



# Skills Agenda for Post- pandemic Recovery of UK Hospitality



PRESENTED BY IVNA REIC





Head of Subject at the University  
of Northampton

Specialism: Event  
Communications (Marketing, PR,  
Experiential & Content Marketing)

Research & Professional Interests:  
Equality, Equity, Diversity and  
Inclusion  
Governance  
Wellbeing  
Experience Design

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CONFERENCE ORGANISED BY: GARDEN CITY UNIVERSITY, INDIA

# *Today*

*PRESENT THE IMPACT OF THE PANDEMIC ON  
THE UK HOSPITALITY INDUSTRY*

*EXPLORE AVENUES FOR POST-PANDEMIC  
RECOVERY OF UK HOSPITALITY INDUSTRY*

*OUTLINE THE EMERGING SKILLS AGENDAS  
FOR UK HOSPITALITY*

*HIGHLIGHT THE IMPLICATIONS OF THE  
ABOVE FOR ACADEMIA AND TRAINING  
PROVIDERS*

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# UK Hospitality Pre-Pandemic

£130bn p.a. turnover  
£39bn tax contribution  
5% of UK GDP  
£24.3bn tourism visitor spend (73% total in-bound spend)

3.2m workforce  
1 in 6 new jobs (24% growth in a decade)  
3rd largest private sector employer  
90% SMEs

Flatlining of sales  
Increased market saturation  
Numerous SME market entrants chipping away at the market shares of existing hospitality brands

Rising costs (property, people, food) reducing margins  
Sector inflation (3.2% vs 2.3% CPI)  
Brexit

Experiences, third spaces (Oldenburg, 2000; Mikunda, 2006) and omnichannel

Ethics and sustainability

Engagement & personalisation through tech

Delivery boom



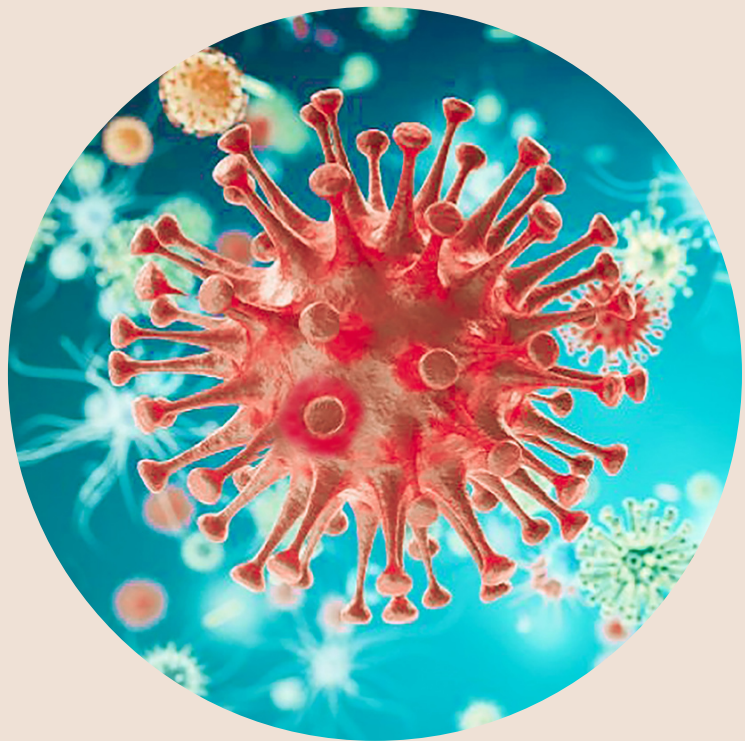
*Pre-Pandemic UK Hospitality  
priorities*

