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Research Recovery Re-scaling

Industry Webinar Seminars

Presented by

The Dick Pope Sr. Institute *for* Tourism Studies

Industry-Academia Partnerships
and Implications for the Hospitality
Industry During COVID-19



Rosen College of
Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA

Wednesday, July 15, 2020 10AM EST



An Interdisciplinary Approach to Covid-19 Impacts on Hospitality Industry Workers

Webinar #4: Wednesday, July 15, 2020; 10:00 AM EST



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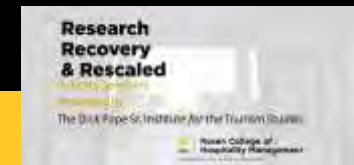
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UCF Interdisciplinary Team

Faculty

- Dr. Mindy Shoss, I/O Psychology
- Dr. Cynthia Mejia, Rosen College
- Dr. Kristin Horan, I/O Psychology
- Dr. Steve Jex, I/O Psychology
- Dr. Deborah Breiter Terry, Rosen College



Graduate Students

- Jenna Beltramo
- Katherine Ciarlante
- Amanda Grinley
- Michael DiStaso
- Justin Lee
- Rebecca Pittman
- Moses Rivera
- Danielle Dao
- Radica Singh



Agenda

Interdisciplinary collaboration

Background on the Sunshine ERC & UCF TRT Program

Interdisciplinary research projects

(1) Impact of Covid-19 on Hospitality Workforce

(2) Service Workers as Heroes

Industry-Academic collaborations

Ways to be involved



Interdisciplinary Collaborations & the Hospitality Industry

Hospitality/tourism discipline: broad and diverse

Lodging, F&B, events, gaming, attractions, etc.

Business/marketing/consumer behavior

Sociology

Psychology

Industrial/Organizational (I/O)

Sunshine Education & Research Center (ERC)

Funded by

The National Institute for Occupational Safety and Health (NIOSH)
\$9 million

Mission

The Sunshine Education and Research Center transforms workplace quality of life through transdisciplinary education, research and practice, and industry partnerships.





Targeted Research Training (TRT) Program

Housed in Department of Psychology at UCF



Cutting-edge research and interventions to improve workplace well-being and organizational effectiveness in hospitality



Interdisciplinary training for graduate students



Outreach and dissemination of research findings



Advisory Board

Industry

- Chris Mueller, Hilton Orlando
- Mark Havard, Hyatt Regency Orlando
- Eric Clinton, Unite Here
- Louis Robbins, Robbins Hotel Consulting

Research & Policy

- Mo Wang, University of Florida
- Jeannie Nigam, NIOSH

Disclaimer

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**Research
Recovery
& Rescaled**

Initiative Seminars
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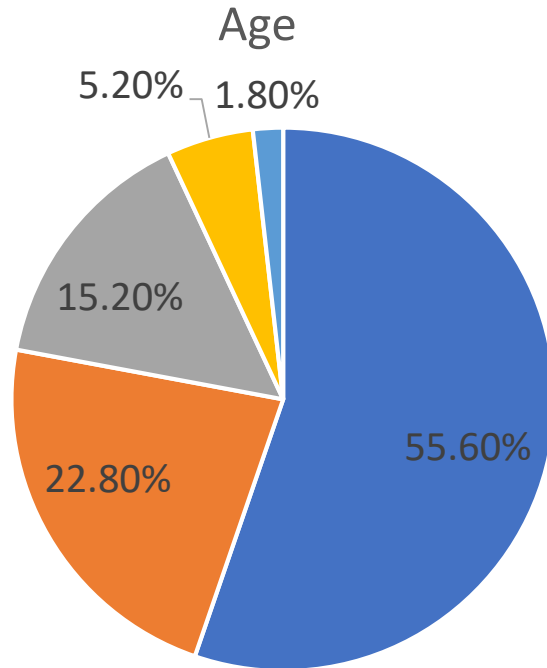
Interdisciplinary Research Project #1: Covid-19 Impact on Hospitality Workforce

How has the Covid-19 crisis impacted the
hospitality workforce?

