

NORDIC UNION

HOTELS, RESTAURANTS,
CATERING AND TOURISM



100,000 members
7 affiliates
Established in the 30's
Own secretariat for 10 years



Federation of General and
Special workers in Iceland

UNIONEN



EFFAT



Nordic Forum – Reykjavik jan. 2020

Development of sustainable tourism calls for courage and action and will require changes to tourism as we know it today. Such development must be the basis for the definition of all necessary political priorities. The transition to greener tourism must be fair and equitable. The workers should not bear the entire brunt of it in the form of precarious jobs and lower pay. The initiatives taken must be effective and fully embraced by the workers.

It is the workers in the tourism and travel industry who create travel experiences and provide the related services. Their working conditions and their skills are crucial to the product supplied. That is why it is important to us and to the Nordic region in general that the Nordic model works and is applied to ensure optimal results, also in the context of tourism.

The Economist

FEBRUARY 24th-27th 2013

economist.com

Immigration: Obama gets it right
The rift between China and North Korea
Can Egypt's revolution be rescued?
How to reform America's lawyers
The mystery of the Birdmuda Triangle

The next supermodel

**Why the world should look at
the Nordic countries**

A 14-PAGE SPECIAL REPORT



That is, The Three Basic Pillars of the Nordic Model:

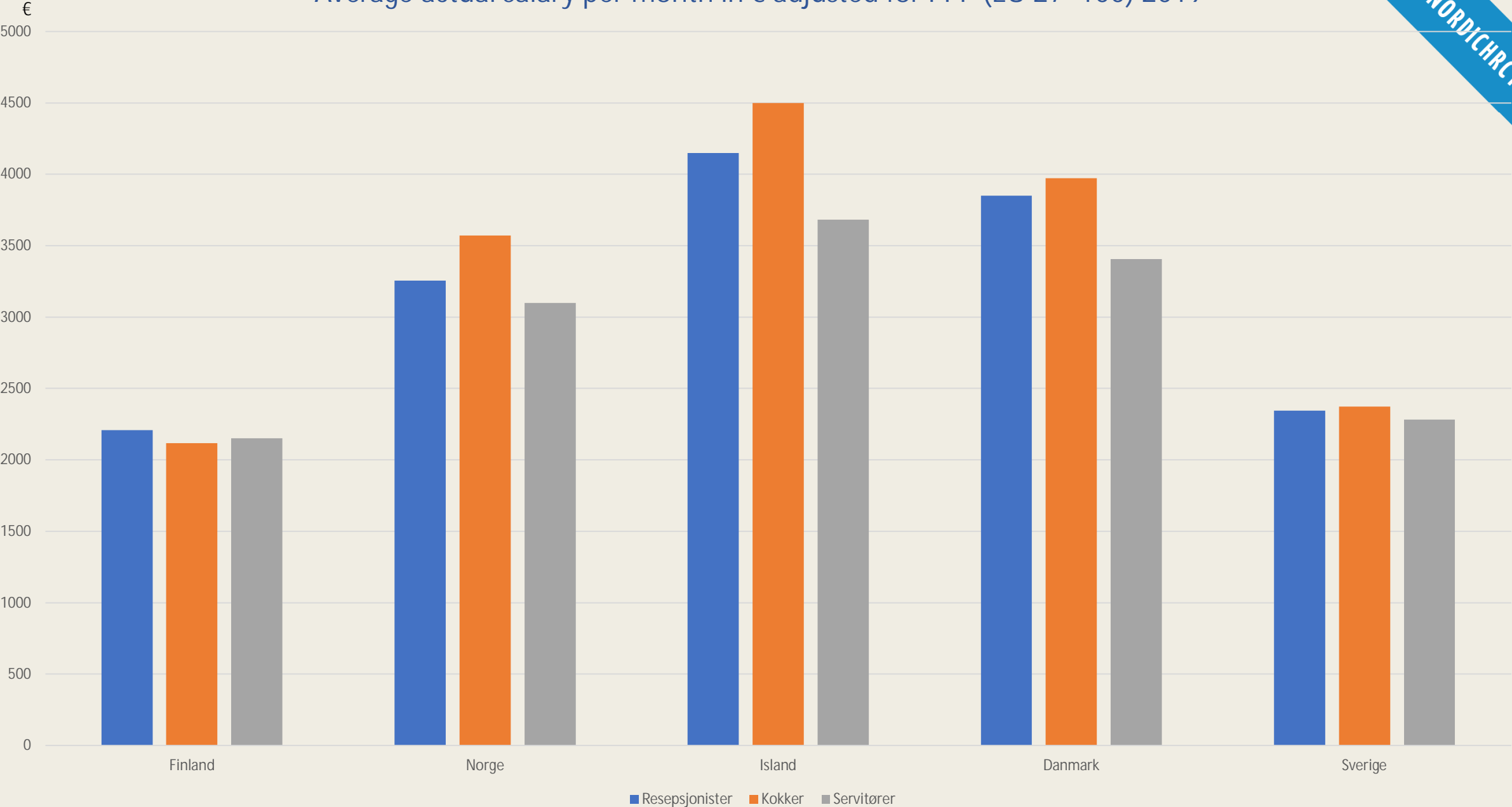


- # Employers perspective
- Why are we concerned with politics?
 - Framework conditions determine working conditions
 - Local communities create liveability and well-being
 - Tourism is a tool for this, not a goal in itself

What does Nordic tourism actually look like?

- Low value creation – perhaps of the lowest
- Low pay – bottom 10% of all occupations (Norwegian statistic)
- Insecure jobs - seasonal work / part time
- Entry-level job - young people with low education
- Employment of migrant workers
- The staffing crisis

Average actual salary per month in € adjusted for PPP (EU 27=100) 2019



Can the Nordic region make a difference

- 11 largest economy in the world
- Well-developed institutions
- Small language barriers
- Equal Democracies
- Nordic welfare model

Transferred to the travel industry

- Possibility of closer political cooperation
- Possibility of closer market cooperation
- Possibility of closer educational cooperation
- Possibility of closer tree party cooperation
- Possibility of even closer research and development cooperation

Tomorrow's Nordic tourism must be..

- Greener - solving climate challenges costs
- Must create value - not everyone can start a business, if someone is to deliver good jobs
- Competence-based – research and tourism hand in hand (using the knowledge)
- Inclusive - room for everyone

and ...

- Tourism thrives best together with other industries
- Tourism is perhaps the industry most dependent on politics
- Tourism depends on an efficient public sector that supplies infrastructure and services

Summarized

- We want to contribute with the employee perspective
- We want a good and sustainable tourism
- We want an active tripartite collaboration to develop tourism also on the Nordic level
- We want an employer counterpart who is as well organized as we are at the Nordic level
- We want more research to be done into why tourism deliver so poorly in terms of value creation and what can be done with it ...



Thank you



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