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## Introduction

*How have working conditions in hospitality influenced the perception of industry jobs among the Millennial and Baby boomer generations?*

- Hospitality industry jobs are known to be unchallenging, low paying, with grueling hours, and little opportunity for success. Such a negative perception has led to high turnover and lack of well educated staff. Different generations have a variety of values and motivations in the workplace depending on their experiences. The following generation profiles will be discussed further.
- **Millennials** – Are born between 1981 & 2000 and are known to be some of the hardest employees to retain. Generally confident, well-educated, self-sufficient, and highly value their personal life. Less intrinsic and extrinsic motivated and value more of a work-life balance.
- **Baby Boomers** – Are born between 1946 & 1964, during the age of optimism and opportunity. They make up a lot of the current workforce and are beginning to leave. Many Baby Boomers are now competing with younger generations for the same jobs contributing to intergenerational conflict.

- Seasonality revolves around public holidays, historical, religious, & cultural events.
- High fluctuating business cycle.
- One of the largest growing sectors of employment.
- Hierarchical structure with clear chain of command.

## Hospitality Industry



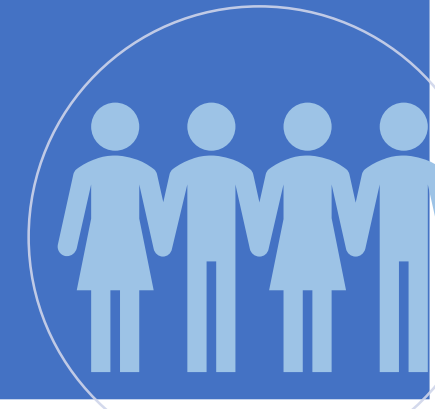
- Stereotypes include low pay, prestige, benefits, & opportunity.
- Undesirable workplace perception.
- Significant difference between what is taught and what is reality.
- Difficult to hire experienced and educated staff.

## Educational Preparedness



- Highest turnover rate of any other industry.
- Many staff quit due to long hours, low pay, & lack of work-life balance.
- Minimal job satisfaction.
- Has produced over 730,000 jobs across Canada during 2018.