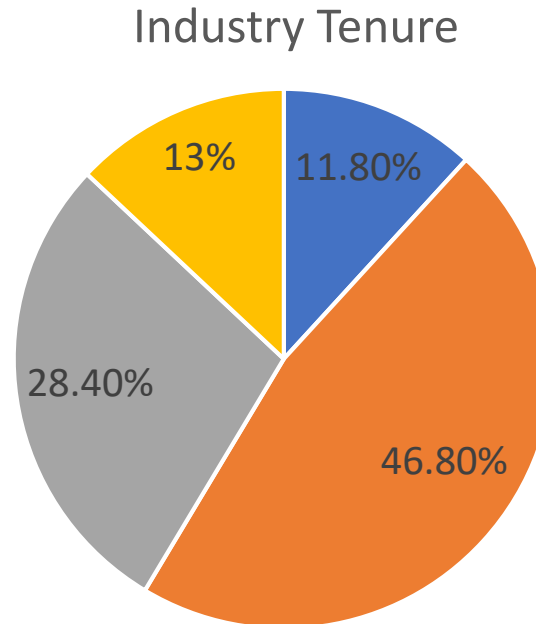


Interdisciplinary Research Project #1: Covid-19 Impact on Hospitality Workforce

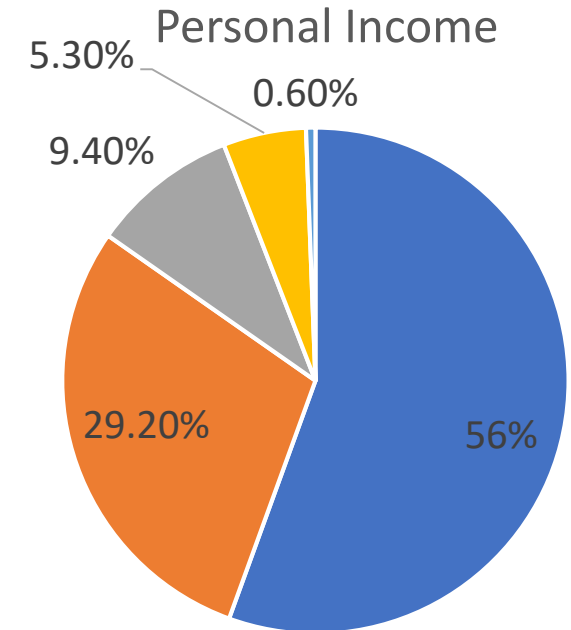
Data: Week of May 18, 2020



- 18-24 (55.6%)
- 24-30 (22.8%)
- 31-37 (15.2%)
- 38-44 (5.2%)
- 48+ (1.8%)



- Less than 2 years (11.8%)
- 2-5 years (46.8%)
- 6-10 years (28.4%)
- 11+ (13%)



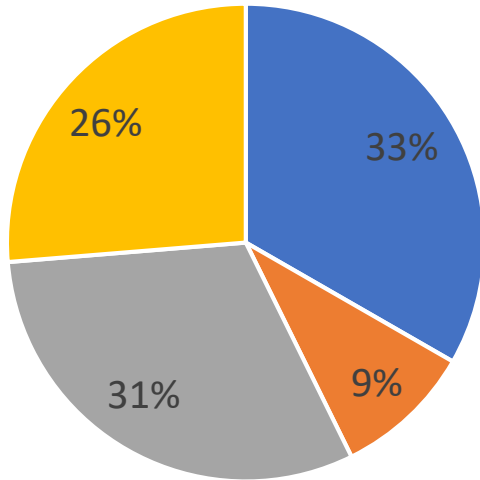
- \$0-\$24,999 (56%)
- \$25,000-\$49,999 (29.2%)
- \$50,000-\$74,999 (9.4%)
- \$75,000-\$99,999 (5.3%)
- Over \$100,000 (.6%)



