The effects of summer tourism on the home help market in a seaside resort in Brittany

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Introduction

• Seasonality of work in home help: a concern among professionals

• **Seasonality**: fluctuations of a phenomenon according to an annual rhythm, linked to **natural phenomena but mostly to social constructions**
Methodology

- ANR Profam, Between profession and family, the "frameworks of work" of assistance to the elderly, [https://profam.hypotheses.org/](https://profam.hypotheses.org/)
- 20 interviews with various actors of the sector (home help workers, nurses, social workers, managers, officials, ...)
- Ethnographic survey with home help workers, meeting with beneficiaries and their families
The territory

• Located in the North-West of France
• Economy based on tourism and food industry
• Ageing index (number of people of 65 and older per 100 people under 20): $AI = 1.4 \text{ vs } 0.8 \text{ for Metropolitan France (2016). Up to 3 in the municipalities closed to the sea}$
• Cause: aging of the local population + arrival of retirees
• Attractive territory for elderly people
  → Gentrification of the coastal zone
The job market

- At a national level, home help sector considered as « jobs under stress » (Pôle Emploi)

- Locally, the situation is made worse by two factors:
  1° young families leave the costal zone (price of the real estate, school closure). However, home help workers always work closed to their home.

  2° Food industry and hôtel/restaurant sector need workforce with the same profile to that of home help workers.
A scissor effect

- Increase of the demand for labour
- Workforce less available
  → scissor effect
- Tensions in the labour market throughout the year
- It sets the context in which the question of the seasonal fluctuations arises
The seasonality

More needs:

- From the spring, arrival of residents of secondary residences (average age = 65; 39% of them > 70 years old)
- Family visits to local elderly people lead to reevaluation of their needs

Less workforce available:

- High demand in tourism sector
- Home help workers must take care of their children in holidays (especially single-parent families)

→ the scissor effect is reinforced
Consequences

1° Working conditions

- Car jam (market days, festivities) and parking difficulties (risk of fines)
- Increased number of beneficiaries: part-time contracts become full-time jobs
- Psychological risks (burn out, high turn over)
2° Relations between profit and non-profit organisations

- Context of concurrence between profit and non-profit services since 2006.
- Public, associative and private actors manage the shortage by coordinating their actions to focus on the most problematic situations.
- Profit sector attached to the «social» part of the work, but the economic logic lead to increase social inequalities between local working class people and wealthy people in secondary residences.
Conclusion

• Seasonality contributes to increase the tensions on the labour market
• Limit : phenomenon very visible on this specific territory, but could expand to other places
• Home help services could play a negative or a positive role in the tourism development
Thank you for your attention