*Economic Growth  
(projected 5.5% 2020-23)*

*Workforce Skills and  
Wellbeing*

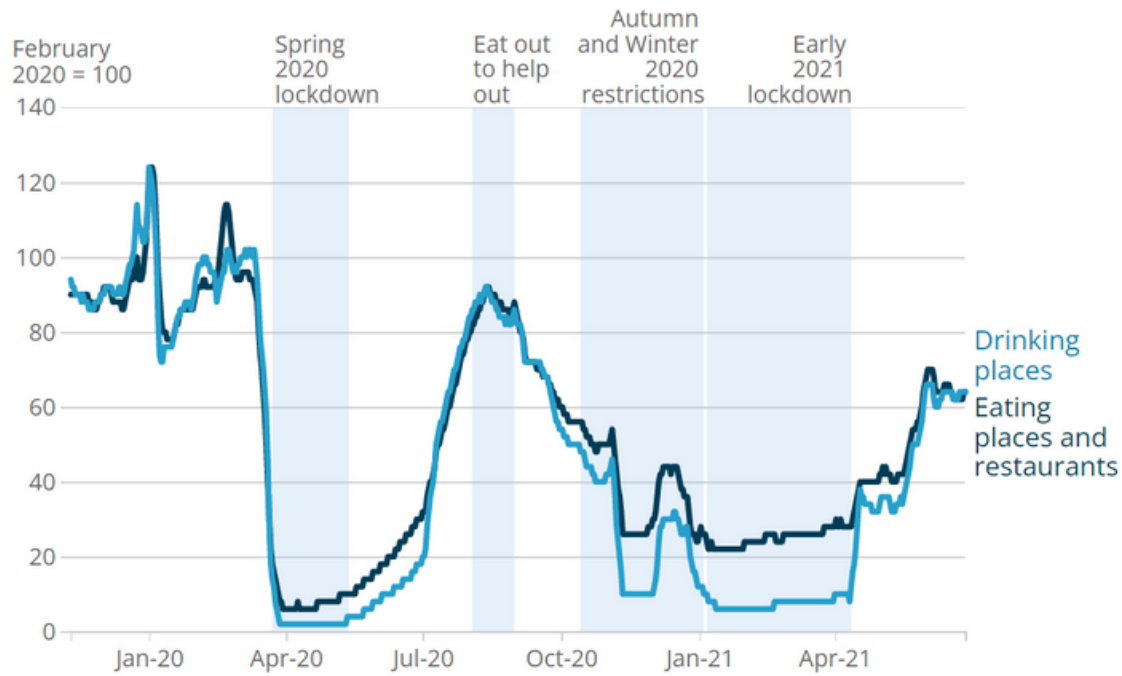
*Bringing Communities  
Together*

**Source:** UK Hospitality (2019b)



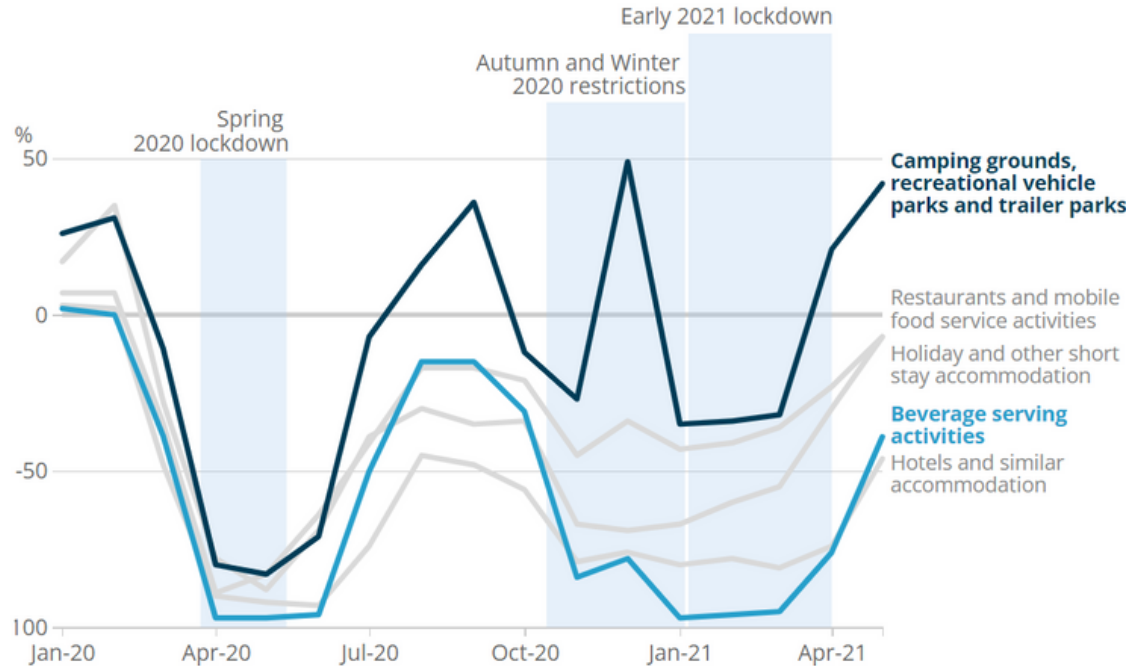
# Impact of COVID-19 on UK hospitality

Total consumer expenditure on hospitality sub-sectors, February 2020 = 100, UK, November 2019 to June 2021



