

ORGANIZATION FOR MIGRATION

MAKING GLOBAL LABOR MOBILITY A CATALYST FOR DEVELOPMENT

8-9 October 2007

Geneva, Switzerland

Dr. Ghassan AIDI President



International Hotel & Restaurant Association

65 Years of Service to the Global Hospitality Industry



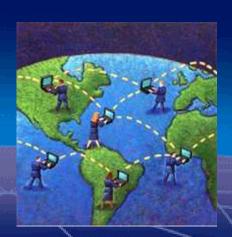
THE ROLE OF PRIVATE SECTOR IN MAKING LABOUR MIGRATION WORK FOR DEVELOPMENT

- IH & RA brief overview
- Hospitality Industry- Facts and figures
- Skills & Labor shortages- Why? Where?
- Recruitment:
- PRESENTATION OUTLINE
 - 1. Current challenges
 - 2. Role of Agencies
 - 3. Role of National Associations
 - 4. Role of IH&RA.



Our Vision...

The voice of the global hotel and restaurant industry



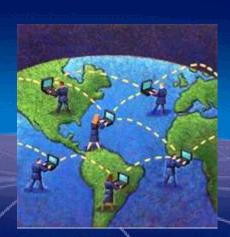


Our Mission...



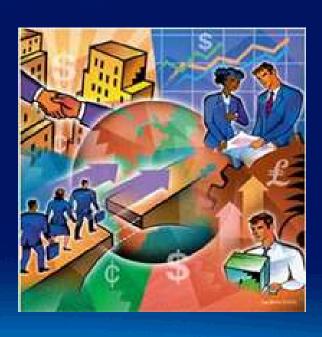
Provide a platform for:

- Formation of Industry Positions
- International Representation
- Information Dissemination
- International Connections





What We Do



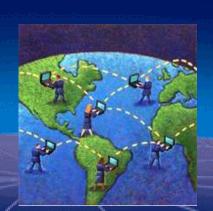
- Protect Industry Interests
- Act as Industry Watchdog
- Keep Members Informed
- Build a Business Network

GLOBALLY



Who We Are

- The only international trade association exclusively devoted to promoting and defending the interests of the hotel and restaurant industry worldwide
- A non-profit membership organization dedicated to helping members achieve business objectives and prepare for the future







Who We Represent

 Through its membership network, IH&RA represents an estimated 300,000 hotels and 8 million restaurants



Hotels & Restaurants such as...



























MANAGEMENT







































A WORLD OF BUSII REZIDOR SU







Strategic Partnerships

 Global Organizations & Associations



Worldwide Partners





WORLD TOURISM ORGANIZATION

















2 – Hospitality Facts & Figures A labor-intensive industry

HOTELS-over 300 000 Worldwide

- App. 20 Million rooms available Worldwide
- App. 7 Million rooms only in Europe
- Average 1 rooms per employee
- Average Occupancy 55%
- Appx 2 Billion guests received in 2006
- RESTAURANTS- Over 8 Million Worldwide



2 – Hospitality Facts & Figures A labor-intensive industry

- Wide range of positions: unskilled, semi skilled, skilled, Managerial.
- Full Time, Part time and Seasonal.
- Entry Level Jobs : Young, Women.
- Training On site .
- From Virgin Experience to Skill acquisition



3 – Skills and Labor Shortages in Hospitality: WHY??

- A booming and fast growing industry in Leisure Economy.
- Seasonality: normal, peaks, off season
- Demographics : baby boomers generation 21 century.
- Competing with other service Industry.
- Bad Image Worldwide: Long hours of work and poor pay.



3 – Skills and Labor Shortages in Hospitality: WHERE??

- LABOR SHORTAGES? In North America, Europe, Australia
- SKILLS SHORTAGES? In many emerging markets: Africa, Middle East, Asia
- WE NEED TO BALANCE BOTH MARKETS .. HOW?



3 – Skills and Labor Shortages in Hospitality: ESTIMATES

UK Today:

- 48,000 Hotels employing 250.000
- 107 000 Food outlets employing 500.000
- 64,000 Pubs, Clubs and Bars employing 900.000
- Estimated shortage: 700 000 people needed in the next 8 years



3 – Skills and Labor Shortages in Hospitality: ESTIMATES

USA Today:

- 1,7 million currently employed in the Hospitality industry
- Hospitality = 8.1% of global economy.
- One of the top ten fastest growing industry.
- Projected growth rate=20%
- Estimated shortage=1.7-2 million next 5 years



4 – Recruitment & Retention in Hopitality - CHALLENGES

- Hospitality cannot always "Relocate"
- High turn over staff
- New recruitment & Loyalty strategies needed to:
- 1. Improve the image.
- 2. Attract employees with high customer service profile.
- Boost language & communication skills.
- 4. Providing additional training with country standards



4 – Recruitment & Retention in Hospitality - Role of Agencies

- Large numbers of Agencies operating
- Expertise in National Migration regulations
- Differencing work permit systems:
- 1- Candidates selected by Government
- 2- Candidates selected by future employers.
- 3- Combination of both.



4 – Recruitment & Retention in Hospitality - Role of Agencies

- Points based systems (Australia, Canada, new Zealand) More workers but no guaranteed jobs.
- Prospective employees selected by employers: restricted numbers but jobs are guaranteed.

Risk of irregular movements of Labor if work permits kept low in front of strong demand



4 – Recruitment & Retention in Hospitality - Role of Agencies

- Temporary migration= one way to solve some labor needs.
- Some problems:
- 1- Work must be temporary nature.
- 2- Cannot satisfy on going labor needs.
- 3- Requires permanent training.



4 – Recruitment & Retention in Hospitality - Role of National Hotels Associations

- Actually 60 different systems for accepting labors.
- Provide outside expert services for members.
- Involved in Government consultation on new immigration system.
- New points based system designed to be more customer friendly and more coherent.

(BHA)



- Proposal for international Mobility Program
- Designed to promote temporary migration of skilled and semi skilled workers.
- Proposed to reduce temporary unemployment of workers in areas suffering from seasonal unemployment.
- Cooperating with ILO, IOM, IOE and other interested private sectors partners.



- Proposal for international Mobility Program
- Anticipated outcomes:
- Balance temporary over supply and under supply.
- Improve skills of migrant workers.
- Create international exposure.
- Improve their skills when they will be back home to find a job



- Proposal for international Mobility Program
- Working thru IH & RA membership of:
- National Hotels and Restaurants Association
- Major International and National hotels chains
- Major Educational Institute.



Proposal for international Mobility Program *FIRST STAGE: START SMALL*

- Multi-Lateral agreements.
- Meet the challenges:
- 1- Visa Restrictions.
- 2- Security Clearances.
- 3- Qualifying workers.
- 4- Monitoring their performance.
- 5- solve cost of transportation and Lodging

SECOND STAGE: EXPAND THIS PROJECT



International Hotel & Restaurant Association THANK YOU

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