

# **TOURISM POLICIES AND FASHION, ART AND FOOD INDUSTRIES**

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## **Career Opportunities Lecture 4**

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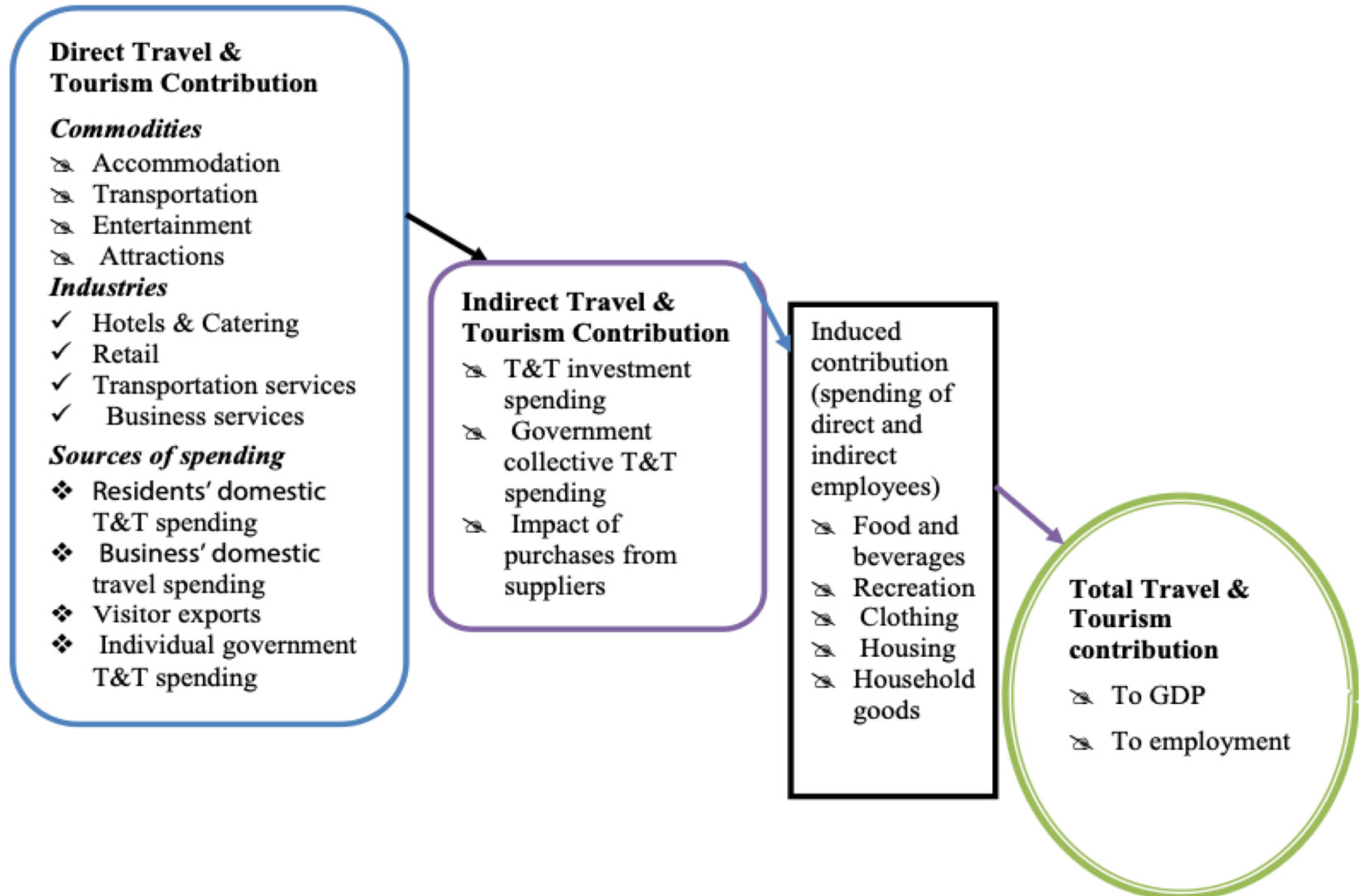


# Learning Objectives

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- ✓ Evaluate future job opportunities in the tourism field.
- ✓ Learn about the careers available.
- ✓ Challenges of employments in tourism and hospitality.
- ✓ Best practices.

