



Hospitality and Tourism Workforce COVID-19 Sentiment



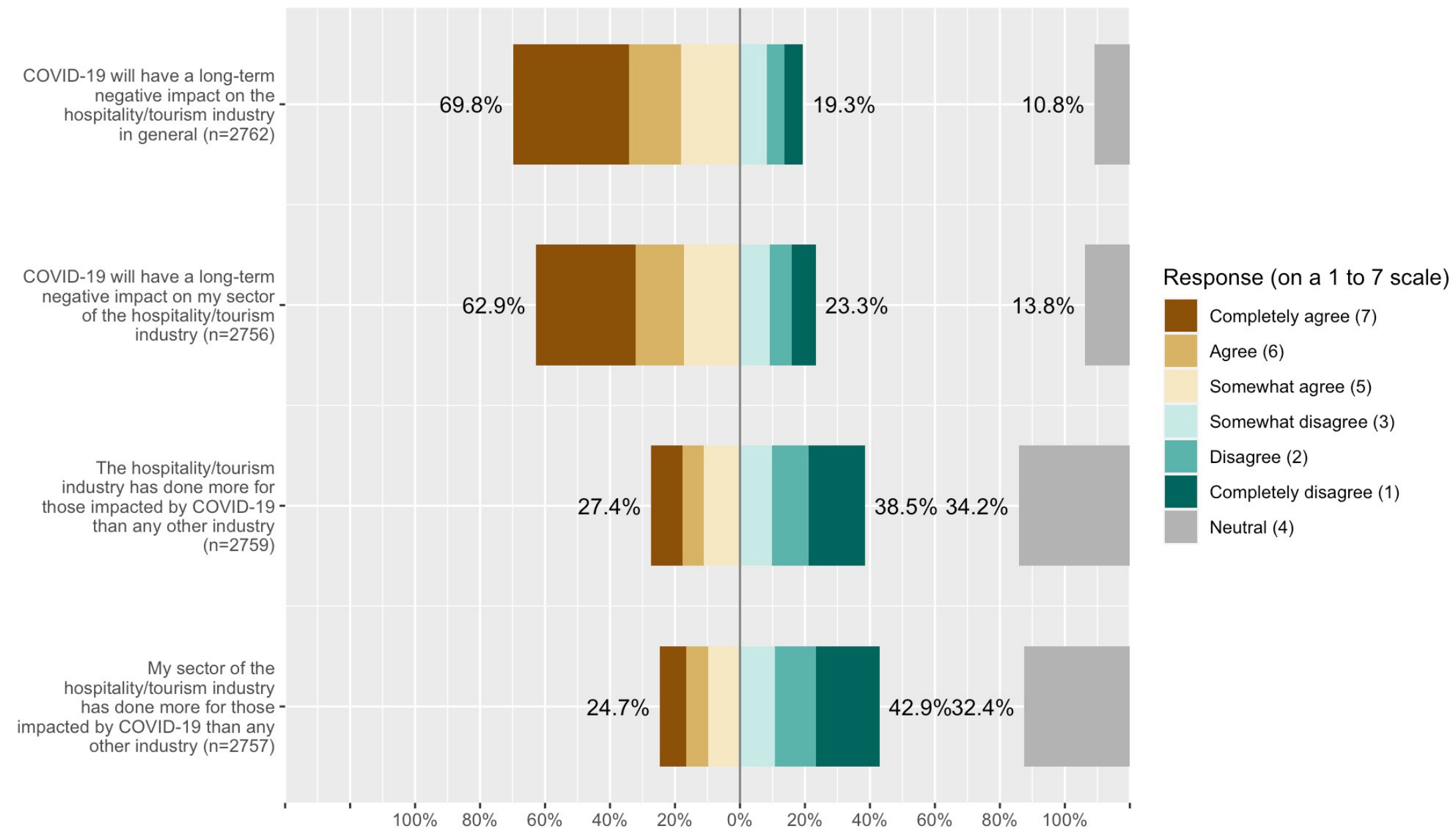
Hospitality and Tourism Management Program
Department of Marketing, College of Business
Florida Atlantic University

Perceived Impact of COVID-19 on the Hospitality and Tourism Industry

FAU HTMP's survey of 4,076 respondents (03/11/2021 - 04/23/2021) shows...



- 69.8% and 62.9% believe that COVID-19 will have a long-term negative impact on the industry and their sector respectively.
- Only 27.4% and 24.7% respectively agree that the industry and their sector have done more for those impacted by COVID-19 than any other industry.
- Mere 13.5% believe that the industry will protect its employees from losing their jobs in the event of a crisis.

