skills - Ranked



Staff skills to deliver high standards of guest service

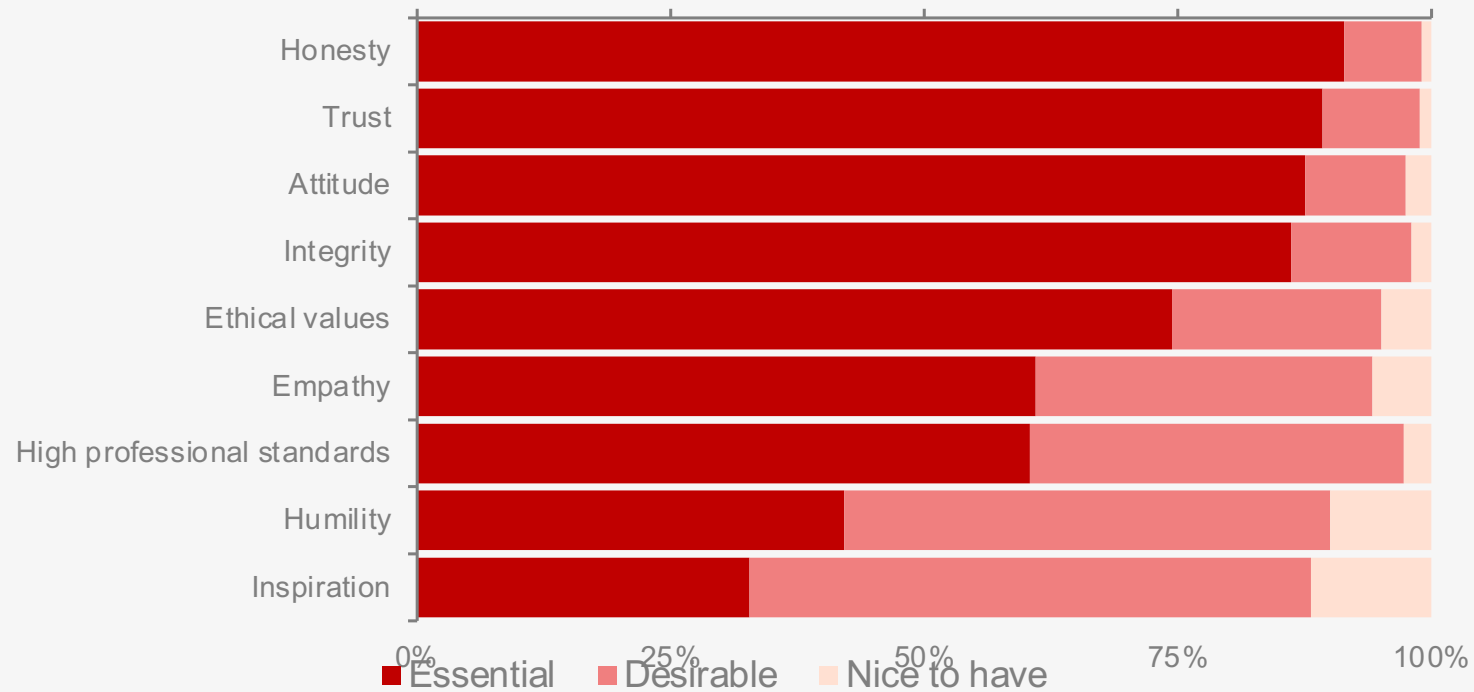


Staff Personal Qualities



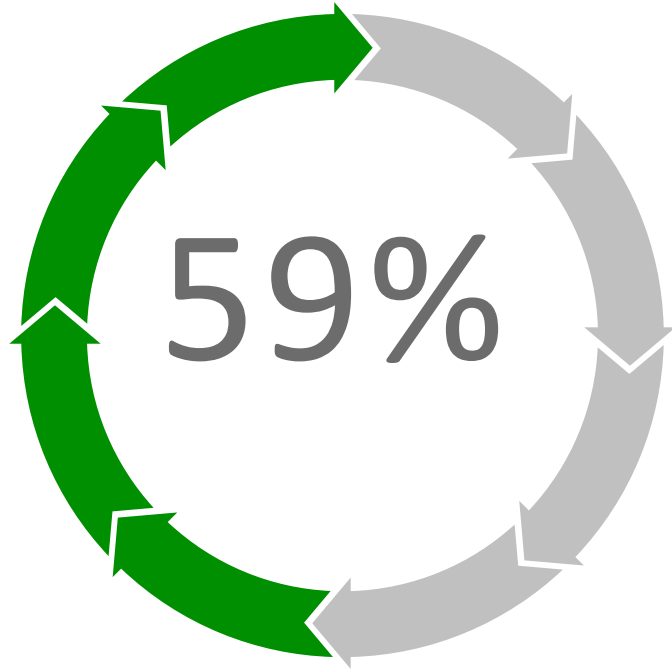
Skills and Personal Characteristics

Characteristics - Ranked

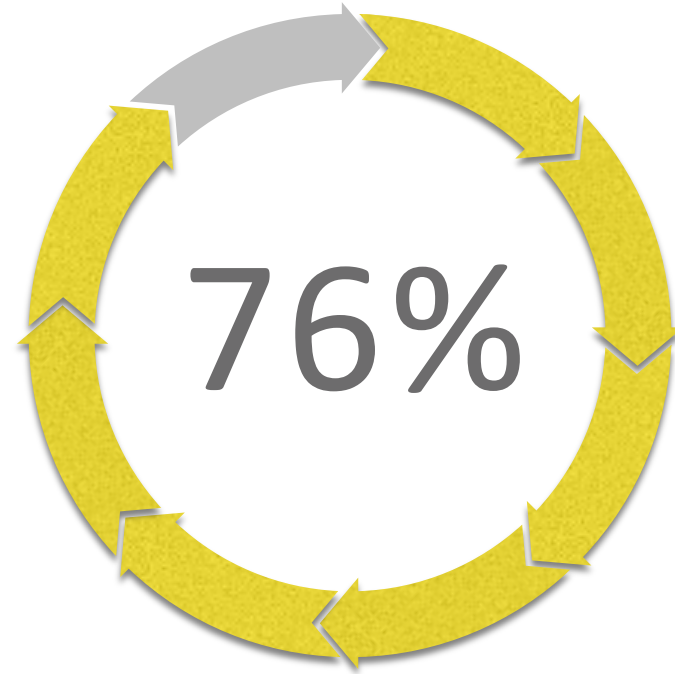


4 – Training and Education

Education and training will have to change to keep pace with the changes in the industry



HOW RELEVANT DO YOU
SEE ACADEMIC
QUALIFICATIONS FOR
YOUR STAFF IN THE
FUTURE



HOW RELEVANT DO YOU
SEE PROFESSIONAL
RECOGNITION BEING FOR
YOUR PEOPLE IN THE
FUTURE

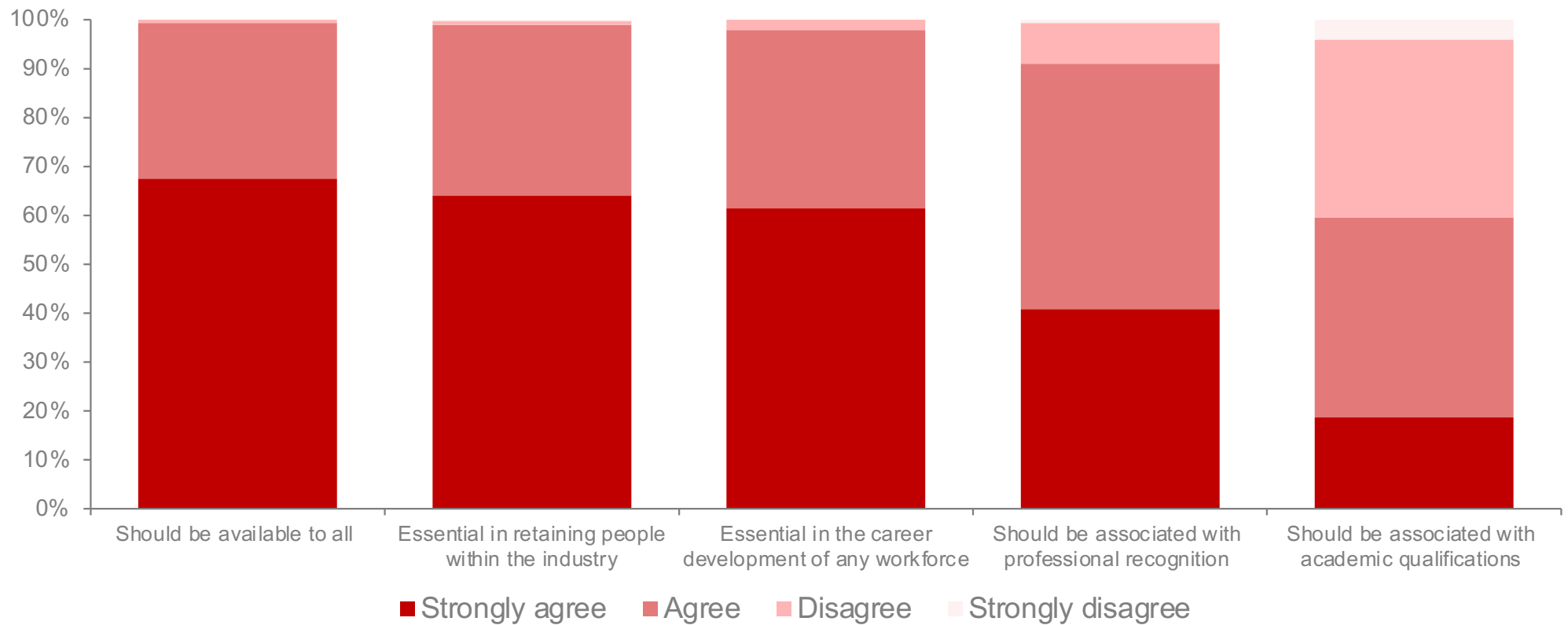
Training and Education

94% of respondents believe that education and training needs to change to keep pace

Implications

- 🔍 Current education and training is not meeting industry needs
- 🔍 Industry values professional recognition (75%) over academic qualifications (66%)
- 🔍 More flexible career pathways 76 59
- 🔍 Talent pipeline shrinkage
- 🔍 Professional development essential
- 🔍 Emphasis on professional recognition
- 🔍 Recruitment focus on personal characteristics
- 🔍 Promote aspirational career opportunities

Professional development needs in the future



Key Take-Aways

Significant international political and financial uncertainties. Impacts on corporate and consumer confidence and spends

1. Customer service and good value is paramount
2. Staffing is the major challenge
3. Technology can help - but is not a substitute for guest service
4. Education and training is not meeting the needs
5. Industry needs provide an aspirational yet flexible professional career package to potential staff and take responsibility for training

THANK YOU

For more information, please contact
insights@ehotelier.com

