

Labour Market in Tourism

Assignment Guidelines:

This assignment requires students to critically examine the **labour market in the tourism industry**, especially under the lens of **strategic risk, crisis recovery, and sustainable workforce planning**. Students are expected to develop a comprehensive analysis of workforce dynamics, vulnerabilities, and strategic responses to labour crises in tourism contexts.

Assignments must demonstrate an understanding of tourism labour economics, international migration, employment regulation, and human capital development, with a focus on resilience and ethical management.

Use **APA format** for all cited external sources.

Submission Format:

- **Detailed Written Report Only**
 - **Font:** Times New Roman, 12 pt
 - **Line Spacing:** Double
 - **Word Count:** 4000–5000 words
 - **Submission Deadline:** [Insert Date]
-

Assessment Criteria:

- Depth of Theoretical and Economic Understanding (20%)
 - Critical Evaluation of Labour Market Challenges (20%)
 - Innovativeness of Strategic Solutions (20%)
 - Quality of Policy/Strategy Development (20%)
 - Clarity, Structure, and APA Referencing (20%)
-

Formatting Guidelines:

APA Format:

Include in-text citations and a complete reference list in APA style.

Document Layout:

- Font: Times New Roman, 12 pt
- Line Spacing: Double

- Margins: 1 inch on all sides
-

Mandatory Sections:

- **Title Page:** Assignment title, student name, student ID
 - **Table of Contents**
 - **Abstract**
 - **Introduction**
 - **Literature Review**
 - **Methodology**
 - **Findings**
 - **Discussion**
 - **Conclusion**
 - **References**
-

Assignment Task – Choose ONE of the following written assignments:

Option 1: Strategic Workforce Recovery Plan for a Post-Crisis Tourism Destination

Develop a **comprehensive labour recovery strategy** for a tourism destination that experienced a **mass exodus of workers** due to a prolonged crisis (e.g., COVID-19, war, economic collapse). Your report must:

- Analyze pre- and post-crisis labour market dynamics (supply, demand, wages, skill gaps).
 - Identify structural weaknesses and dependency patterns (e.g., seasonal labour, informal work).
 - Propose short-term and long-term strategies for re-employment, worker retention, and workforce resilience.
 - Address labour mobility, wage stabilization, upskilling, and social protection policies.
-

Option 2: Policy Framework to Address Labour Exploitation and Informality in Global Tourism Supply Chains

Develop a written strategic framework to combat **labour exploitation, informality, and unsafe working conditions** in the international tourism labour market. Your report should:

- Critically evaluate the role of subcontracting, gendered labour divisions, and informal hiring practices.
- Explore legal gaps and regulatory challenges at national and international levels.
- Propose enforceable mechanisms for labour rights monitoring and ethical supply chain certification.

- Integrate global standards (e.g., ILO conventions, UNWTO labour codes) and stakeholder accountability.
-

Option 3: Future-Proofing the Tourism Labour Market Through Technological and Educational Reform

Write a strategic proposal on **future-proofing the tourism workforce** through targeted technological integration and education reform. Your report must:

- Assess the impact of automation, digital platforms, and AI on traditional tourism jobs.
- Identify emerging roles (e.g., digital concierge, sustainability auditors) and skills required.
- Propose reforms in vocational training, tertiary education, and lifelong learning for tourism workers.
- Consider equity, accessibility, and public-private partnerships in workforce transformation.