

Professional Value

BMGM5005

Week 3: Recruitment Strategy

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What have we done last week?

- Organisational Culture
- Environmental Analysis



National and International Employment Markets

- HOSPITALITY AND TOURISM MANAGEMENT**

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

Prifysgol Cymru
 Y Drindod Dewi Sant
University of Wales
 Trinity Saint David

Labour Market Intelligence

- Employment Rates
- Demographics Splits
- Rates of Pay
- Skills of the Workforce
- Qualifications of the Workforce
- Types of Employment



Sources of Information

- Department for Business, Energy & Industrial Strategy
- Office for National Statistics (ONS)
- British Chambers of Commerce
- Professional bodies such as CIPD (Labour Market Outlook surveys)



Business Planning and Human Resources

- Conducting Labour Market Research
- Forecasting Future Labour Demand
- Supporting Short- & Long-Term Strategies



Impact of Globalisation

- Increasingly Interconnected
- The number of employees available for employment
- Diversity



Globalisation



**LOWER
PRICE**



**QUICKER
PACE**



Forecasting Labour Demand

Staffing Level

Increase or Decrease ?



Employment Types

- Full Time
- Part-Time
- Temporary Staff
- Agency Staff
- Zero Hour Contract
- Internship
- Apprenticeship
- Freelancer
- Contracting
- Seasonal Employees
- Casual Employment
- Trainee
- Employment on Commission



Full-Time Versus Part-Time Workers

- Full-time workers are typically employed for **35 hours** or more per week
- Part-time worker is an employee who works less than the full-time members
- Both full-time and part-time workers are permanent members



Full-Time Versus Part-Time Workers

- Part-time workers have the same employment rights and should receive the same benefits (pro-rata basis) as their full-time counterparts
 - **Pay rates**
 - **Holiday and sickness allowance**
 - **Opportunities for promotion, pension, and career breaks etc.**

Zero Hours Contracts

- Not guaranteed any hours and the business has no legal obligation to give them work
- Legally entitled to statutory annual leave and the national minimum wage
- Flexibility
- Decreased levels of employee motivation and loyalty

Temporary Staff

- Cover the permanent staffs
- Project
- Non-permanent basis
- To evaluate the potential employee
- Highly skilled or experienced person for a specific period of time without the long-term commitment and cost implications of permanent members of staff

Agency Staff

- External agency
- Without the additional workload and costs of advertising the job vacancy, shortlisting candidates, and conducting interviews
- Convenience but expensive

Sub-Contracting

- Overtime pay
- Pays an external individual or business
- Effective but expensive

Take a little



COFFEE BREAK

lovethispic.com



How do we
recruit?

- Discuss and provide examples of the advantages and disadvantages of each method

Recruitment Strategy

- In-house HR
- Outsourcing

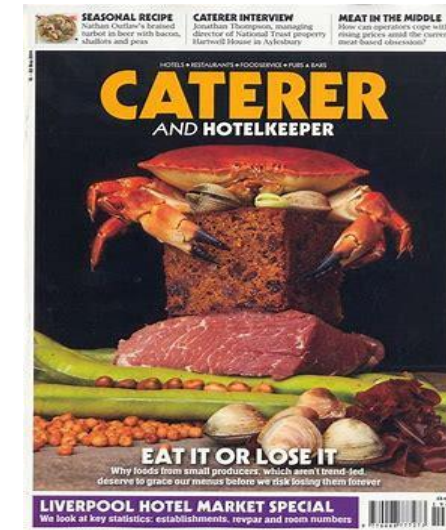
HAYS



THE ADECCO GROUP



Recruitment Platform



Example



The Swan Hotel 4 ★

Chef

Kington, Herefordshire, West Midlands, England



Easy Apply

About us

The Swan Hotel is a small business in Kington, HR5 3AZ. We are professional and agile. We are looking for professional and hardworking individual.

Our work environment includes:

- Food provided
- Growth opportunities

We are looking for an experienced Chef to join our team and help create delicious meals for our customers. The ideal candidate for this position will have a passion for cooking, be creative and have a good understanding of the principles of food preparation. The successful candidate will be able to work independently and as part of a team, have excellent communication skills, and be able to work in a fast-paced environment.

Responsibilities:

- Have knowledge of various cooking techniques.
- Prepare meals and side dishes according to customers' needs and preferences.
- Ensure that all food is cooked and prepared in a timely manner

Source : www.glassdoor.com



The quality of a company's recruitment process was also found to directly affect the perception of the business as well as possible future engagement.

Internal Recruiting

Advantages:

- Can be cost efficient- Vacancy filled, Expenses, Training
- Candidates are known to the organisation- skills, attitude
- Candidates are familiar with organisation culture
- Internal promotion may provide motivation to staff



Internal Recruiting

Disadvantages:

- Internal candidates not successful maybe resentful- become unproductive, demotivated
- New lower-level vacancy created
- No new 'blood' - May lead to stagnation of ideas and approaches within the business

Internal Recruiting

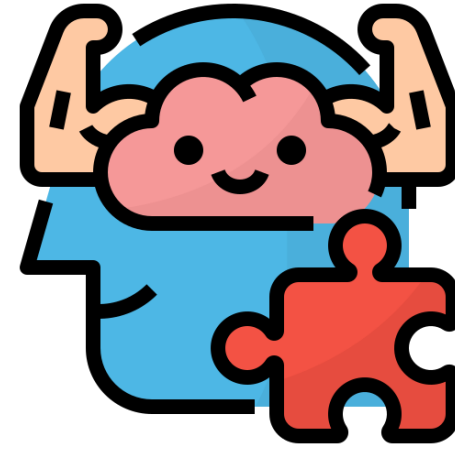
- Inability to find appropriate people/limited pool
- Political in-fighting
- Need for strong and frequent/constant T&D programs
- Can lead to de-motivation of existing staff
- Gaps in workforce

Required Skills

- Skills levels
- Experience
- Educational Level
- Aptitude



Skill Level



Soft Skill

Job-related knowledge and abilities

Hard Skill

Time management, Communication, and Teamwork

Activity - Discover your skills and careers

Module – Week 3 - National Careers Service_Skills Assessment

Discover your skills and careers

In this assessment, answer questions about the things you like to do or are good at. Understanding yourself can help you work out what careers you may enjoy working in.

