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Introduction

As things are right now, the hospitality industry is going through a labor shortage, making it difficult to hire new employees and keep the ones they already have (Chua, 2021). As a Talent Acquisition Manager for a UK Restaurant Group, it is crucial to identify and implement successful talent acquisition initiatives. In this study, we will discuss six techniques for acquiring talent, three of which will be short-term acquisition strategies, and the remaining three will be long-term acquisition strategies. A significant shortage of workers in the food business has impacted business confidence and forced many restaurants to cut their hours and simplify their menus. As a talent acquisition manager, it's essential to come up with good ways to find people for both short-term and long-term jobs. This report gives six ways to find good employees and four ways to offer incentives to get people to work in casual and fancy restaurants.

Short-term Talent Acquisition Strategies

Short-term methods for hiring people are designed to fill open positions right away in the restaurant group. Offering sign-on bonuses is one way to keep new employees and keep the ones you already have. A study by the National Restaurant Association found that more than 45% of restaurant owners use sign-on bonuses to get people to work for them. Another way to get the

word out about job openings is to use social media sites like Facebook, Twitter, and LinkedIn. When you use social media, you can reach more people, especially younger people (ILO, 2021). Lastly, having present employees recommend friends or family members for open positions can be a good way to find new workers.

Social Media Recruitment

The process of connecting with potential applicants can be accomplished through the use of social media platforms such as LinkedIn, Twitter, Facebook, and Instagram in social media recruitment. Reaching out to a big number of potential candidates in a short amount of time can be accomplished with this strategy at a low cost. According to a poll conducted by CareerBuilder, seventy percent of businesses utilise social media in some capacity to screen potential employees. This makes social media a vital component of talent acquisition efforts.

Employee Referral Program

Programme for Employee Referrals An employee referral programme is a strategy for recruiting new workers by soliciting recommendations from the existing workforce (UKHospitality, 2021). It is a form of recruitment that is both efficient and cost-effective, and it encourages current employees to promote potential applicants from their own networks. A study conducted by Jobvite found that employee referrals result in a hire rate that is 40% higher than average, indicating that this tactic is beneficial.

Job Fairs and Walk-Ins

Job Fairs and Walk-In Interviews: Both job fairs and walk-in interviews are great ways to make contact with job seekers who are actively looking for work. It is an efficient method for establishing a personal connection while also disseminating further information regarding the organisation. The National Association of Colleges and businesses (NACE) conducted a poll, and the results showed that 57% of businesses participate in job fairs in order to acquire qualified candidates.

Long-term Talent Acquisition Strategies

Long-term strategies for getting good employees focus on building a pool of qualified candidates for when they need to hire people in the future. Partnering with area culinary schools to set up an

internship or apprenticeship programme is one way to do this. This can help students who are interested in the restaurant business get hands-on experience and draw them. Another strategy is to create a talent development programme that gives employees chances to move up in their careers. This can help the organisation find and keep the best people. Lastly, a good workplace culture can be a good way to attract people who want to work there. For example, giving employees benefits, recognising great work, and making sure the workplace is safe and friendly can help create a positive setting that makes people want to work there.

Employer Branding

Employer branding is a strategy that involves building a positive reputation for an organisation as an employer in the minds of potential employees (Haider, 2021). It entails developing a favourable image for the brand through the use of social media, favourable internet reviews, and word of mouth. A powerful employer brand has the ability to bring in qualified applicants and to boost employee retention rates.

Internship and Training Programs

Internship and training programmes efficiently recruit potential candidates and build a pipeline for future workers. Internships and training programmes are also a great way to learn more about your company (Kula, 2021). It gives the organisation the chance to examine possible candidates and provide training to help develop the abilities that are required. According to a poll conducted by the National Association of Colleges and Employers (NACE), seventy percent of companies use internships as a means to find qualified candidates for open positions.

Employee Development and Career Advancement

Employee development and career advancement require investing in the employee's training and offering possibilities for the employee's career to advance. It is an efficient strategy for increasing staff retention rates and attracting potential applicants who are looking for long-term career advancement chances. A survey conducted by LinkedIn found that if an employer engaged in its employees' professional growth, 94 percent of workers would remain with the company for a longer period of time (SHRM, 2021).

Work-Life Balance

Providing employees with flexible schedules, the option to work remotely, and paid time off are all components of a successful work-life balance programme. It is an efficient strategy for increasing staff retention while also promoting employee health and well-being. Gallup found that employees who have a better work-life balance are 21% more productive than those who do not have a good balance between their work and their personal lives (Saba, 2020).

