

# Great Yarmouth Visitor Economy (Tourism) Skills Survey

Enabling Growth in the Visitor Economy Sector through Skills  
Development.



October 2021

Prepared by:



## Contents

- Please indicate your age
- Please indicate your gender
- Please tell us your home location
- What is your occupation and employment status?
- Your visiting party and the type of trip





## Introduction, Methodology and approach

Destination research was commissioned to conduct a survey about recruitment and workplace skills. The aim of the survey was to assist employers within Great Yarmouth’s visitor economy to better understanding the needs of employers in terms of skills, training and employment.

The overall approach involved conducting online interviews with tourism businesses. We used a ‘Have your say’ online platform style survey, based on personalised email invitations to fill in a short online questionnaire.

The questionnaire included a mix of closed (pre-determined response option) and open-ended questions, both providing prompts and seeking unprompted opinions. It was structured under four sections including: About your business, Recruitment challenges, Vacancies, and Skills and qualifications.

The survey was undertaken over a three-week period starting at the beginning of September. The results presented in this report are based on 51 responses.





## Research Outputs – About your business

- Type of respondents
- Usual number of workers
- Recruitment numbers
- Monthly recruitment
- Your visiting party and the type of trip

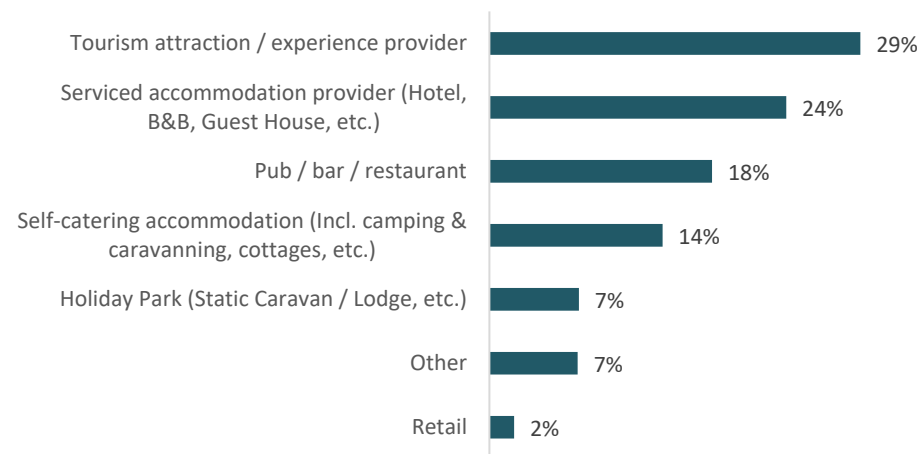




## Research Outputs – About your business

The results presented in this report are based on 51 responses. Tourism attraction and experience providers accounted for almost one in three respondents (29%). Accommodation providers have been split between serviced accommodations (24%), self catering (14%) and holiday parks (7%). Pubs, bars and restaurants accounted for 18% of the sample. Other businesses included retail (2%) and non-tourism businesses who can benefit from visitors' passing trade (hairdressers, pharmacy).

Type of respondents





## Research Outputs – About your business

The average number of workers for the total sample was 39. However, there were significant differences by type of businesses. Tourism attraction / experience provider had the highest work force and their average recruitment per year was the lowest – they normally renew or increase their workforce by under a third (31%).

Holiday Park / Self-catering accommodation had the second highest number of workers (particularly holiday parks). Their average level of recruitment was very high (50%), probably due to the high seasonality affecting this type of accommodation.

The results also show that Pub / bar / restaurants were very busy in 2021 and, unlike with all the other types of businesses, their level of recruitment this year was well above the average (139% compared to 102%).