Source: Revolut

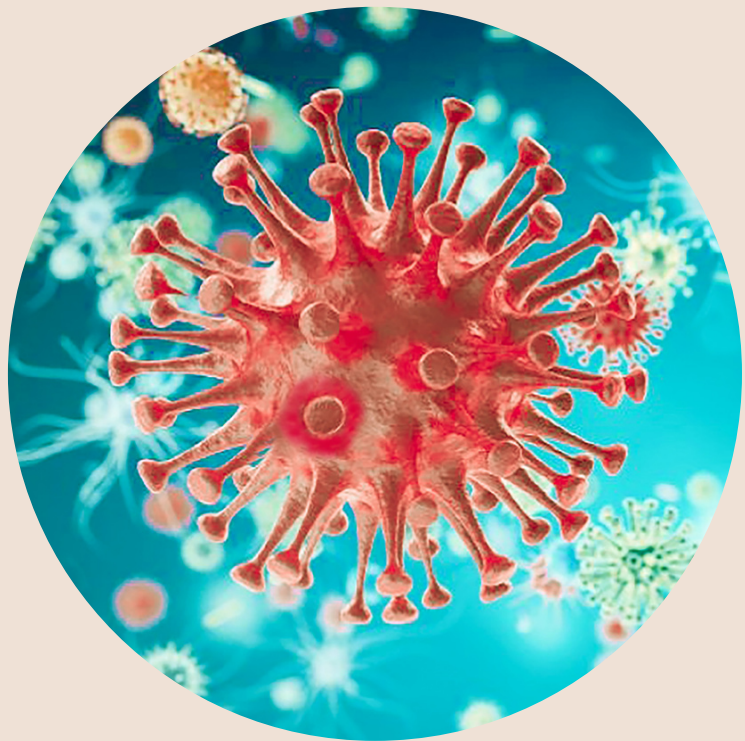
Monthly turnover change, UK, January 2020 to May 2021 compared to the same month in 2019



Source: Office for National Statistics - Monthly Business Survey

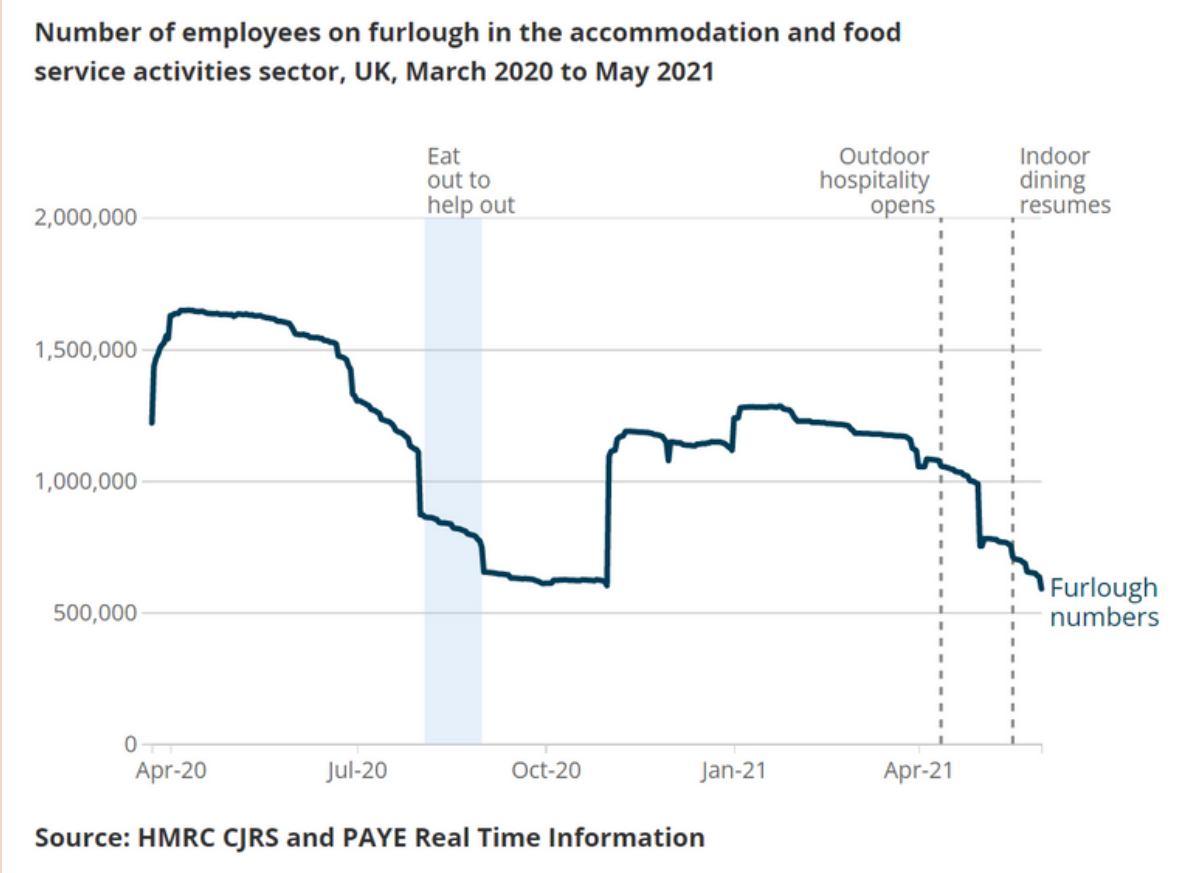
Source: ONS (2021)





