

● INTERNATIONAL
ORGANIZATION FOR
MIGRATION

**MAKING GLOBAL LABOR MOBILITY A CATALYST
FOR DEVELOPMENT**

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Dr. Ghassan AIDI
President

A WORLD OF BUSINESS BENEFITS



International Hotel & Restaurant Association

**65 Years of Service
to the Global Hospitality Industry**

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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.

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Our Vision...

**The voice
of the global
hotel and
restaurant industry**



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Our Mission...



Provide a platform for:

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



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What We Do



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

GLOBALLY

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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**



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Who We Represent

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



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Hotels & Restaurants such as...



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Strategic Partnerships

- Global Organizations & Associations
- Worldwide Partners



WORLD TOURISM ORGANIZATION



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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 Hospitality - 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.**
 3. **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)

4 – Recruitment & Retention in Hospitality - Role of IH & RA

- **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.**

4 – Recruitment & Retention in Hospitality - Role of IH & RA

- 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.**

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4 – Recruitment & Retention in Hospitality - Role of IH & RA

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

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THANK YOU

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