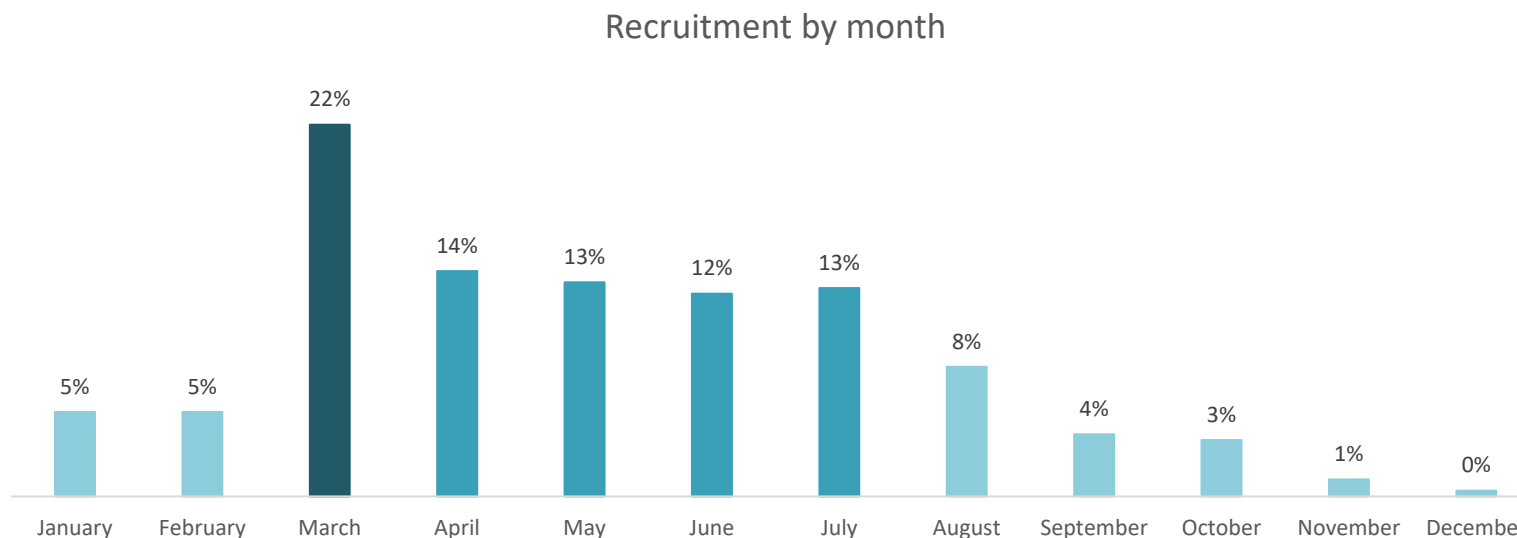
	Number of workers	Recruitment average year	Recruitment 2021	Difference (Usual v 2021)
All responses	39	14 (36% of workforce)	15	102%
Tourism attraction / experience provider (15)	77	24 (31%)	25	104%
Pub / bar / restaurant (9)	25	13 (52%)	18	139%
Serviced accommodation (12)	11	4 (40%)	4	100%
Holiday Park / Self-catering accommodation (10)	40	20 (50%)	16	83%
Other (5)	18	5 (28%)	6	120%



## Research Outputs – About your business

Looking at an average year, March is the most important month in terms of recruitment, followed by the period from April to July when recruitment takes place at a steady pace, with some recruitment still taking place in August.

The period between September and February sees little activity, with less than 1 of 5 jobs (18%) being recruited in the six-month period.