# Impact of COVID-19 on UK hospitality

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Source: ONS (2021)

# *Building Blocks of Post- Pandemic Recovery*

CUSTOMER  
PREFERENCES  
AND BUSINESS  
ENVIRONMENTS

*POST-  
PANDEMIC  
RECOVERY IN  
TOURISM &  
HOSPITALITY*

SKILLED,  
CREATIVE &  
INNOVATIVE  
WORKFORCE

SUPPORTIVE &  
INCLUSIVE  
POLICY AGENDAS



# *Post-Pandemic Recovery: Customer Preferences*

ETHICAL  
CONSUMERS

PERSONALISATION

DIGITAL  
ENGAGEMENT

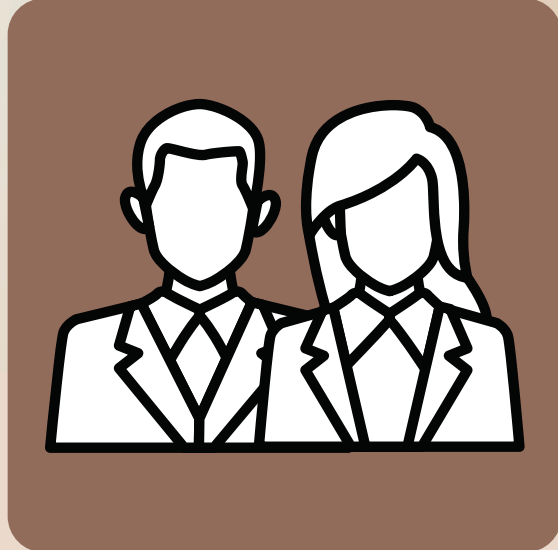
# *Post-Pandemic Recovery: Supportive & Inclusive Policy Making*

Tourism  
Sector Deal  
(2019)

UK Tourism  
Recovery Plan  
2021  
'Build Back  
Better'

International  
Policy  
UN SDGs

# *Post-Pandemic Recovery: Skilled, Creative & Innovative Workforce*



*PERSONAL*



*DIGITAL*



*ENVIRONMENTAL*



*DIVERSITY*

NTG Alliance  
(2020)



# *Emerging Skills Agenda for UK Hospitality*

1

*RECRUITMENT  
& RETENTION*

*SKILLS &  
WORKPLACE  
LEARNING*

2

*DIVERSITY*

3

Source: UK Hospitality Workforce Commission 2030

THANK YOU  
THANK YOU  
THANK YOU



***QUESTIONS,  
COMMENTS,  
SUGGESTIONS...***

# Get in Touch

Phone: +44 (0)1604 892 062

Email: [ivna.reic@northampton.ac.uk](mailto:ivna.reic@northampton.ac.uk)



@IvnaReic



<https://www.linkedin.com/in/ivnareic/>



ivna.reic





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