



Employment in the Social Tourism Sector*



Calypso

Palma di maiorca 10° -11° june 2010

ULB

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What is Effat ?

EFFAT is the European Federation of Trade Unions in Food, Agriculture and Tourism sectors .

As a European Federation representing **120 national trade unions** from **35 European countries**,

EFFAT defends

the interests of more than **2.6 million** members towards the European Institutions, European industrial federations and enterprise management.

Can Calypso contribute to better employment conditions?

The study Overview

- Context of the study
- Objectives of the research
- Research Methodology
- Results and Analysis
 - Facts and Figures
 - Practises, Trends and Opinions
- Conclusions
- Perspectives

Context of the study

- No comparable data (conditions, qualifications, etc.) concerning employment within the sector have been collected
- There is no clear evidence of the role of the sector within the tourism industry
- No distinction between commercial and social tourism figures in national statistics

Objectives of the research

- To provide a deep analysis of the raised issues concerning employment through data collection
- To confirm or refute preconceived ideas about the sector
- To stress some perspectives for this sector

Methodology

- In agreement with EFFAT and BITS it has been decided to use two different approaches for the analysis of the employment in the social tourism sector:
 - Quantitative survey qs
 - Qualitative interviews qi

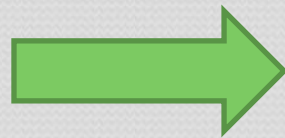
Quantitative survey

- Two questionnaires (27 member states)
 - Section A – addressing national social tourism structures
 - Section B – addressing social tourism accommodation facilities

Respondent rate qs

- Section A:

- 120 questionnaires have been sent out
- 36 replies



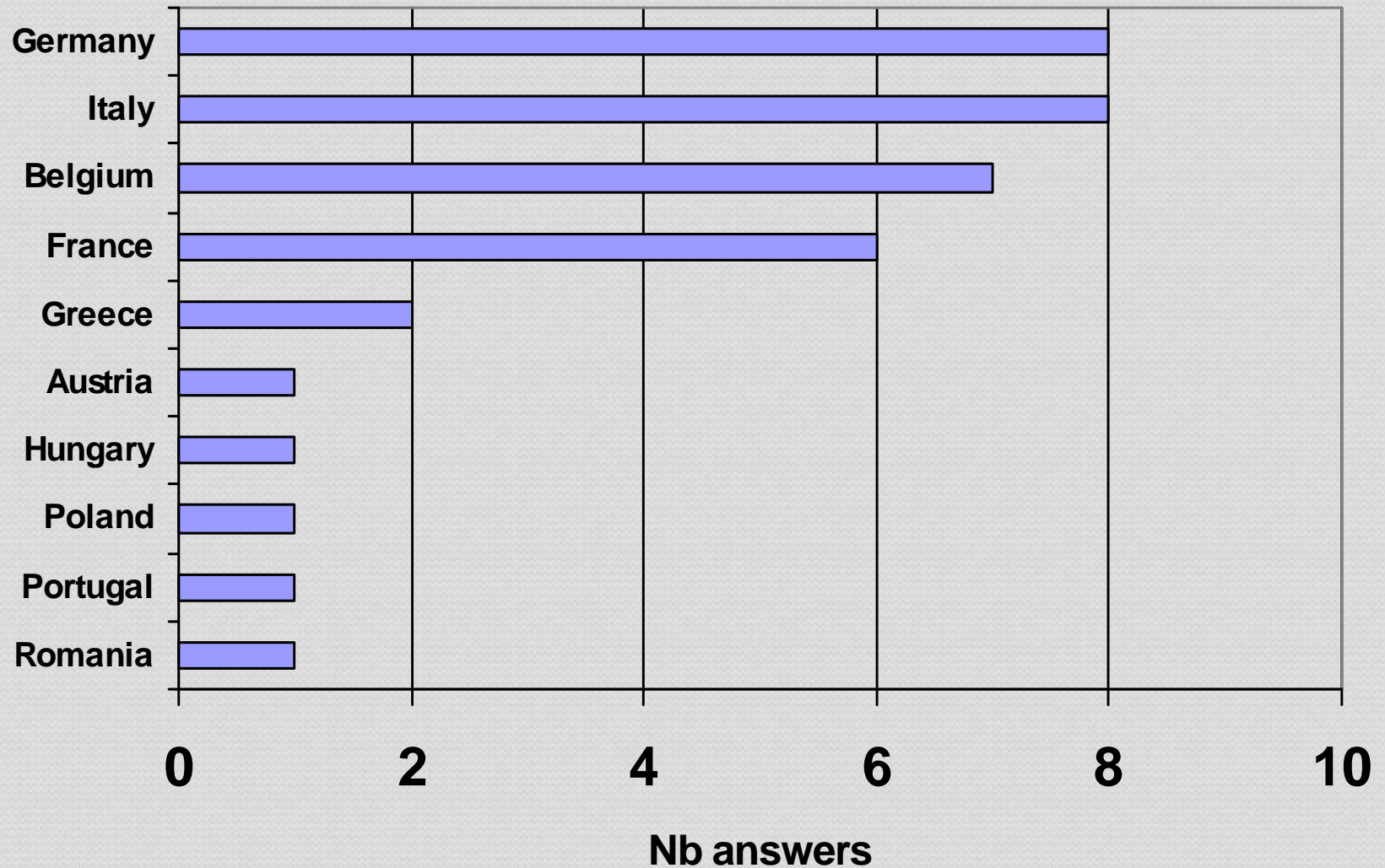
30%

- Section B:

- Unknown number of questionnaires have been sent out
- 58 replies

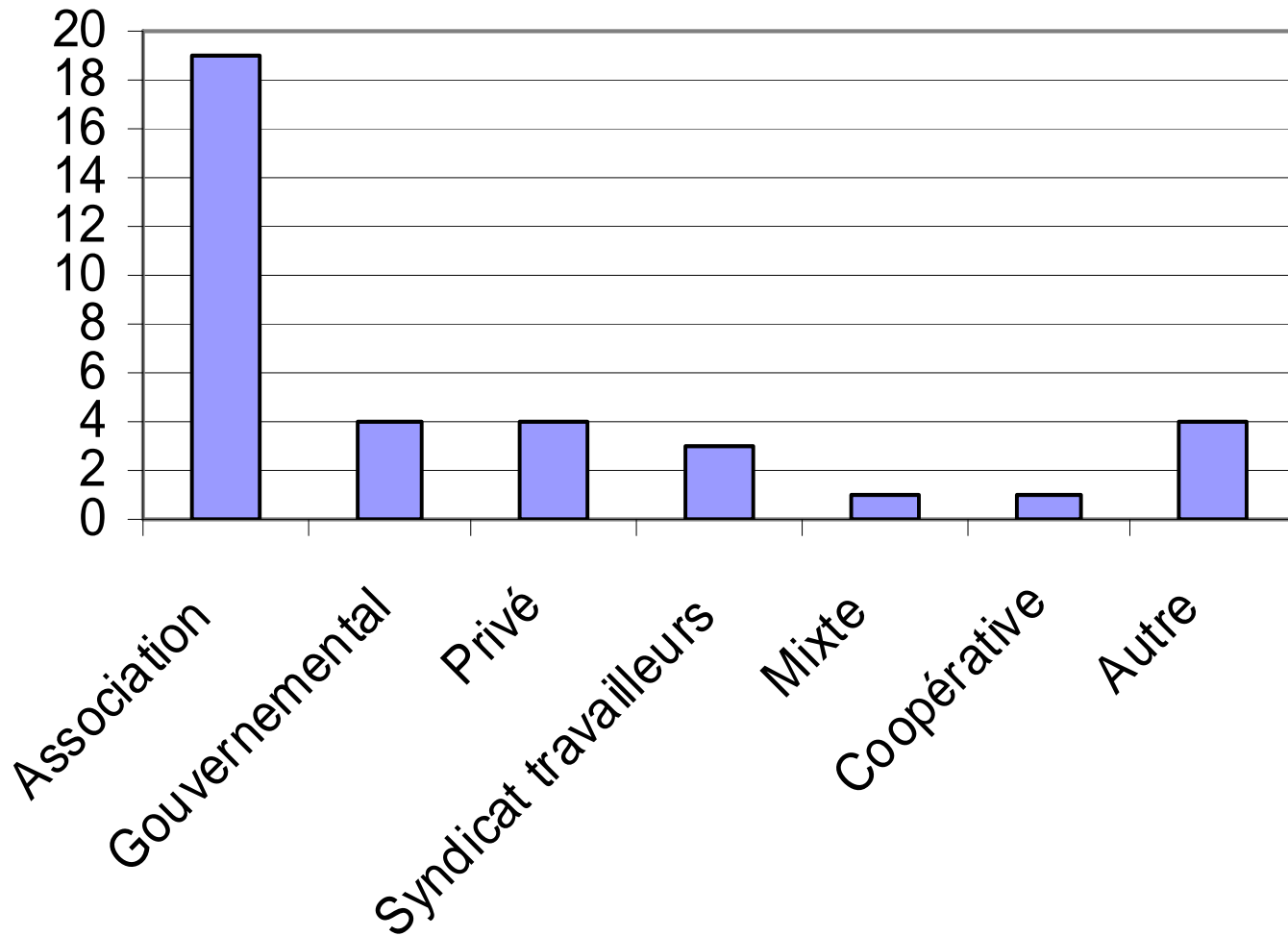
Section A: Origin of respondents (36 answers)