## Research Outputs – Recruitment challenges

- 2021 recruitment and levels of preparation



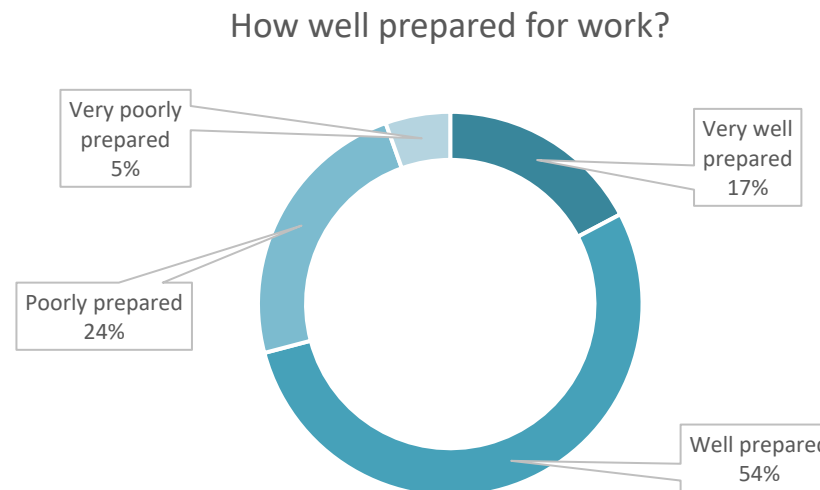




## Research Outputs – Recruitment challenges

The majority of those recruited in 2021 were either ‘well prepared’ (54%) or ‘very well prepared’ (17%).

However, just under a quarter (24%) were ‘poorly prepared’, and a small minority (5%) were classed as being ‘very poorly prepared’.





## Research Outputs – Vacancies

- Do you currently have any vacancies?
- How many vacancies do you currently have?
- In which specific jobs do you have vacancies or have had difficulty recruiting?
- Have any of your current or past vacancies proved hard-to-fill?
- What are the reasons that make your vacancies hard-to-fill?





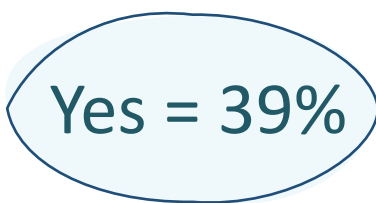
## Research Outputs – Vacancies

The results show that almost two in five respondents (39%) said they currently have vacancies. Tourism attractions and experience providers were particularly affected by recruitment issues, with 60% saying they currently have vacancies. About one in five pubs, pubs and restaurants (22%) said they currently have vacancies.

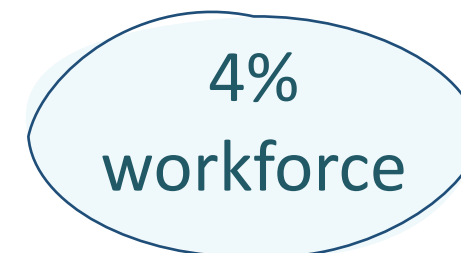
Overall, respondents had an average of 5.15 vacancies (or 4% of the workforce). The results show that the actual number of vacancies will vary depending on the size and type of business.

Pub, bars and restaurant are particularly short of front of house staff, accommodation providers are mainly looking for housekeeping and cleaning staff. Tourism attractions and experience providers have a wider range of vacancies, ranging from farm and animal care roles to front of house, catering, cleaning and managerial roles.

Do you currently have any vacancies?



Average number of vacancies

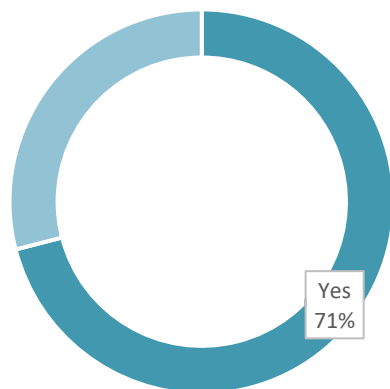




## Research Outputs – Vacancies

The results show that for about three in ten respondents (71%) current or past vacancies proved hard-to-fill. The table below illustrates that the ‘*Low number of applicants with the required attitude, motivation or personality*’, ‘*Low number of applicants generally*’ and ‘*Not enough people interested in doing this type of job*’ were the top three reasons that make vacancies hard to fill, each identified by at least half of respondents (61%, 56% and 50% respectively).

Vacancies hard-to-fill?