# CONTRIBUTIONS of tourism and hospitality sectors

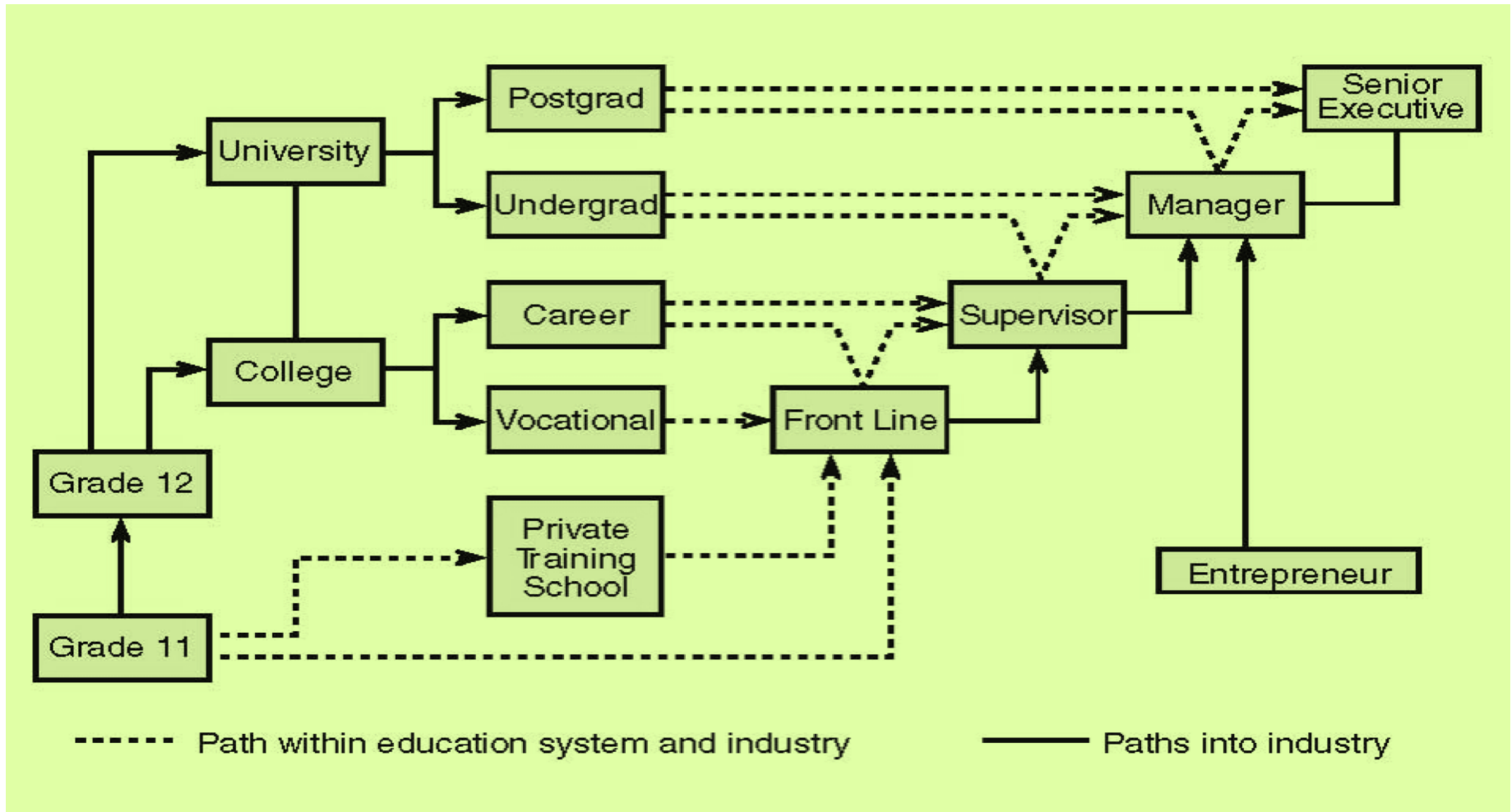


# Career Possibilities

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- Airlines
- Rental Car Companies
- Cruise Companies
- Bus Companies
- Railroads
- Hotel, Motels, and Resorts
- Cruise
- Restaurants
- Bars & Cafés
- Recreation and Leisure
- Attractions
- Tourist Offices and Information Centers
- Shopping
- Financial services
- Travel Agencies
- Conferences