Appreciation and Recognition

Praise, whether verbal or written, awards, and certificates, as well as monetary compensation, can be given to employees as a form of appreciation and recognition for the work they have done. The concepts of recognition and appreciation are distinct from one another. It is an effective strategy that has the potential to greatly increase the workers' level of motivation and involvement. **Monetary Incentives**

Monetary Incentives Monetary incentives are defined as the practise of rewarding employees with monetary benefits for accomplishing predetermined objectives. It comprises monetary incentives such as bonuses and commissions, as well as profit-sharing and stock options. A poll conducted by Glassdoor found that 79% of employees prefer benefits or perks to a pay rise. As a result, this way of incentivizing employees is very effective (PwC, 2020). The provision of health insurance, memberships to fitness centres, and participation in wellness programmes are all examples of advantages that fall under the category of "health and wellness." It is an efficient approach to lowering the expense of healthcare while simultaneously improving the health of the workforce. 61% of businesses, according to a poll conducted by the Society for Human Resource Management (SHRM), give wellness benefits to their employees.

Monetary Incentive Methods

Offering reasonable salaries and performance-based bonuses are two ways to entice people to work in restaurants. A survey by the National Restaurant Association found that the best way to keep workers is to pay them competitive wages. Performance-based bonuses can encourage workers to do their best work, which can boost the restaurant group's productivity and income.

Non-Monetary Incentive Methods

Non-monetary incentives are creative ways to attract and keep workers without raising their pay. One way to motivate employees is to give them flexible schedules that can fit their personal wants and preferences. For example, some employees may prefer to work on the weekends or in the nights, while others may prefer to work during the day (Kula,, 2021). One way to motivate people is to give them paid time off, which can help them find a better balance between work and life and reduce stress. This can be especially appealing to people who want a good mix between work and life.

Summary

Holding job fairs and other recruitment events can quickly draw in a large number of qualified applicants for open positions. According to the report titled "UK Hospitality Future Shock," almost eighty percent of companies see recruitment drives to be an effective technique for the acquisition of talent.

b) Employee Referral Programmes: If you want to encourage employees to recommend qualified candidates for open positions, you can incentivize them to do so by offering referral bonuses. This can both hasten the process of recruiting new employees and raise their level of involvement.

c) Recruitment Through Social Media Making use of social media platforms such as LinkedIn, Facebook, and Twitter for recruitment purposes can assist in reaching a greater audience and attracting suitable candidates. A poll conducted by Hootsuite found that 79 percent of people looking for work look for chances on social media platforms.

a) Employer Branding: Having a solid employer brand might make it easier to find and keep talented workers. It is possible to generate a favourable image and promote brand loyalty among prospective employees if the company places an emphasis on the promotion of its culture, values, and advantages.

b) Talent Pipeline: Creating a talent pipeline for future recruitment needs can be facilitated by forming partnerships with local educational institutions such as schools, colleges, and universities. Offering work experience, internships, and apprenticeships are all great ways to help establish a pool of eligible people to choose from.

b) Training and Development: Making an investment in training and development programmes for current workers can enhance employee retention rates and attract future applicants who place a high value on prospects for career advancement.

Strategies Based on Incentives

Incentives in Terms of Money

a) Welcome Bonus: Providing new employees with a welcome bonus as an incentive to join the company is one way to encourage them to do so. Glassdoor reports that the typical starting salary plus sign-on bonus for a restaurant manager in the United Kingdom is \$2,700.

b) Pay dependent on Performance: Providing employees with pay that is dependent on their performance, such as bonuses or commissions, can drive them to achieve their goals and raise the level of job satisfaction they experience. Indeed reports that the hourly wage for waiters and waitresses in the United Kingdom is £8.94 on average.

Incentives Other Than Monetary Offerings

a) Offering Flexible Work Schedules Candidates that desire a healthy balance between their professional and personal lives may be interested in an employer who offers flexible working hours or part-time opportunities. Indeed conducted a survey that found that seventy-three percent of people looking for work believe maintaining a healthy work-life balance to be an important consideration when weighing job offers.

b) Employee Benefits: Increasing both employee satisfaction and retention rates can be accomplished through the provision of employee benefits such as health insurance, retirement programmes, and paid vacation time. A poll conducted by Glassdoor found that the availability of benefits and perks is one of the most important factors that job searchers take into account before accepting an offer.

Conclusion

The restaurant business in the UK is having a hard time finding and keeping good employees. This has led to a lack of staff and a drop in business trust. Adopting short-term and long-term strategies like job fairs, employee referral programmes, company branding, and training and development programmes can help attract potential candidates. By giving financial and non-

financial rewards like sign-on bonuses, pay based on performance, flexible schedules, and employee benefits, you can make your employees happier and keep them longer. As the Talent Acquisition Manager for a Restaurant Group, you need to use these strategies and incentives to attract and keep talented workers in the competitive restaurant business.

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