Key reasons	Percentage
Low number of applicants with the required attitude, motivation or personality	61%
Low number of applicants generally	56%
Not enough people interested in doing this type of job	50%
Low number of applicants with the required skills	44%
Seasonal work	39%
Lack of work experience the company demands	17%
Lack of qualifications the company demands	14%
Too much competition from other employers	14%
Job entails shift work/unsociable hours	11%
Poor career progression / lack of prospects	8%
Poor terms and conditions (e.g., pay) offered for post	3%
Remote location/poor public transport	3%



## Research Outputs – Skills and qualifications

- Important factors when selecting candidates
- Attitude and motivational problems with candidates
- Skills difficult to obtain from applicants
- Types and levels of qualifications required from candidates
- Final remarks





## Research Outputs – Skills and qualifications

Having the right ‘attitude and motivation’ are the most important factors when selecting candidates. Four in five rank them first choice, giving them a score of 1.30 (where 1 is first choice and 4 is fourth choice). Skills and work experience ranked second and third respectively, although with relatively similar scores (2.26 and 2.77 respectively). Qualifications were seen as the last important factor when choosing candidates, with 77% of respondents ranking it in fourth place and with an overall score of 3.63.

Key Factors	First	Second	Third	Fourth	Score
Attitude and motivation	74%	51%	5%	0%	<b>1.30</b>
Skills	19%	42%	35%	5%	<b>2.26</b>
Work experience	5%	33%	44%	19%	<b>2.77</b>
Qualifications	2%	5%	16%	77%	<b>3.63</b>



## Research Outputs – Skills and qualifications

Two thirds (67%) of businesses identified the *'lack of working world, life experience or maturity, including general knowledge about work'* as the most common attitude and motivational problems with candidates. Three in five (59%) identified a *'poor attitude, personality or lack of motivation (e.g., poor work ethic, punctuality, appearance, manners)'* as the key problem with candidates. Furthermore, a third (33%) said candidates *'lacked common sense'*.

