MAKING GLOBAL LABOR MOBILITY A CATALYST FOR DEVELOPMENT

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65 Years of Service to the Global Hospitality Industry
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

A WORLD OF BUSINESS BENEFITS
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...
Strategic Partnerships

- Global Organizations & Associations
- Worldwide Partners
HOTELS—over 300,000 Worldwide
- App. 20 Million rooms available Worldwide
- App. 7 Million rooms only in Europe
- Average 1 room per employee
- Average Occupancy 55%
- Appx 2 Billion guests received in 2006

RESTAURANTS—Over 8 Million Worldwide

A labor-intensive industry
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 21st 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
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.
3. Boost language & communication skills.
4. Providing additional training with country standards
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.
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.
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.
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
4 – Recruitment & Retention in Hospitality - Role of IH & RA

- 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
65 Years of Service
to the Global Hospitality Industry