Interdisciplinary Research Project #1: Covid-19 Impact on Hospitality Workforce

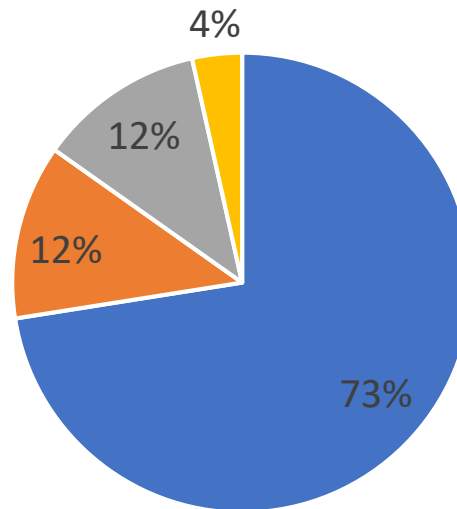
Data: Week of May 18, 2020

Organization Type



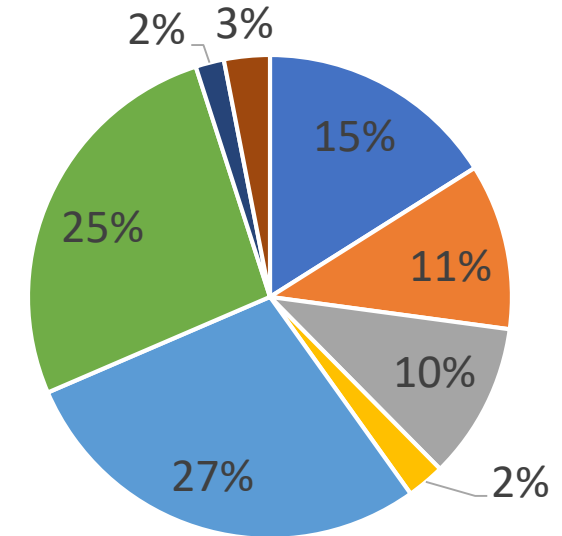
- Hotel, Resort, or Timeshare (33%)
- Free-standing restaurant or franchise (9%)
- Theme park (31%)
- Other (26%)

Job Type



- Hourly Paid Line Level (73%)
- Hourly Paid Supervisory Level (12%)
- Managerial (12%)
- Corporate (4%)

COVID Job Change



- Laid Off (15.2%)
- Hours Reduced (10.5%)
- No Change (9.9%)
- Hours Increased (2.4%)
- Furloughed, Open-Ended, With Benefits (26.9%)
- Furloughed, Open-Ended, Without Benefits (25.1%)
- Furloughed, Closed-Ended, With Benefits (1.8%)
- Furloughed, Closed-Ended, Without Benefits (2.9%)



