

Covid-19: Impact on skills

in hospitality, retail, travel and aviation

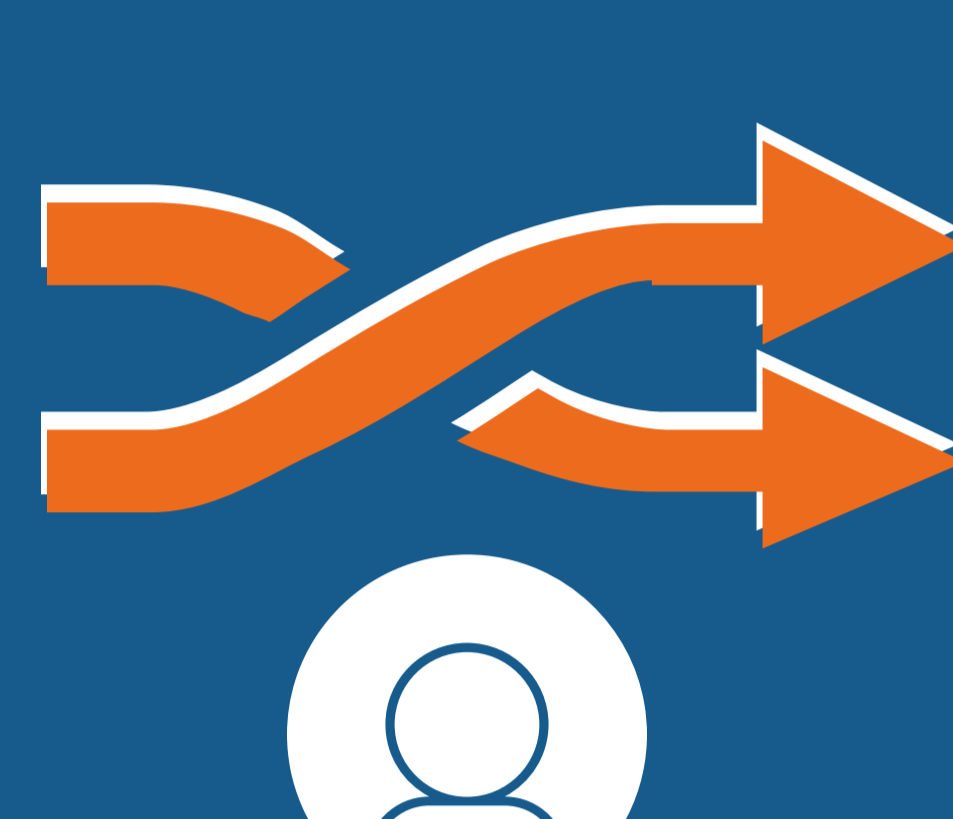


To assess the impact of the COVID-19 pandemic on the skills needs of the hospitality, retail, travel and aviation industry across the UK, People 1st International surveyed 526 employers across the sector.

Critical skills relating to the pandemic



+ Critical skills relating to resilience and culture change



Awareness of changing customer behaviours/ requirements



Customer service orientation/ actively looking to help



Key roles that will be crucial after COVID-19

Key roles across the industry were generally identified as those needed to reinvigorate businesses struggling due to the pandemic such as business development roles and marketing/PR professions.

Many of the subsectors also reported chefs and general managers to be critical to their business. Backoffice functions such as administrators and finance officers were also deemed important roles.



+ Combined industry approach to support recovery

During the recovery stages, organisations would like to see the creation of a shared vision of industry requirements for being business ready as well as a publicly recognisable symbol that identifies businesses with staff trained in critical hygiene control and social distancing measures. This would help to raise consumer confidence in returning to industry establishments.

