

1. Record Nr.	UNINA9910427044003321
Titolo	Tourism Employment in Nordic Countries : Trends, Practices, and Opportunities // edited by Andreas Walmsley, Kajsa Åberg, Petra Blinnikka, Gunnar Thór Jóhannesson
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	9783030478131 3030478130
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (467 pages)
Disciplina	394.26068 650
Soggetti	Personnel management Industrial organization Tourism Management Industrial sociology Human Resource Management Industrial Organization Tourism Management Sociology of Work
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	1. Introduction -- 2. Guides on a crossroad - between deregulation and entrepreneurship -- 3. Tourism Employment and Education in a Danish Context -- 4. Tourism work - Public management of the tourism workforce in Finland -- 5. A Potential Treasure for Tourism – Crafts as employment and a cultural experience service in the Nordic North -- 6. Hardworking, adaptive and friendly: The marketing of volunteers in Iceland -- 7. On the move: migrant workers in Icelandic hotels -- 8. "You need to consider how it looks in the eyes of the guest": The work of teenage girls in tourism in Iceland -- 9. Migrant workers in tourism – Challenges of unions and workers in the Icelandic tourism boom -- 10. Employee motivation and satisfaction practices: A case from Iceland --

11. Managerial practices of co-creation and psychosocial work outcomes -- 12. Seasonal workers and innovation triggers -- 13. Gateway, fast lane, or early exit? Tourism and hospitality as a first employer of Norwegian youth -- 14. Labour mobility in the tourism and hospitality sector in Sweden -- 15. Downshifting Dutch rural tourism entrepreneurs in Sweden: challenges, opportunities and implications for the Swedish welfare state -- 16. Sustainable tourism employment, the concept of decent work and Sweden -- 17. A Labour Regime Perspective on Workforce Formation in Nordic Tourism: Exploring National Tourism Policy and Strategy Documents -- 18. Battling the Past: Social, Economic, and Political Challenges to Indigenous Tourism Employment -- 19. Hospitality through Hospitableness: Offering a Welcome to Migrants through Employment in the Hospitality Industry -- 20. Tourism Employment in Nordic Countries – Trends, Practices and Opportunities.

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#### Sommario/riassunto

Viewed through a politico-economic lens, Nordic countries share what is often referred to as the 'Nordic model', characterised by a comprehensive welfare state; higher spending on childcare; more equitable income distribution; and lifelong-learning policies. This edited collection considers these contexts to explore the complex nature of tourism employment, thereby providing insights into the dynamic nature, characteristics, and meaning of work in tourism. Contributors combine explorations of the impact of policy on tourism employment with a more traditional human resources management approach focusing on employment issues from an organizational perspective, such as job satisfaction, training, and retention. The text points to opportunities as well as challenges relating to issues such as the notion of 'decent work', the role and contribution of migrant workers, and more broadly, the varying policy objectives embedded within the Nordic welfare model. Offering a detailed, multi-faceted analysis of tourism employment, this book is a valuable resource for students, researchers and practitioners interested in tourism employment in the region.

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