Interdisciplinary Research Project #1: Covid-19 Impact on Hospitality Workforce

In general,

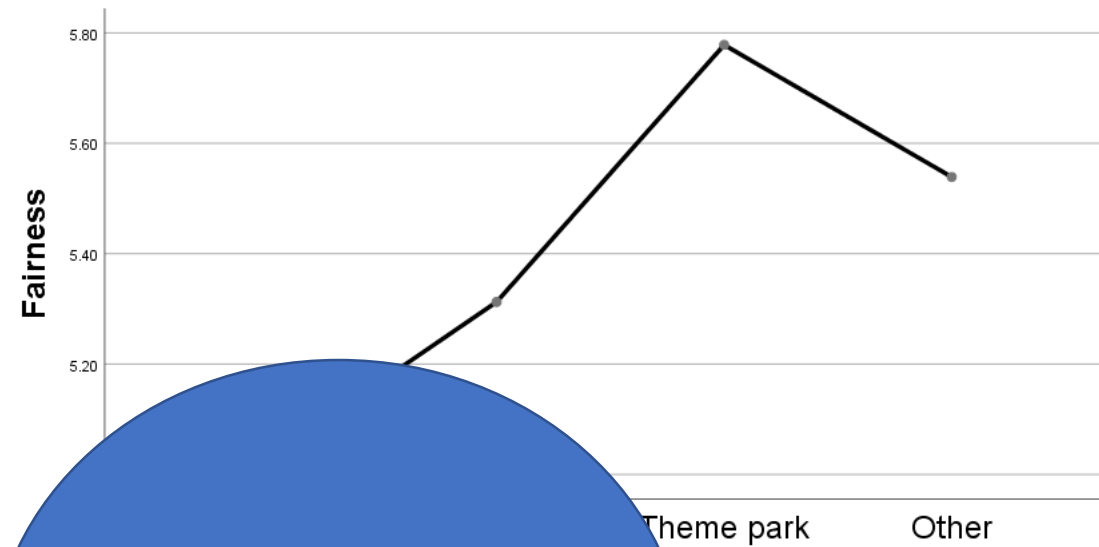
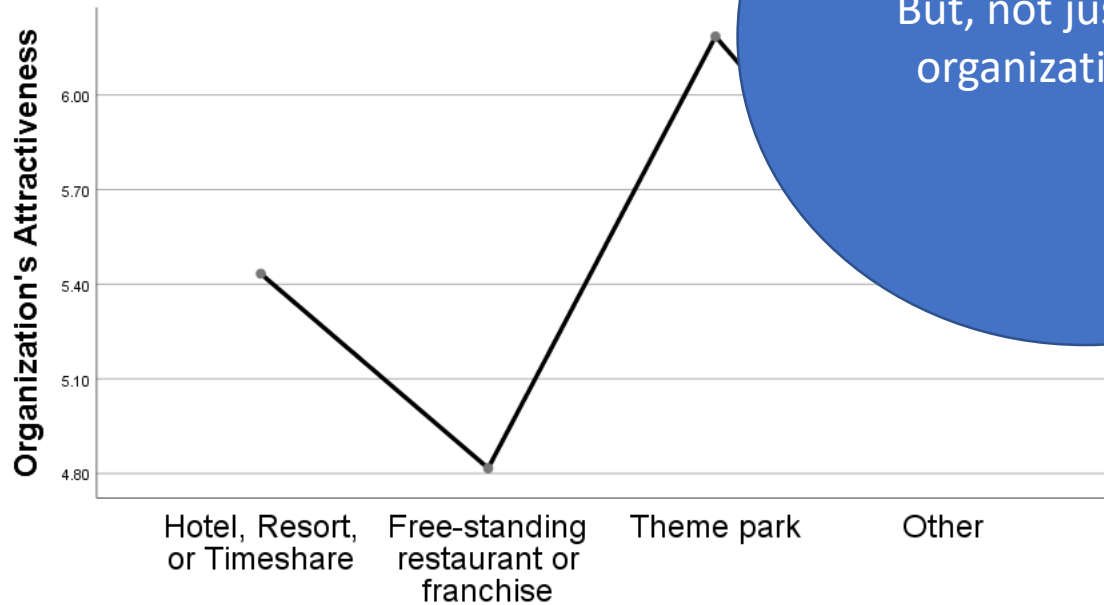
People want to return to/stay in the industry, and with their employers