qs



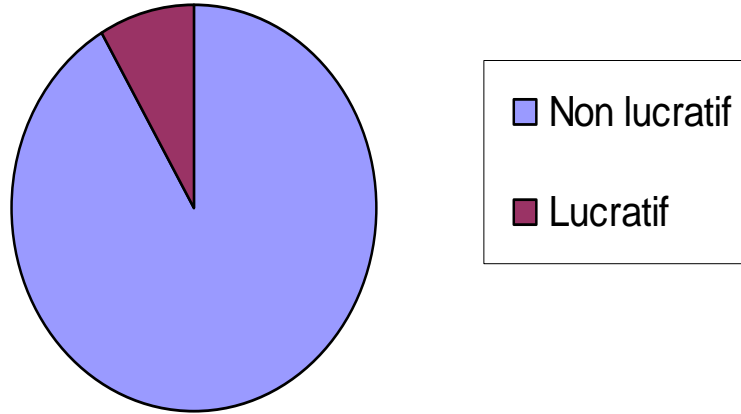
Type d'organisme

qs

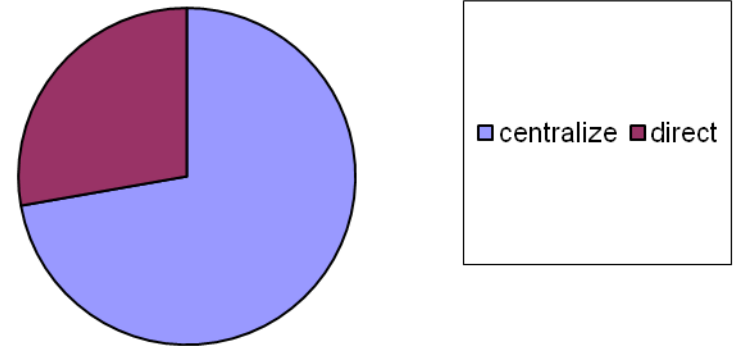


organization

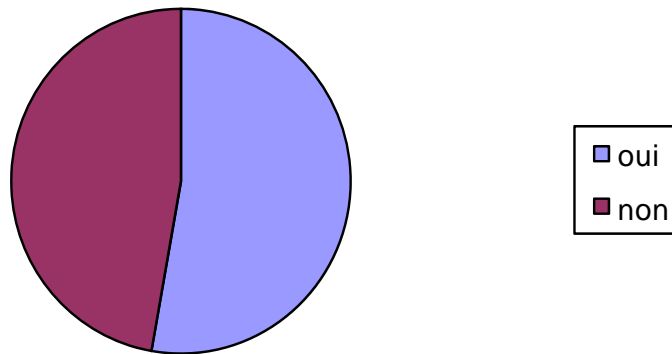
qs



Contracts management



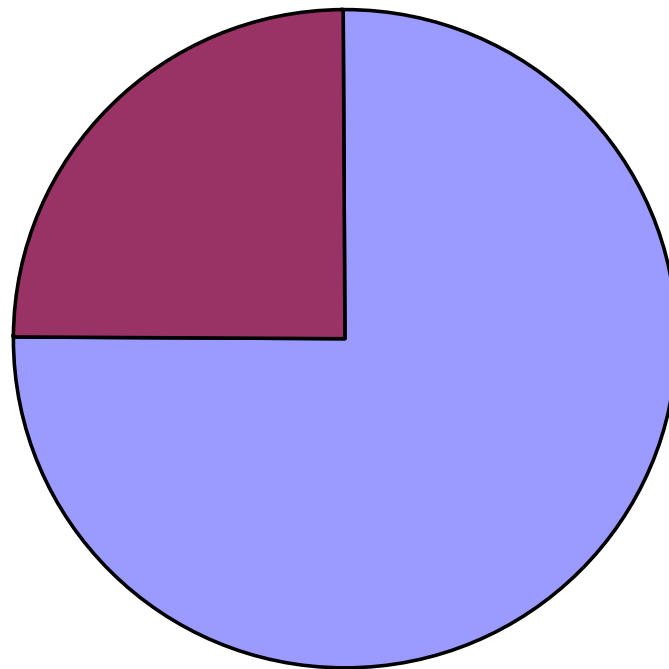
Existence de conventions collectives



except Germany

% type d'emplois

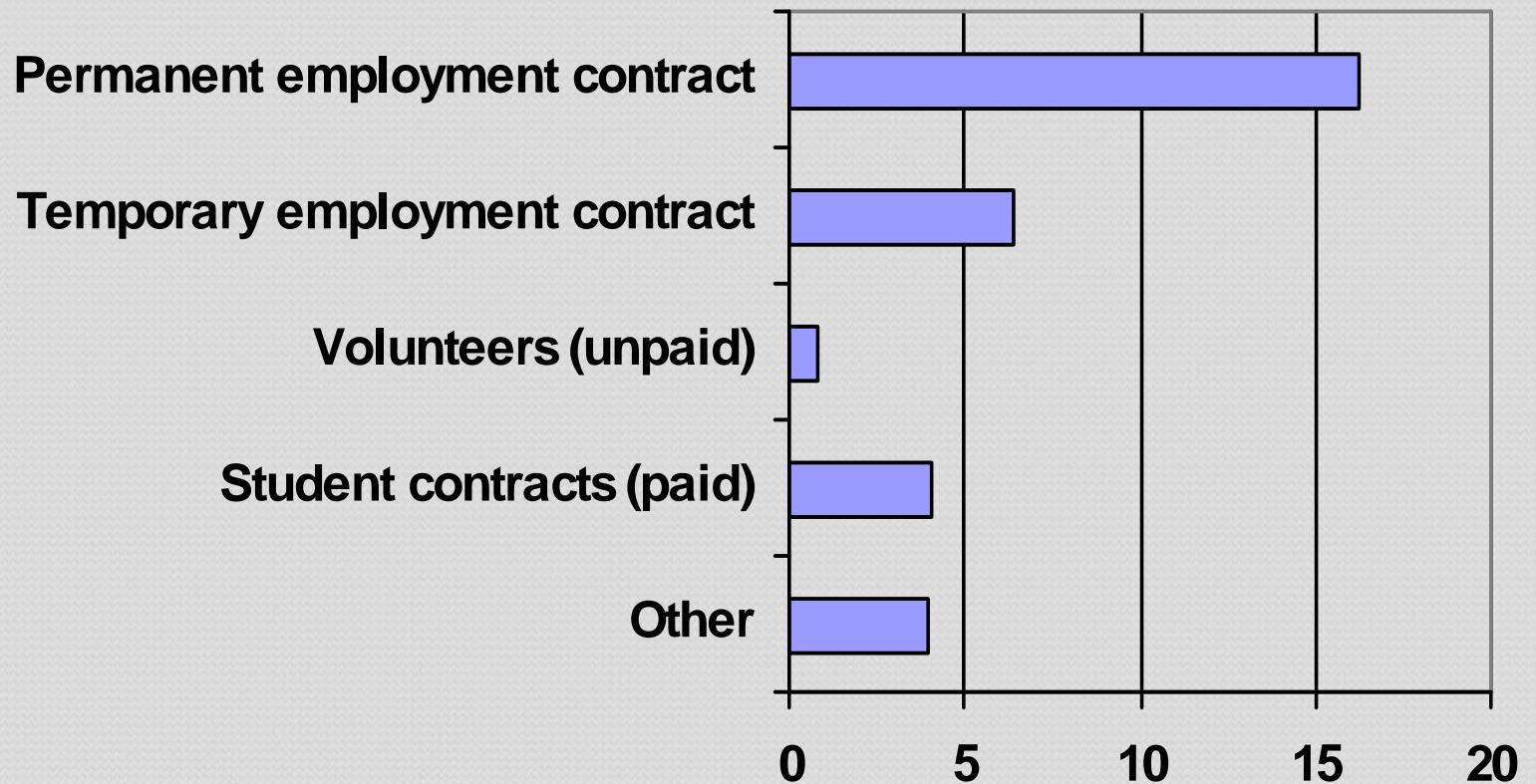
qs



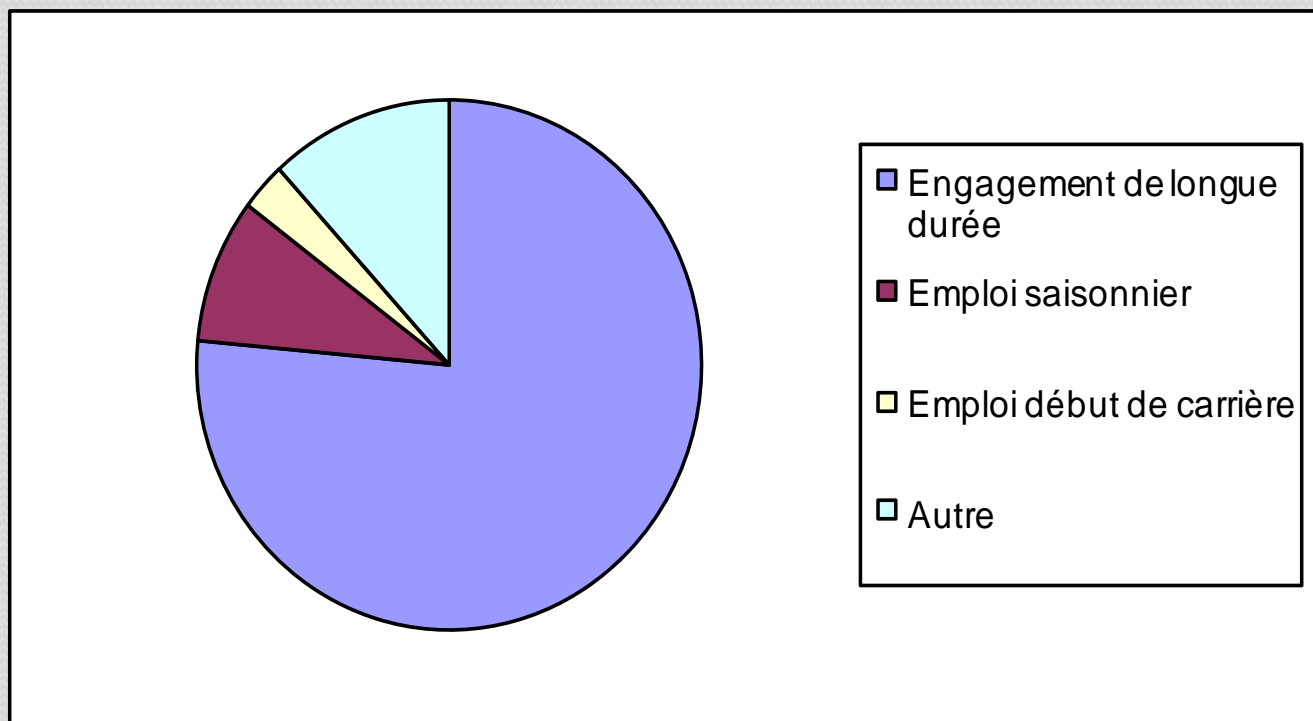
- Permanent
- Saisonnier

Type of contracts, number of people: Number of people – average

qs

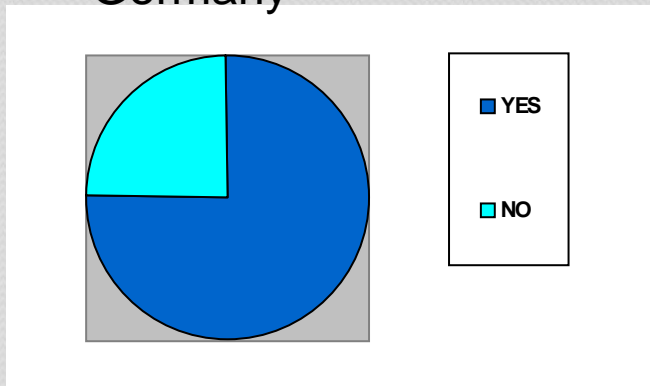


Careers' opportunity in social tourism

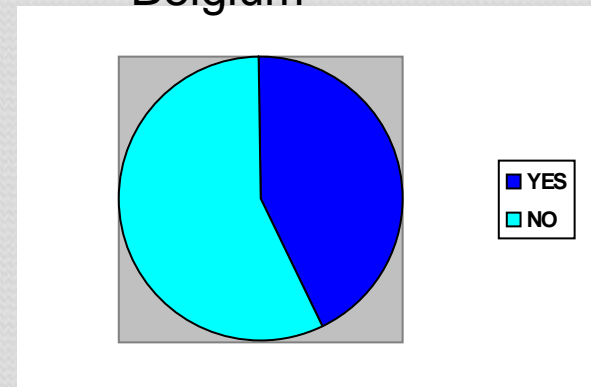


Training policies

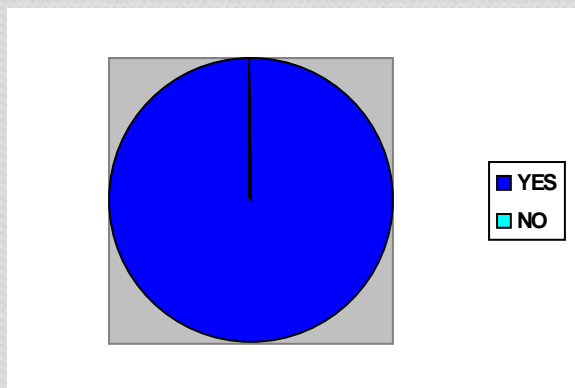
Germany



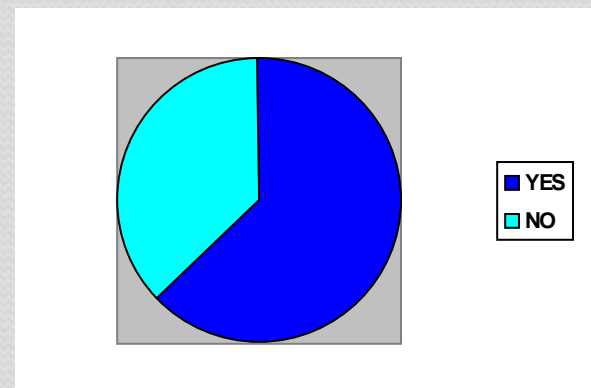
Belgium



France



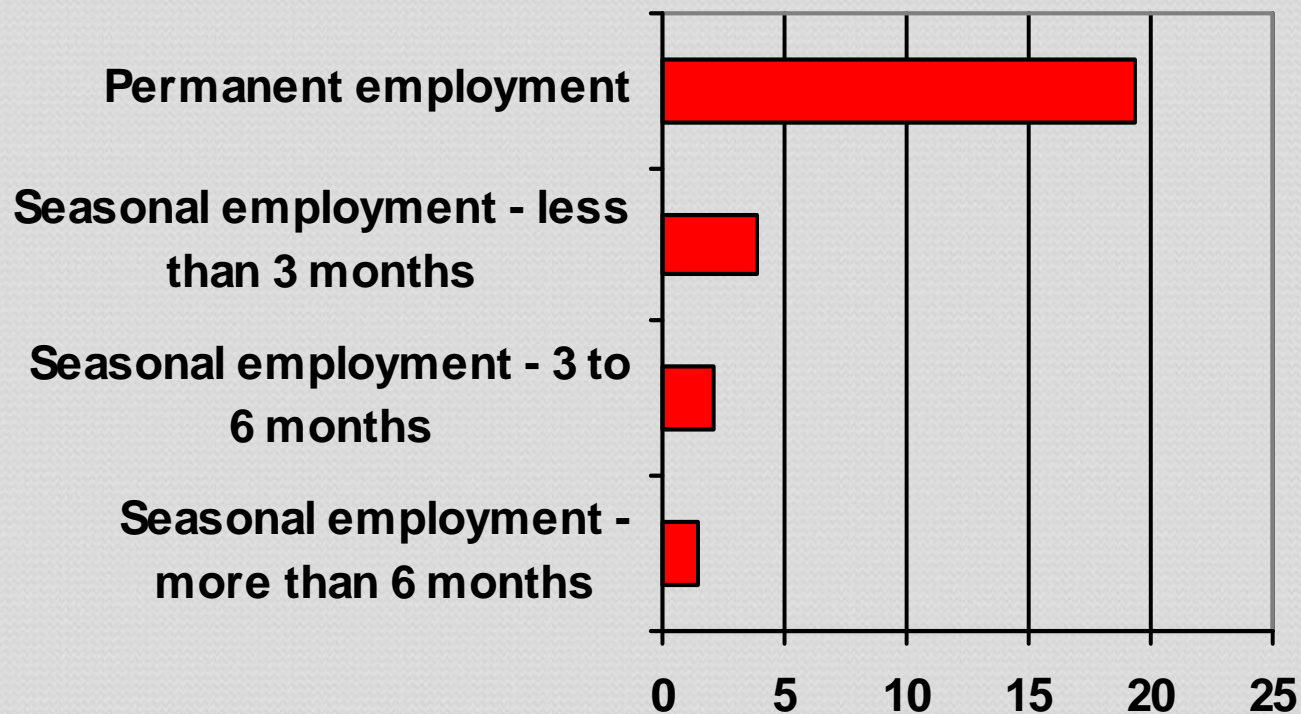
Italy



Type of employment: Average number of people



Type of employment: Average number of FTEs



Employment

