Hospitality and Tourism Workforce COVID-19 Sentiment

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

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<th>Entry-level</th>
<th>Managerial-level</th>
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<tbody>
<tr>
<td>I often think about quitting the organization.</td>
<td>34.2%</td>
<td>26.5%</td>
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<tr>
<td>I often think about leaving the hospitality and tourism industry.</td>
<td>32.7%</td>
<td>26.3%</td>
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<td>Next year, I will probably look for a new job outside the organization.</td>
<td>43.1%</td>
<td>32.1%</td>
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<tr>
<td>Next year, I will probably look for a new job outside the hospitality and tourism industry.</td>
<td>36.2%</td>
<td>26.2%</td>
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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.