## Hospitality Workforce



## Industry Condition Stereotypes

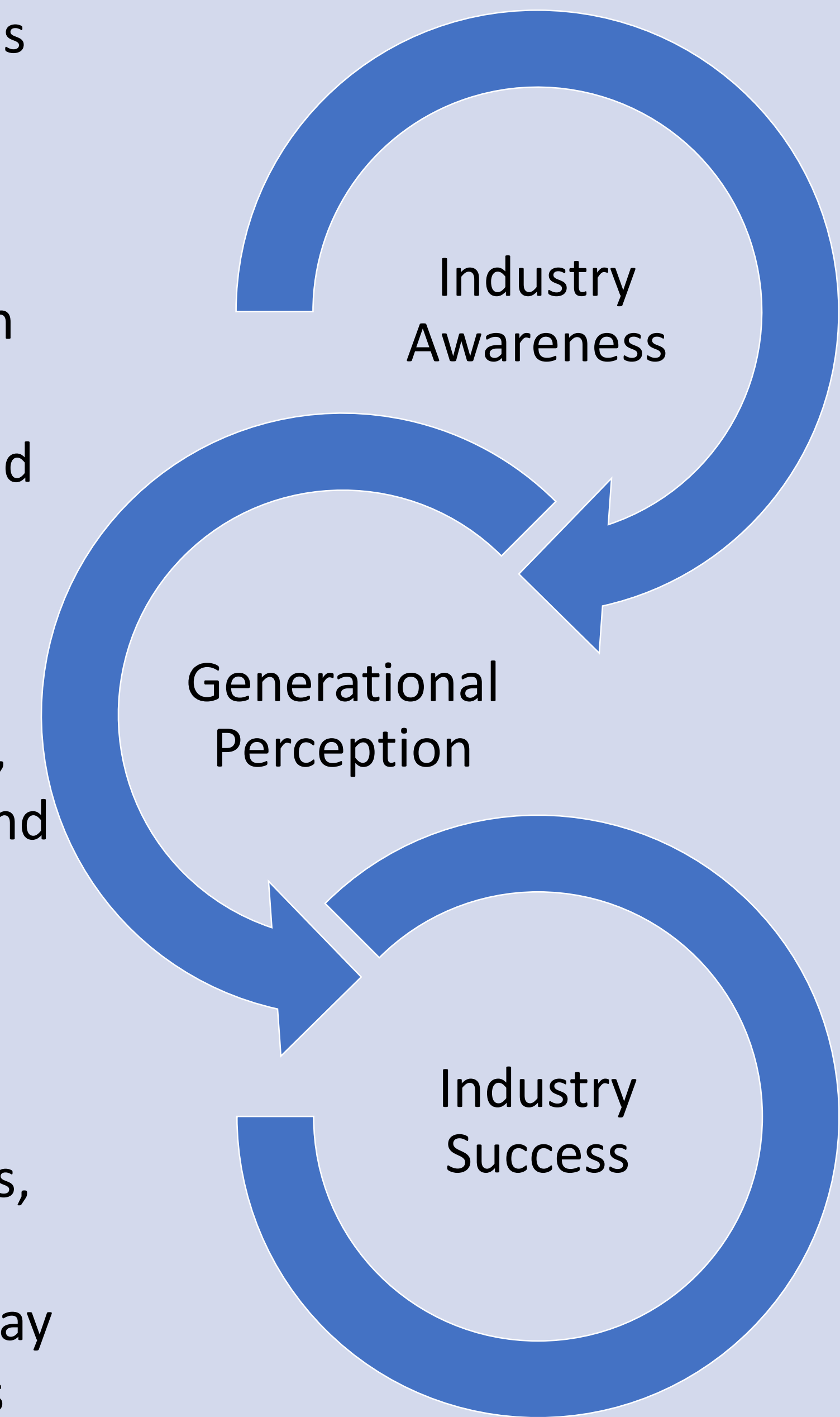


## Generational Perception

- Currently the hospitality industry has a high number of employees from the Baby Boomer and Millennial generations both moving up and coming into the workforce. The new generational gap has increased turnover. Creating an environment that appeals to a variety of generations will help the industry in the future. Understanding the characteristics of different generations is an important factor in creating a successful business environment.
- **Millennials** – Are flexible, easily motivated, and confident in learning new skills. They behave independently and value their own success over others in the workplace. Generally they have problems with respecting authority and loyalty in the workplace.
- **Baby Boomers** – Value a workplace that is reliable, with a work life balance, highly respect authority figures, are hard working, and appreciate recognition. They view authority, loyalty, and management practices very different than Millennials.
- An industry with such a negative general perception must be changed to attract future generations of workers who are searching for a fulfilling hospitality career. The stereotypes of low pay, low skilled, and long hours in unfavorable conditions may no longer be tolerable for future employees.

## Discussion & Analysis

- The working climate for hospitality industry workers is extremely important in ensuring quality working conditions. Typically, hospitality organizations with good organizational climate have lower turnover rates and higher levels of performance and productivity. The prominent stressors in the industry include role conflict, workload, work situations, and guest satisfaction. All which have been found within the accommodation sector of hospitality. Highlighting the opportunity for flexible hours, continuous education, travelling, and networking may help to change the industry's perception over time.



## Conclusion

- Overall, research has highlighted the growth of the hospitality industry has remained successful even with a negative workplace perception. With such a high need for workers in the industry a greater value should be placed on attracting and maintaining educated employees. With a wide variety of generations in the workplace the organizational climate must be able to adapt and accommodate the different values of each generation. Avoiding the generational gap to form within the workplace can help to create a unified, efficient, and enjoyable workplace for all. The working conditions themselves are not the only thing that is needed to be changed; the overall perception of the industry itself is a big issue. Remaining known as the industry with low wages, long hours, no opportunities, and minimal work life balance can no longer be acceptable. A negative perception is a leading cause of educated hospitality graduates to choose another industry to work in. moving towards improving working conditions may be able to alter the pre-existing perceptions and draw more people into the workforce.