# Career paths within the Tourism industry



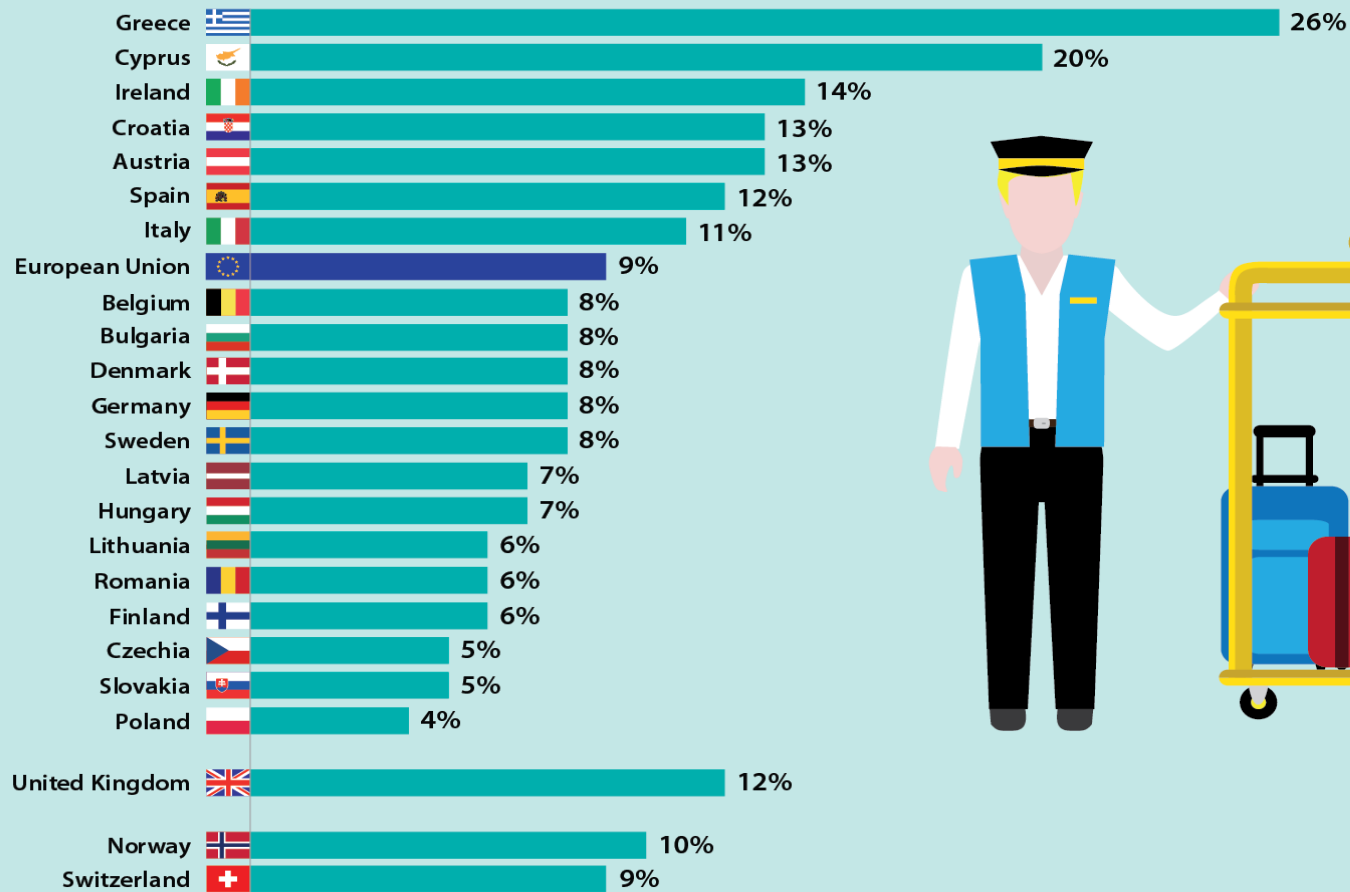
# Tourism vital to enterprises in EU MS



# Tourism vital to employment EU MS

## Employment in tourism industries, 2017

(% of employment in the business sector)



Note: Estimates. Data not available for Estonia, France, Luxembourg, Malta, Netherlands, Portugal and Slovenia.



ec.europa.eu/eurostat 

For more information, take a look at the Statistics explained article [here](#)

**PAUSE**



# Challenges of employments in tourism and hospitality

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Major challenges of employment:

- Unequal treatment (e.g. gender pay gap)
- Poor pay and working condition
- Inappropriate management style
- Seasonality