This assessment:

- contains fewer than 50 multiple-choice questions
- takes 5 to 10 minutes to complete

When you finish, you will see some suggestions of roles you may enjoy based on your answers. You may want to [explore careers](#) based on these recommendations. You can compare different careers to see what interests you.

[Go to discover your skills and careers](#)



Educational Level

- Academic level
- Qualification

UK HIGHER EDUCATION		
Level 8	Doctorate PhD	
Level 7	Master's MSc, MA, MPhil	
Level 6	University Degree BA, BSc	
Level 5		Foundation Degree FdA, FdSc
Level 4		HND HNC
Level 3	A-Levels	A2 AS

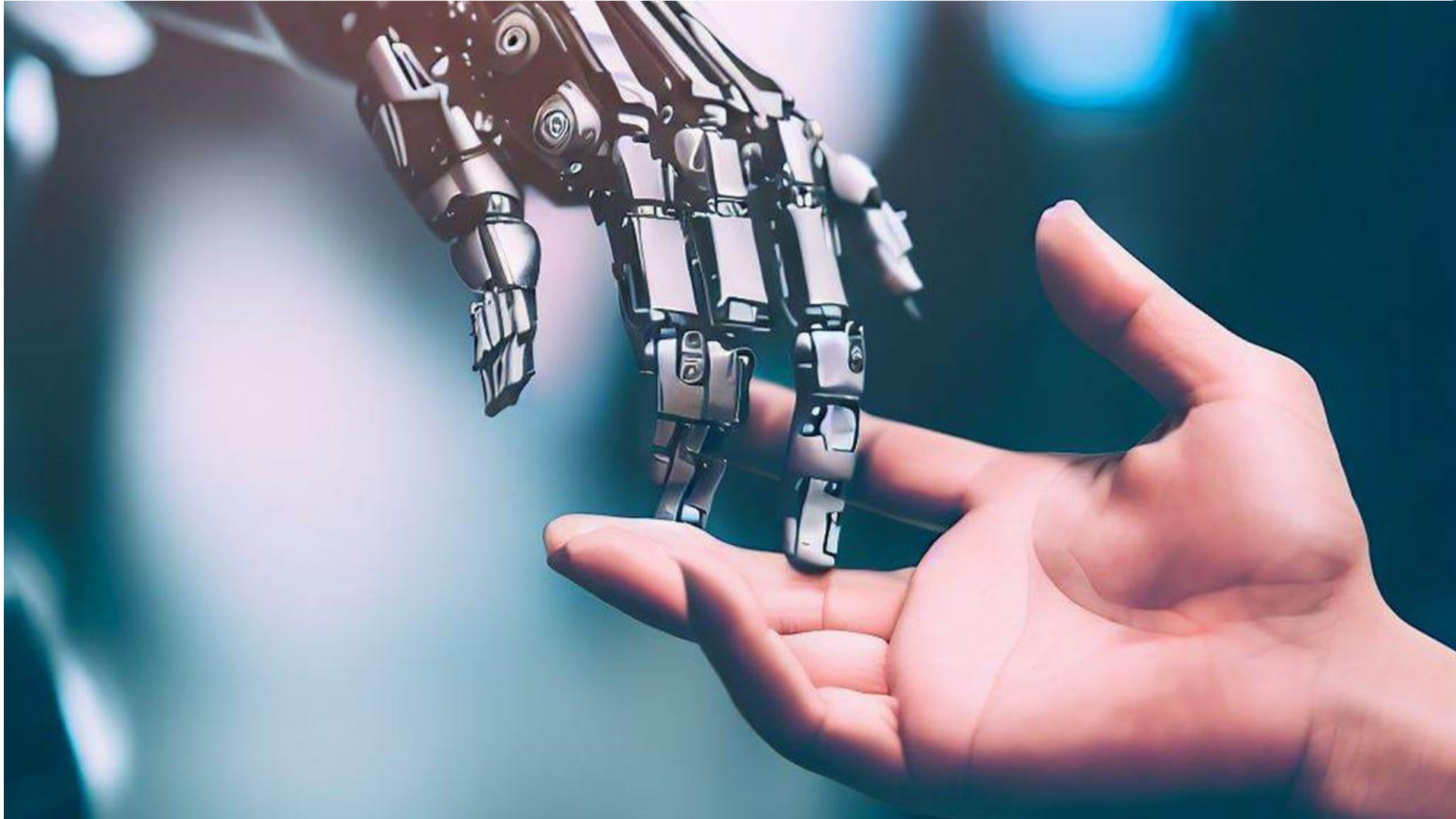
Take a little



COFFEE BREAK

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Embrace Technology



Artificial Intelligence in Recruitment



**WIN RECRUITING
WITH AI TOOLS**



Why Recruitment is so Important?



HIRE THE BEST TEAM

TED^x





IT'S TIME FOR
COFFEE

Activity – Prepare for Future

- Prepare and update your LinkedIn Account



Activity – PESTEL Presentation



Next Week...

- Interviewing
- Role Play



List of Reference



I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account to k.chong@uwtsd.ac.uk

THANK YOU



HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Y Drindod Dewi Sant
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