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SEASONAL EMPLOYMENT

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Introduction

Globally, tourism development is becoming more and more fast and strong with advancements and time changes. Therefore, it has a huge effect on the employment rate and the economy of a country, although there is a huge challenge that is cyclical and seasonal tourism nature. It is clearly evident that the sector is being characterized by high incidences of casual, part-time, and seasonal employment. Additionally, it poses a huge high impact on the money earning speed in the sector. For this reason, it is therefore essential to identify a lasting solution to the particular menace and as well determine the resultants behind the formation of this specific challenge. For instance, tourism in Australia is regarded as an essential industry as it avails a variety of employment opportunities to the local citizens. However, a variety of them is part-time jobs (Pegg, et al. 2012).

Tourism Seasonality

The cyclical and seasonal tourism nature is also referred to as the seasonality of tourism. Generally, seasonality is a temporal imbalance in the tourism phenomenon. It will portray the number of tourists and visitors (Alcaraz, 2018 p 41). Therefore, in the tourism sector, seasonality is termed as the aspect where tourism occurs in a certain destination where uneven number of international tourists is experienced. In other words, the existence of the high seasons and the low seasons. Seasonality therefore emphasizes with the patterns which are well established and stable instead of the occasional irregularities. According to Pegg, et al. 2012, since there is predictability element linked to tourist demand seasonal fluctuations, tourist managers can therefore anticipate the effects and implement innovations and strategies as a way of adjusting the operations of the business including the seasonal. Cyclical and part-time employment to any negative impacts.

Seasonality Categories

Typically, there are two broad categories of seasonality, which are the institutional and natural seasonality (Weaver and Lawton, 2014). As the name suggests,

natural seasonality is contributed by the natural phenomena caused by nature and its forces such as the parameters as temperature, air, sunlight, rainfall among others. Seasonality contributed by natural factors is associated to temporal variations that are regular in natural phenomena that is linked with annual seasons (Guidetti, et al. 2020). In most cases, natural causes tend to be beyond the decision maker's control. Institutional seasonality on the other hand results from cultural, ethnic, social, religious and organizational factors. The most major institutional seasonality causes are schools, universities and work places summer vacations as well as Christmas (Guidetti, et al. 2020). In many cases, it reflects a society's social practices and norms hence highly depends on the social policies and factors regarding certain legislated holidays and costumes. However, the seasonality experienced in the sector is also led by other human factors. This seasonality has both positive and negative implications where to a number of investors are faced by potential loss and facilities underutilization in low seasons while a lot of pressure on resources features peak seasons because of congestion (Weaver and Lawton, 2014).

Seasonal Employment in the Sector.

As a matter of fact, the industry is featured by a high incidence of casual, seasonal, and part-time employment. This can be evident clearly, especially during the low seasons where tourist destinations are majorly forced to lay off some of their staff because of low returns in the invested resources and capital. In this case, during the low seasons, the resources that are invested lie idle, which puts a challenge to the firms in obtaining the finances (Alcaraz, 2018 p 41). Nonetheless, due to demand for jobs unavailability, this results in the unavailability of career opportunities for individuals employed in the tourism industry. Additionally, most of the firms tend to experience huge losses because of the increased costs of training any particular time they have to employ new employees when the peak season arrives, which makes the majority of these firms employ their staff on a part-time basis. Current research shows that firms approximately lose thirty percent revenue on training new staffs who also take time before identifying themselves well with their new duties a case which can be avoided through part time employment.

Additionally, a broad category of parameters can determine the flow of activity disparities in the sector. Among the ordinary determinants to change in the tourism level is the in a particular given period: the number of visitors, the traffic amount on several transport modes, the employment levels specified in the tourist destinations, the related facilities, and the attraction sites admission. This implies that these destinations experience an overflow of these activities during particular times of the year and other times close to nil (Weaver and Lawton, 2014). During the particular periods of time where these activities overflow, there are experienced employment levels that later decrease drastically during the periods when these activities are minimal and close to nil where most of those employed during the peak season are laid off their duties until the peak season resumes.

Permanent job opportunities in the sector

However, in contrast to the statement, permanent or full-time jobs in the hospitality, tourism, or event management still exist as recently being advertised in Australia. Some of these employment opportunities and which, as an individual, I get interested in include a tour manager. With the increased demand, growth, and advancements in the tourism and hospitality industry, there has been an increased demand for tourism managers (Wei, et al. 2013). A tour manager is responsible for seeing to it which all professional entertainment aspects tour is carried out smoothly. Some of the responsibilities and duties accorded to a tour manager include the performance booking, meals, and transportation arrangement for both the crew and the artists. He or she is also responsible for accounting tasks completion, securing of lodgings, and hiring and firing the required workforce in the industry (Guidetti, et al. 2020).

Additionally, he may also be tasked with the responsibility of conflict resolving among the involved personnel members in a tour. With some of these responsibilities, I do find this particular type of job interesting. However, the position may turn to be challenging and stressful, especially when conflict arises or the deadline looms. To gain the required skills and knowledge to secure the job opportunity, I require to obtain a bachelor's degree in music, business management, or related field which is required for

a tour manager by majority of the employers. Additionally, the entry-level experience is preferred. Tour managers are therefore required to have interpersonal skills, organizational skills, listening skills, creativity, business skills, skills and knowledge on problem-solving, musical instruments, knowledge and skills, as well as sound system equipment which can be gained through training as well as continuous professional and expertise practice. This implies that although most employment opportunities in the sector are either seasonal, cyclical, or part-time, there still exist permanent or full-time job opportunities that recently have high demands, more so with the adverse growth in the tourism and hospitality sector.

Conclusion

In conclusion, seasonality is a huge contention aspect in as much as the industry leisure and travel in hospitality and tourism. Therefore, it is an aspect that poses a great problem for tourists and hoteliers destination operators all over the globe and especially to those employed in the sector. However, various tourist destinations have been able to overcome the seasonality challenges to have leisure travelers and tourists visit the facilities regularly whether the seasons are low or at peak (Rahimić, et al. 2019). This has also enabled to solve the problem of part-time, cyclical, and seasonal employment, especially for the majority who depend on the sector for employment opportunities. Nonetheless, there are adequate insightful tips that can help destinations turn around the high incidence of seasonal employment patterns. The tips can be essential on trying to extend the high season further or introducing a diverse attraction during the low season. Reflecting on this reasoning, the entrepreneurs and investors in this industry may be required to consider the adjustment adoption as well as mitigation policies towards seasonality.

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