

10

Seasonal Employment in Tourism

*Tom Baum, Tara Duncan and
Deborah Forsyth*

Learning outcomes

After reading this chapter, you will:

1. Recognise the relationship between stochastic visitor demand through seasonality and employment in tourism destinations.
 2. Recognise the consequences for skills development and the delivery of quality products and services of dependence on a seasonal workforce.
 3. Understand the opportunities that seasonal employment offers to mobile workers to gain experience and meet their lifestyle aspirations.
-

Introduction

This chapter addresses the specific relationship between seasonality in tourism and employment in the sector. Consumer demand for tourism products and services fluctuates hugely in temporal terms across the day, week and season and in response to planned and unexpected events such as economic downturn, natural disasters and, as we witnessed so dramatically in 2020, as a consequence of a global health crisis. This variability is known as *stochastic demand* and has a very significant impact on the lives of those who work