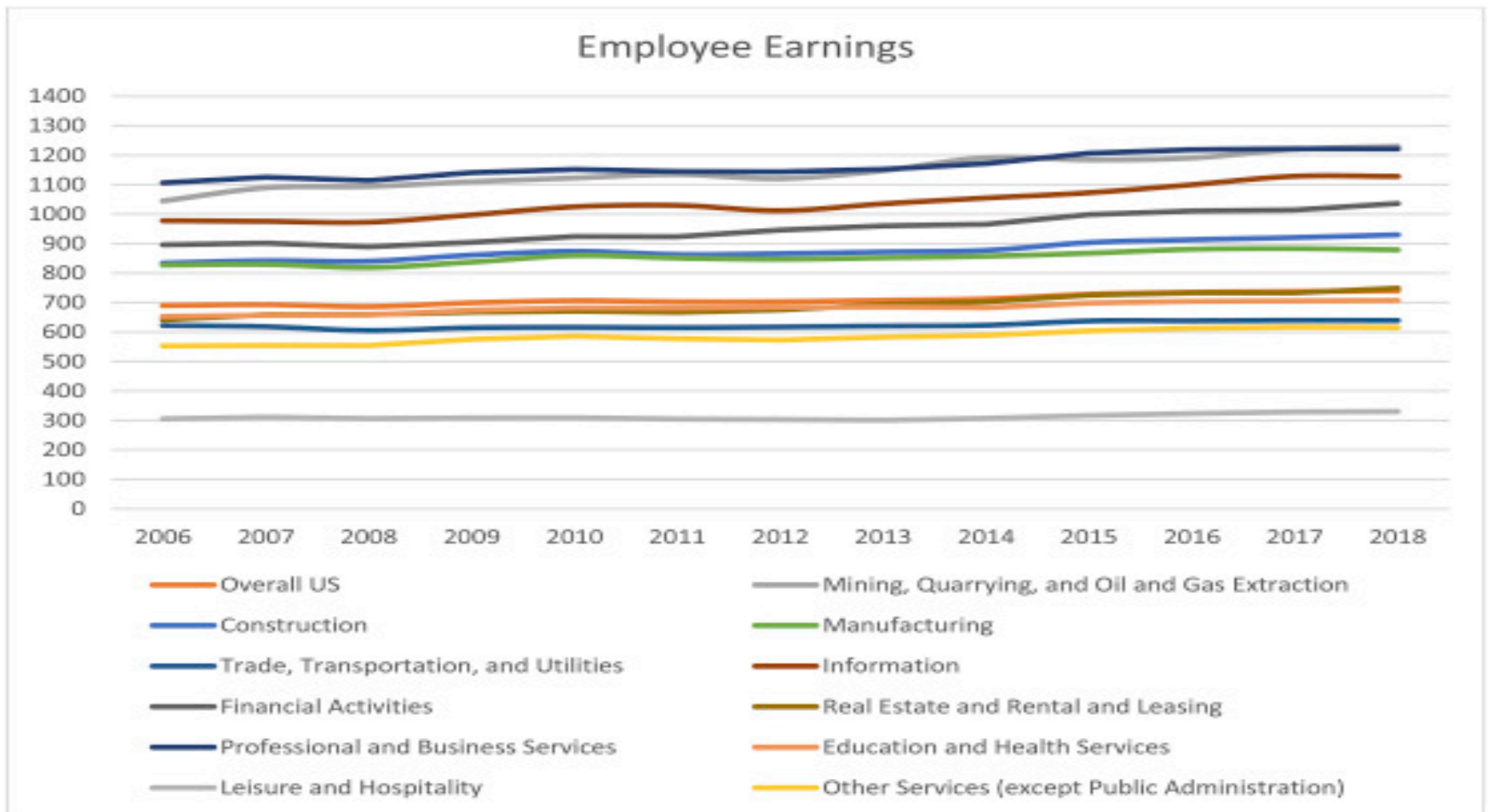
# Gender pay gap

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- Women perform 66% of the world's work, produce 50% of the food, but earn 10% of the income and own 1% of the property.
- With respect to employment, unskilled or semi-skilled women tend to work in the most vulnerable jobs.
- Few career development opportunities being dominated by women while key managerial positions are dominated by men.
- Women earn 84 euro cents for every €1 men earn.

# Poor pay and working condition

[Dogrou et al. \(2019\)](#) find tourism industry pays lowest wages in U.S. economy.



# Inappropriate management style

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Some elements of tourism mismanagement are unplanned recruitment, little due attention for staff turnover, imported workforce, considering staffs as cost rather than asset, rigid leadership which is against the concept of democracy, inadequate trainings.

Need for Human Resource Planning (right people, with the right skills, in the right place).

- **Steps:** i) Analyzing Labor Supply; ii) Forecasting Labor Demand; iii) Balancing Labor Demand With Supply; iv) Developing and Implementing a Plan.

# Seasonality

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- **Seasonality** has been considered as a crucial problem for the tourism industry and has been held responsible for creating many difficulties faced by the industry as problems in gaining access to capital, in obtaining and holding full time staff, for low returns on investment causing subsequent high risk in operations and for problems relating to peaking and overuse of facilities.
- Economic vs ecological impact.

# Best practices

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- The Euro Zone and some western countries can be taken as best practices in Hotel, Catering and Tourism since these sectors are very large and growing rapidly with an average female participation of 50-70%.
- Croatia, Serbia, Norway and Switzerland can be taken as an exemplary for higher women's share with attractive pay and working condition
- Canada, Dominican Republic, India and Jamaica best practice for tourism human resources management.

# Contacts and office hours

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## Contacts

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