

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/>
- 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 vs 0,8 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)

Consequences

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