- 62% permanent jobs and 38% seasonal jobs
 - respectively 70% and 30% of FTEs

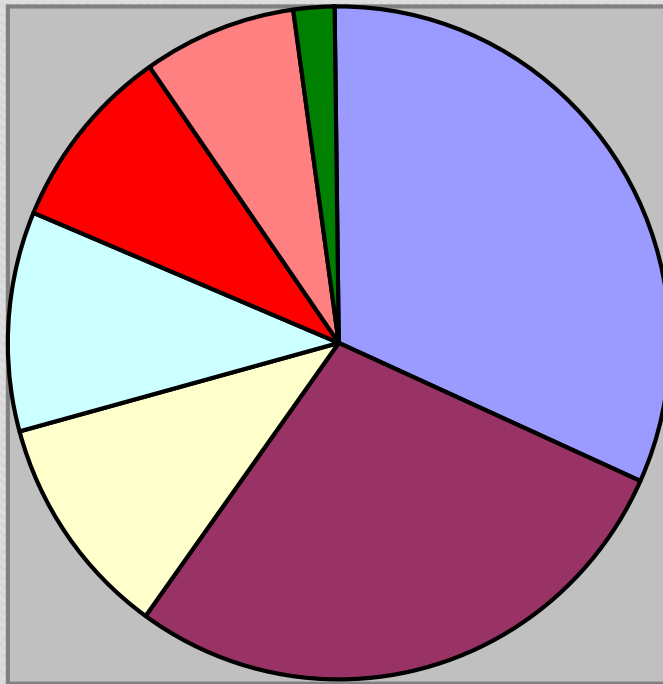
Type of employment: Average number of people and FTEs

Employment	Average Number of employees	Average Number of FTEs
Permanent Employment	17	19,3
Seasonal employment – less than 3 months	5,9	3,8
Seasonal employment – 3 to 6 months	2,4	2,1
Seasonal employment – more than 6 months	2,3	1,4

Subsidized employments

- Only 20% of respondents declare to be subsidized
 - Belgium 40%
 - Germany 17%
 - France 17%
- Percentages of subsidized employments vary between 4% and 90%

Average people by type of work (global)



- Accommodation
- Catering
- Management
- Reception
- Multi-function
- Other
- Entertainment

seasonality

- 79% of accommodation facilities **are open all year**
- 19% are open from spring till autumn
- 2% open only during summer and winter holidays

occupancy

- The global average occupation rate reaches 56% (20% of non-responses), estimated 70% in summer