Attitude and motivational problems with candidates



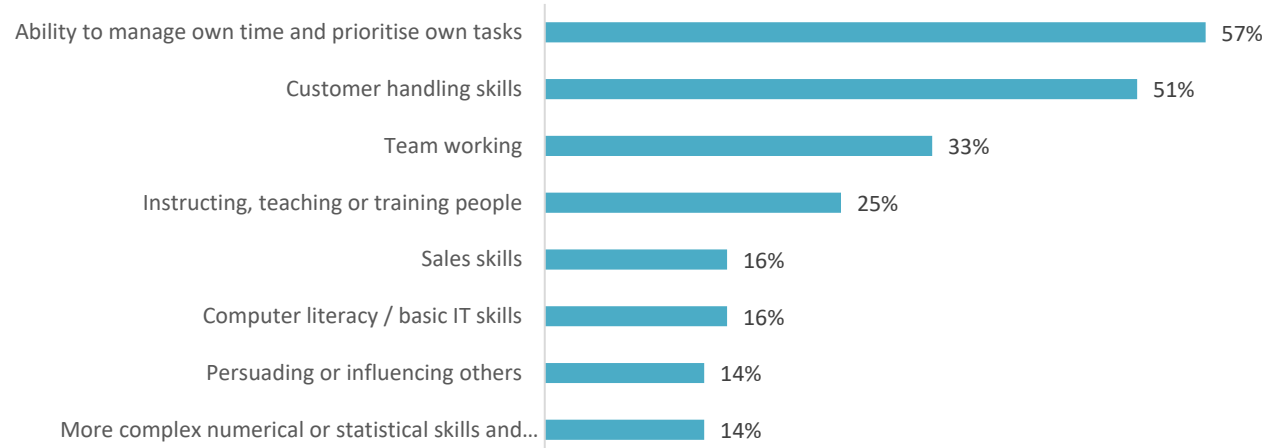


## Research Outputs – Skills and qualifications

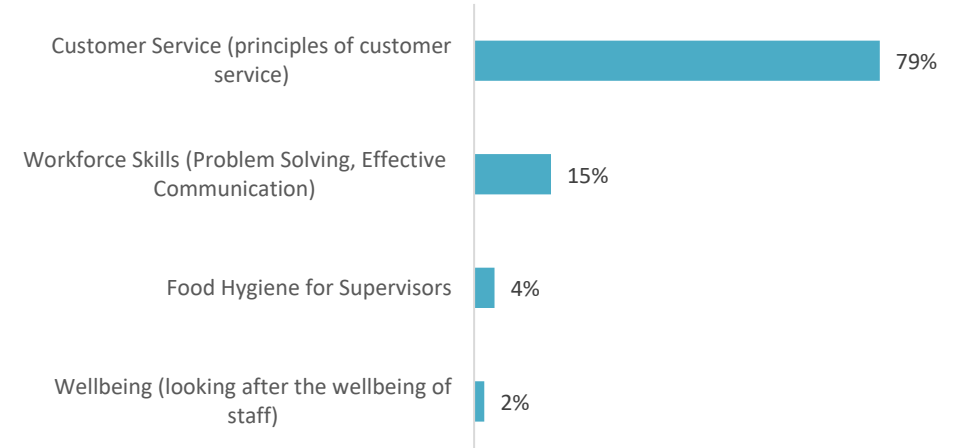
More than half of respondents identified the ‘ability to manage own time and prioritise own tasks’ and ‘customer handling skills’ as the skills most difficult to obtain from applicants.

Principles of customer service are by far (79%) the type of qualifications businesses normally look for in candidates.

Skills difficult to obtain from applicants



Types of qualifications required from candidates



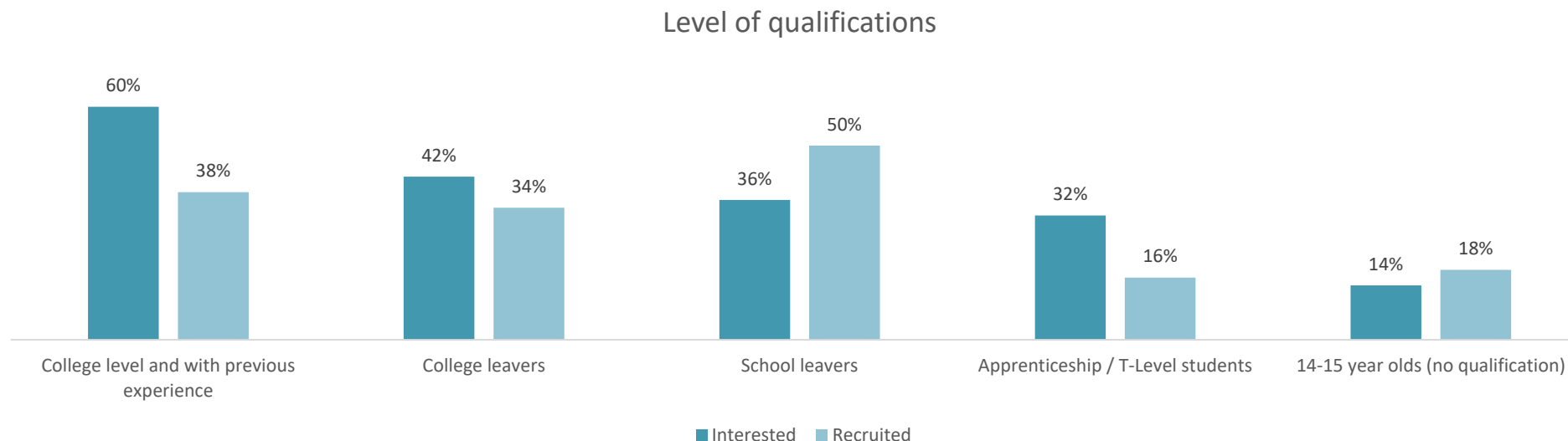




## Research Outputs – Skills and qualifications

Three in five employers (60%) were most interested in recruiting college leavers with previous experience. However, only 38% ended up recruiting this type of candidate. Similarly, 42% were looking for college leavers but only 34% ended up recruiting candidates with this level of qualifications. About a third of employers (32%) were seeking candidates apprenticeships or T-level students, however only half of them (16%) ended up recruiting this type of candidate.

Conversely, just over a third (36%) were particularly interested in school leavers. Yet, half (50%) ended up recruiting candidates with this level of qualification.





## Research Outputs – Final remarks

Respondents were asked to mention the most important skills or values they would normally look for in a new recruit. The key elements mentioned were customer, and communication skills; relevant experience and knowledge of the hospitality industry; hard work ethic and desire to learn, and values such as honestly, respect, being trustworthy and general common sense.





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