Preferred approaches



A shared vision

of industry requirements for being business ready



A recognisable symbol

that identifies businesses with staff trained in critical hygiene control & social distancing measures



Translation of policy

into clear guidance, that also highlights the business impact



Virtual training solutions

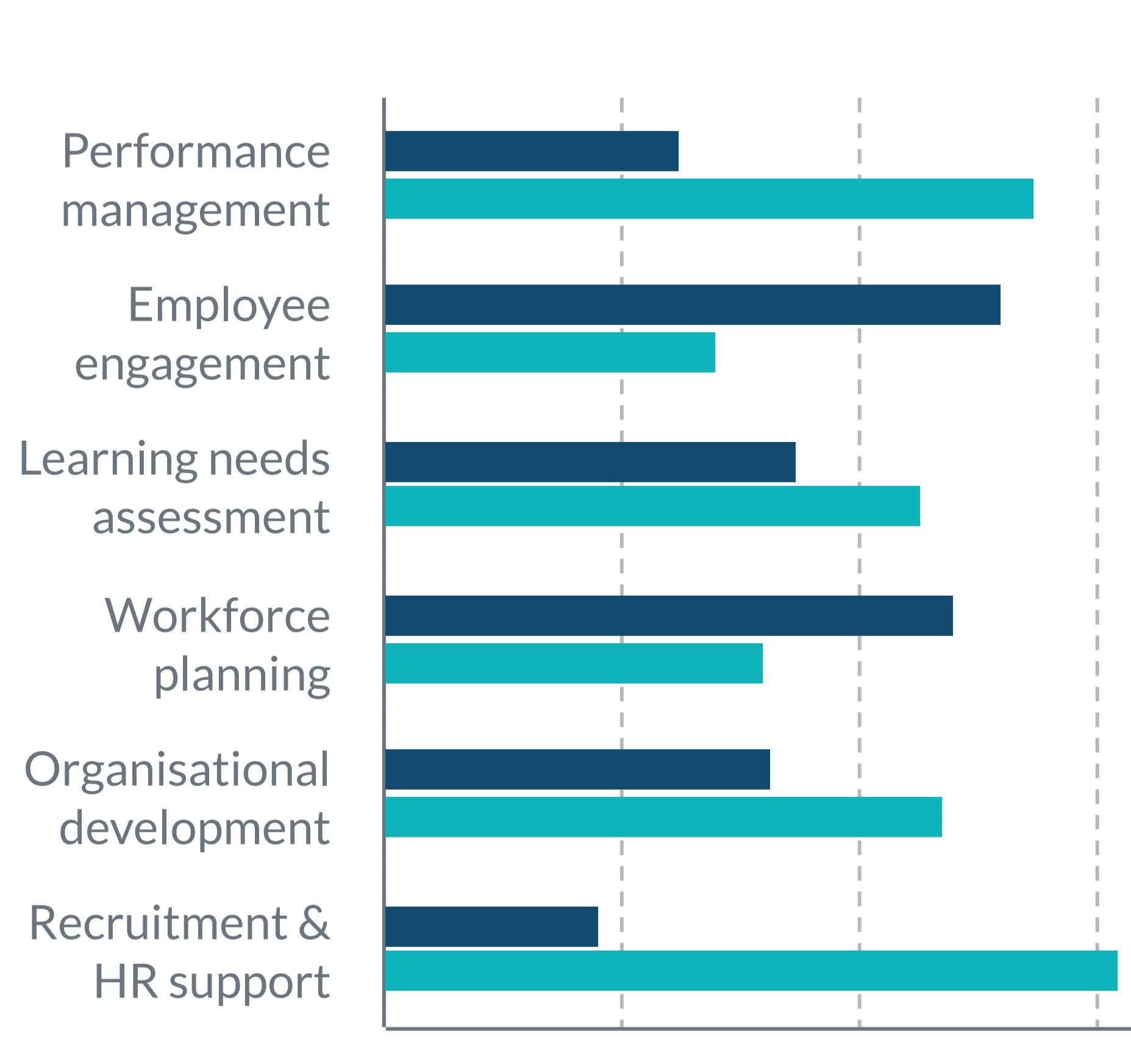
that are transferable & industry recognised



Support required for new/ revised organisational structures

To support immediate needs in relation to new or revised organisational structures, respondents require assistance with employee engagement (65%) followed by workforce planning (60.1%) and Learning Needs Assessment (43.4%).

To aid with longer-term needs, respondents would like help with recruitment and HR support (77.4%) followed by performance management systems (68.7%) and organisational development (59.1%).



Resilience in the aftermath of COVID-19 is key to the recovery of these important economic sectors. Several short-term recommendations are emerging as critical factors to consider as employers plan to re-emerge and open their doors. To view the recommendations and to access support visit www.people1st.co.uk/Covid-19-skills