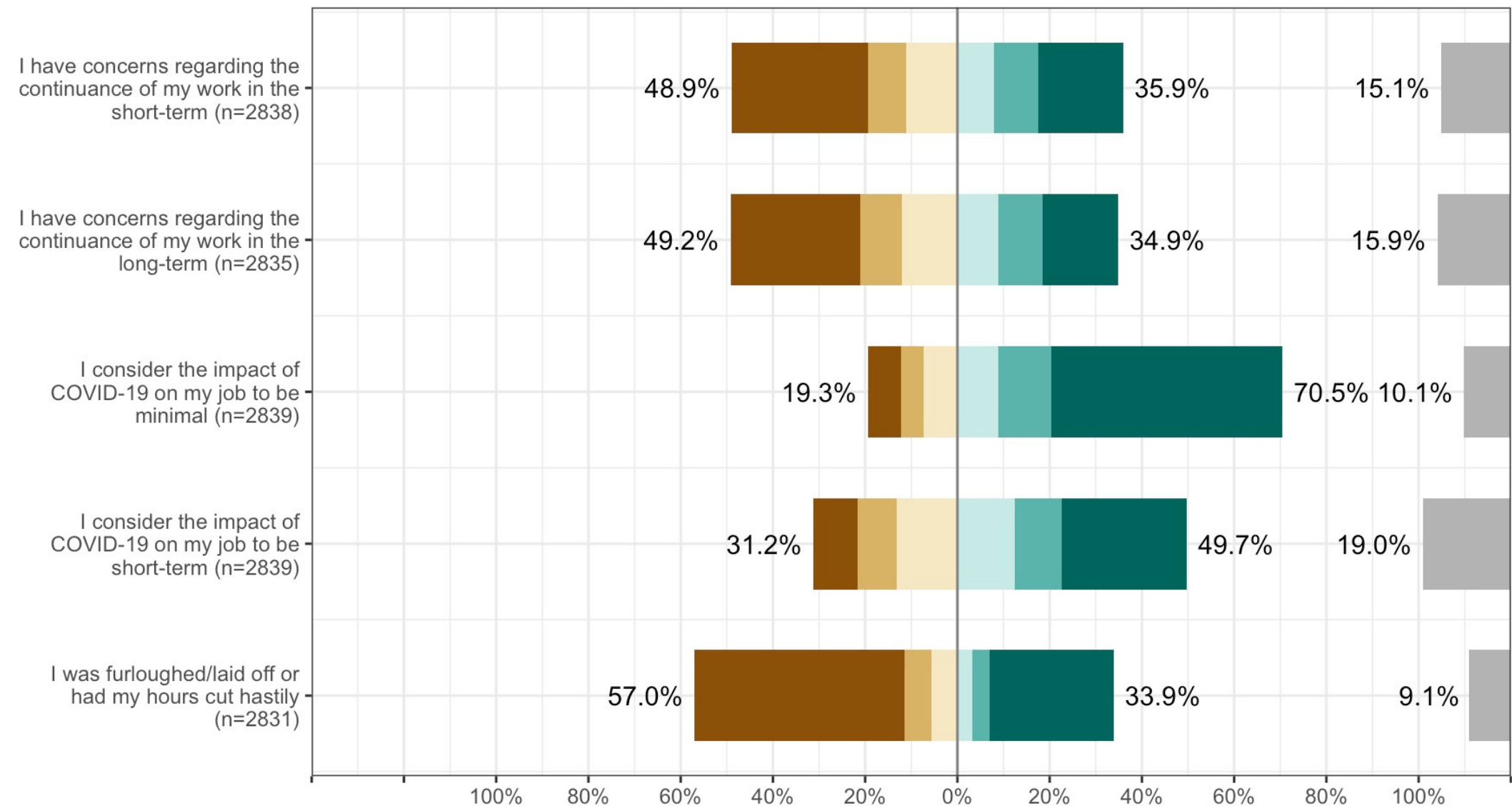


Perceived Impact of COVID-19 on the Hospitality and Tourism Industry

FAU HTMP's survey of 4,076 respondents (03/11/2021 - 04/23/2021) shows...



- 49.2% expressed concern regarding the continuance of their work in the long term.
- 70.5% considered the impact of COVID-19 on their job to be significant.
- 57% thought they were furloughed, laid off, or had their hours cut hastily.
 - The majority were furloughed/laid off in the very early stage of the pandemic (March 2020).



Turnover Intention from the Hospitality and Tourism Industry

FAU HTMP's survey of 4,076 respondents (03/11/2021 - 04/23/2021) shows...



Overall, 27.8% and 27.4% respectively said they often think about quitting the organization and the industry. About one-third are considering jobs outside the organization and the industry.

Entry-level

Managerial-level

I often think about quitting the organization.

34.2%

26.5%

I often think about leaving the hospitality and tourism industry.

32.7%

26.3%

Next year, I will probably look for a new job outside the organization.

43.1%

32.1%

Next year, I will probably look for a new job outside the hospitality and tourism industry.

36.2%

26.2%

Organizational Commitment. A glimpse of Hope...

FAU HTMP's survey of 4,076 respondents (03/11/2021 - 04/23/2021) shows...



- About 64% still feel like part of a family at the organization, are emotionally attached, and have a strong sense of belongingness.
- If the organizations are able to reach out to the current and past employees, there is a possibility of bringing them back to the industry or stop them from leaving the industry.

