



"ADDRESSING RECRUITMENT AND RETENTION CHALLENGES OF SKILLED STAFF IN THE UK'S HOTEL INDUSTRY: STRATEGIES AND SOLUTIONS"

WELCOME TO THE PRESENTATION

STUDENT PROFILE



MUHAMMED
AZIZUR RAHMAN



2107283



UWTSD



NATALIE
BRAILSFORD

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INTRODUCTION



The hotel and hospitality sector of the UK has a prominent place in the country's economy which takes profits from providing different and unique services to tourists as well as residents



This sector encounters the obstacles of attracting and maintaining a pool of qualified personnel, which plays an important role in the delivery of the high quality and constant standard services that the customers are used to receiving (Ariza-Montes et al., 2018).



The seasonal demand fluctuations worsen staffing problem, and the constrained hours and modest pay make it tougher to hire workers.

LITERATURE REVIEW

According to Sheehan et al., (2018), The challenges that the UK's hotel industry has faced in recruitment and retention have been well-written in the mainstream media, demonstrating their huge effect on operational efficiency and client service quality.



Reports of high turnover rates imply that the human resource management as well as organizational culture itself are at the heart of the problem (Ashton, 2018). The correlation between the long working time and the employee stress and burnout is such that it affects not only job satisfaction but as well increases the level of attrition



An article published in the International Journal of Hospitality Management by Ashton (2018), reveals the connection between long working hours and employee wellbeing.

LITERATURE REVIEW

A very recent study carried out by Ross (2017) showed a big gap between the skills required by employers and the ones possessed by most students. In addition to making the recruitment process more complex, inequality hampers the retention of human resources, since the employees with the wrong fit will feel undervalued or discontented with their work.

The shortage of staff is a key reason for declining operational efficiency. The wait time for guests increases, and the hotel reputation suffers (Ashton, 2018).

Negative images about the working conditions within the sector are the reason for the difficulties in stimulating professionals, and the situation is even more challenging for skilled workers (Rouse, 2017). The shortage of staff is a key reason for declining operational efficiency. The wait time for guests increases, and the hotel reputation suffers.

SOLUTION AND STRATEGIES

The role of industry promotion and awareness campaigns are substantial in harmony and public education.

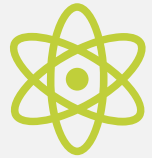
Apprenticeship programs and education campaigns

The competitive benefits and incentives for the workers

Ensure staff welfare, place emphasis on flexibility and on training and development.



Political, economic, social, technological, environmental, and legal factors are of great importance in shaping the decisions of the leaders.



All these factors contribute to the workforce dynamics and management strategies.



Identifying and managing these aspects remains the key requirement of efficient workforce planning.

IMPACT OF EXTERNAL FACTORS ON RECRUITMENT AND RETENTION

POLITICAL AND ECONOMIC FACTORS

Political: Government policies, including labour laws and immigration rules, have a big impact on labour structures.

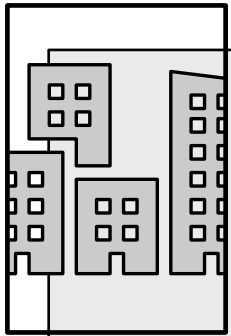


Economic: The economic cycles also affect the demand for hotel services and the labor competition.

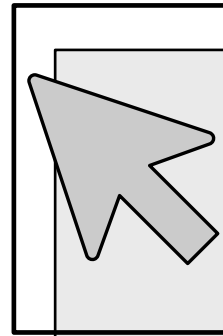


Adapting to changing circumstances in political and economic environment through management strategies becomes necessary.

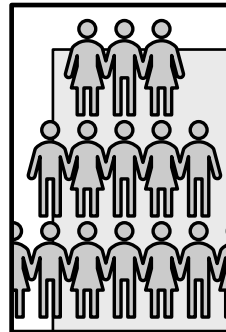
SOCIAL AND TECHNOLOGICAL



Social: The shift in the attitude towards work-life balance and the industry perception also affects the recruitment.



Technological: Automation and technology in recruitment shape the human resources and change the traditional recruitment processes.



The rate of social and technological evolution determines the key factor in talent prospecting and keeping staff members.



Environmental: The implementation of sustainable practices, for instance, affects the number of workers as well as their preferences.



Legal: Compliance with employment-related law and current workplaces' process is a necessity of workforce management.



The corporate social responsibility of an entity lays more on the responsibilities of ethics and legality when exploring the workforce.

LEGAL AND ENVIRONMENTAL

INDUSTRY RESPONSES AND CRITICAL REFLECTION



**Use of
Technology**



**Training and
Development
Programs**



**Improving Work
Conditions**



**Collaboration
with Educational
Institutions**



FUTURE POLICY AND MANAGEMENT OPTIONS

**Progressive Wage
Policies**

**Industry
Collaboration and
Advocacy**

**Government
Incentives**

**Strengthen
Collaboration
with Educational
Institutions**

**Cultural and
Environmental
Sustainability
Practices**

**Embracing
Technology and
Automation**

**Regular Employee
Feedback and
Engagement
Surveys**

CONCLUSION

PESTEL analysis was conducted to evaluate how political, economic, social, technological, environmental and legal factors all interact to make staffing difficulties worse. The industry had responses, but these include advance HR analytics and partnerships with educational institutions which are actually useful in a specific situation. The success of hotels in a competitive marketplace is determined through the human resources performance. Things like lifelong learning, diversity and inclusion, tech-enabled solutions, employee well-being and collective advocacy should be prioritized in order to be able to solve the labor issues a hotel can face.

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