But,

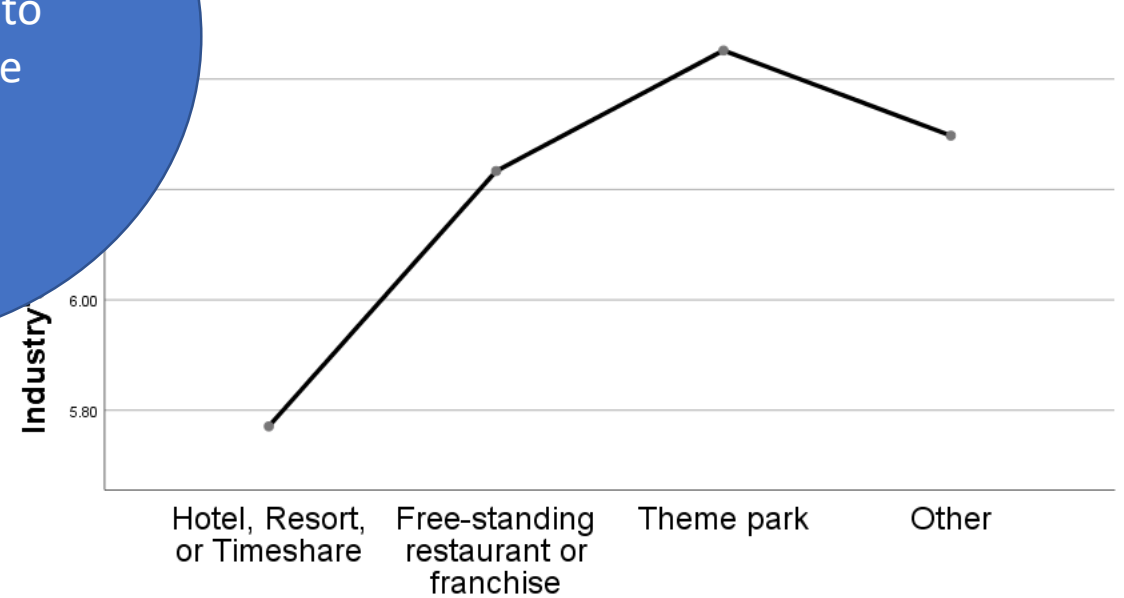
Around 20-25% felt their organization hasn't been supportive during Covid-19

27-32% in the sample expressed concern about communication, and fairness





But, not just tied to
organization type





Interdisciplinary Research Project #1: Covid-19 Impact on Hospitality Workforce

Resiliency

It matters whether employees think their organization can weather tough times



Interdisciplinary Research Project #1: Covid-19 Impact on Hospitality Workforce

Stress

A significant portion in the sample are experiencing psychological distress (~40-50%)

Uncertainty is hard to handle



Interdisciplinary Research Project #1: Covid-19 Impact on Hospitality Workforce

Most Important Benefits

Medical Yet 55% have it

Paid Sick Leave ... Yet 39.2% have it

Tuition Reimbursement Yet 27% have it

Employee Assistance Program ... Yet 29.8% have it





Interdisciplinary Research Project #1: Covid-19 Impact on Hospitality Workforce

Next Steps of the Research

Longitudinal survey as Covid-19 continues

Qualitative approach and interviews for more in-depth information



Interdisciplinary Research Project #1: Covid-19 Impact on Hospitality Workforce

Takeaways

#1 Communication is Key

#2 Emphasize Organization Resilience

#3 Help Employees Cope with Stress



Resources


- [COVID-19 Resource Page](#)



Sunshine ERC Targeted Research Training Program
UCF Department of Psychology

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COVID-19 Resources





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[RESOURCES FOR FRONTLINE EMPLOYEES](#)

[RESOURCES FOR MANAGERS](#)

[RESOURCES FOR MANAGERS](#)


En Español:

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FEATURED ARTICLE

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LEARN MORE ABOUT THE DEPARTMENT OF PSYCHOLOGY AT UCF



COVID-19 RESOURCES


[Click here for more information](#)

RECENT BLOG POSTS

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Interdisciplinary Research Project #2: Service Workers as Heroes

MID-SOUTH HEROES

Mid-South Heroes: Recognizing frontline workers amid the COVID-19 pandemic

EDITORS' PICK | 1,503 views | Mar 27, 2020, 06:15pm EDT

In The Covid Crisis, The Common Worker Is Our Hero



CORONAVIRUS

Truck drivers, grocery store workers and more unsung heroes of the coronavirus pandemic





Interdisciplinary Research Project #2: Service Workers as Heroes



Interdisciplinary Research Project #2: Service Workers as Heroes



Interdisciplinary Research Project #2: Service Workers as Heroes



Interdisciplinary Research Project #2: Service Workers as Heroes



Together, we'll feed the nation.





