


Chapter 16

The Impact of Gig Economy Trends on Traditional Employment Models: Evidence From Hotel Industry

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ABSTRACT

The gig economy has changed employment patterns throughout industries, including the dynamic hotel business. This chapter analyzes industrial statistics, scholarly research, and case studies to understand the complex effects of change in labour dynamics. It provides examples of how gig economy developments have altered hotel employment arrangements, bolstering the research conclusions. The gig economy has disturbed hotel employment and spurred innovation. Airbnb and Uber have enabled hoteliers to hire on-demand housekeepers and guest service workers. The inflow of gig workers will change the workforce but also boost efficiency and agility, offering a bright future for the business. Traditional hotels have adopted digital platforms

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and automation to compete due to the gig economy's focus on technology-driven efficiency. This shift toward gig-driven models emphasizes balancing innovation with hospitality ideals like individualized guest experiences and employee well-being. This unwavering commitment ensures the industry's commitment to quality service, reassuring stakeholders.

INTRODUCTION

According to Tug and Basar (2023), the gig economy, characterized by the proliferation of short-term contracts and freelance labour over traditional full-time employment, is dramatically affecting numerous industries, with the hotel business being at the vanguard of this transformation. Pull on. For most of their history, hotels have relied on a consistent workforce that is employed full-time to maintain high levels of service quality and operational efficiency (Joshi et al., 2024). On the other hand, the proliferation of digital platforms that provide on-demand labour and freelance opportunities substantially impacts conventional employment patterns (Rahman et al., 2024). Within the hospitality sector, this shift toward a gig-based workforce is driven by several factors.

According to Joshi et al. (2024), the flexibility the gig economy offers is among the most significant advantages that hotels may reap. According to Şen (2022), hotels can adjust their staffing levels according to the shifting seasonal demands and availability rates. This flexibility is necessary for an industry where demand can be highly varied due to tourism seasons, economic situations, and weather patterns. This is to manage their labour costs better and avoid the financial pressures of retaining a big permanent staff during off-peak periods. Hotels can better manage their labour costs using gig workers (Shvetsova, 2022).

Additionally, hotels have access to a broader talent pool as a result of the gig economy. According to Joshi et al. (2024), temporary workers and freelancers have the potential to contribute a wide range of professional experiences and one-of-a-kind skills that can enhance the quality of service that is provided to clients. To provide guests with a novel dining experience without the long-term commitment of full-time employment, a hotel might employ the services of a freelance chef specializing in a particular culinary speciality for a limited period. In a similar vein, independent event coordinators or marketing professionals can be brought in for specific projects to give knowledge that may be lacking in the workforce that is currently in place (Filippova, 2023). On the other hand, this shift toward employment based on gigs is difficult. According to Singh and Singh (2023), one of the essential concerns is ensuring that the quality of service provided is maintained consistently. The hotel sector is designed to provide outstanding service, and a staff that is constantly chang-

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