clients

- 54,6% members ; 46,4% general public

Qualitative Survey

- The aim of the interview is to analyse issues related to social tourism that cannot be tackled by the quantitative survey
- Interviews lead by local partners with key persons of the social tourism sector
- 7 countries selected



UK, Romania, Poland, Hungary ,
Belgium, Spain and Austria

Main topics

1. General positioning of the social tourism sector
2. Development of the sector
3. Employment issues
4. Demand side
5. Perspectives and general comments

1. General positioning of the social tourism sector

- Definition of social tourism
- General organization of the sector
- Interaction between social tourism and commercial tourism

Definition of social tourism

- Lack of an official and/or formal definition of social tourism
- BUT general consensus that **social tourism is tourism for all**
- **Key ideas are:** solidarity and social mixing with a particular attention to indigent people, families, seniors and people w.disabilities and social concern for employees

Interactions between social tourism and commercial tourism

- Limits are not clear
- Price democratisation in the commercial tourism results in access for a larger category of people
- **Quality improvements** in the social tourism sector address broader public

2. Development of the sector

- Increasing competition with commercial sector
- Quality improvements
- New clients
- New services
- Sharing between the commercial and social sector
- Overall decrease of public funding

3. Employment issues

- Lower salaries, but...**more & better jobs**
- Need of qualified staff
- Lack of organised national/international mobility
- Social tourism staff (Be, Fr, Rom) and commercial tourism staff (Hu, UK, Spain)

4. Demand side

- Depending of the definition
- Differences between countries
 - UK, Romania, Spain (specific consumers)
 - Belgium, France, Hungary (non-specific consumers)

Conclusions

- Varying systems in social tourism sector throughout EU countries
- Impact of social tourism on employment goes beyond the sector
 - Employment stability
 - Lower seasonality
 - Low fluctation staff
 - Most direct and local work
- Development towards new consumers

5. Perspectives

- Continuation of research
- Increase collaboration between Countries and between destination Regions and providing Regions
- Mobility
- Exchange of information



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replies



- Updating datas & information
- Helps exchanges between Regions
- improve collaboration thru ALL the tourist services chain
- Support vocational training to reach a standard for all clients



contacts

For further information

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