Interdisciplinary Research Project #2: Service Workers as Heroes

Essential workers don't need our praise. They need our help.

Calling essential workers 'heroes' makes it easier to pretend that they signed up to sacrifice themselves for the rest of us.



Interdisciplinary Research Project #2: Service Workers as Heroes

Research was based on news and media sources

Examined how workers and society think of “Dirty Work”

Snap-shot of how these two groups came together

Workers

Physically
dangerous
job

Proud to
work

Defend the
work

Society

Physically
dangerous
job

Extolling the
values of the
work

Less stigma
attached to
the work



Interdisciplinary Research Project #2: Service Workers as Heroes

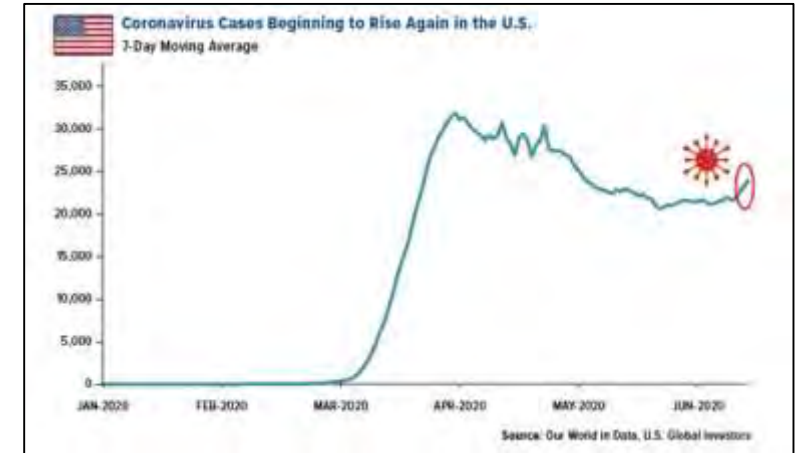
What does it all mean?

Increased focus on pay and benefits

Increased focus on equity and value of the work

Overshadowed and/or combined with other social inequities

Next steps





Benefits of Academia-Industry Collaborations

Expanded expertise

- Helps keep faculty & researchers up to date

- Exposes industry to what/how we teach & research

Expanded capabilities

- Outsources research activities to academia

- Forefront of new strategies

Bridges a cultural divide



Other Occupational Safety and Health-Related COVID Challenges

Chemical, biological exposures

Redesigning physical workplace, workplace policies, work for safety

Dealing with layoffs, furloughs

Bringing back, training, and supporting staff

Guest issues

Known unknowns: Course of the pandemic

Unknown unknowns: ?



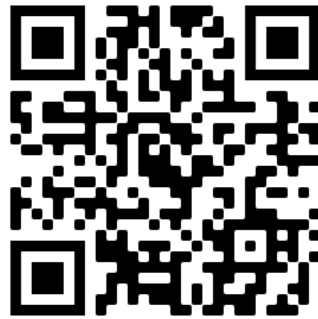
Ways to Be Involved

Workshops

- Past: Fall 2019 Workshop(s): ***Supporting Healthy and Safe Hospitality Work for Employees of All Ages***
- Upcoming Virtual Series (TBA): ***‘People’ People in Isolation: Working and Not Working***
- For more information, see our [website](#)

How can we partner with you?

For more information about our research and the
UCF Targeted Research Training (TRT) Program



Contact:

Dr. Mindy Shoss, Director, TRT
Mindy.Shoss@ucf.edu

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**Thank You,
Questions?**

Cynthia.Mejia@ucf.edu

Mindy.Shoss@ucf.edu





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