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Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Hospitality & Hotel Management Level 4



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BMIH4010 / BMIH4010D Personnel Resourcing and Development Week Two

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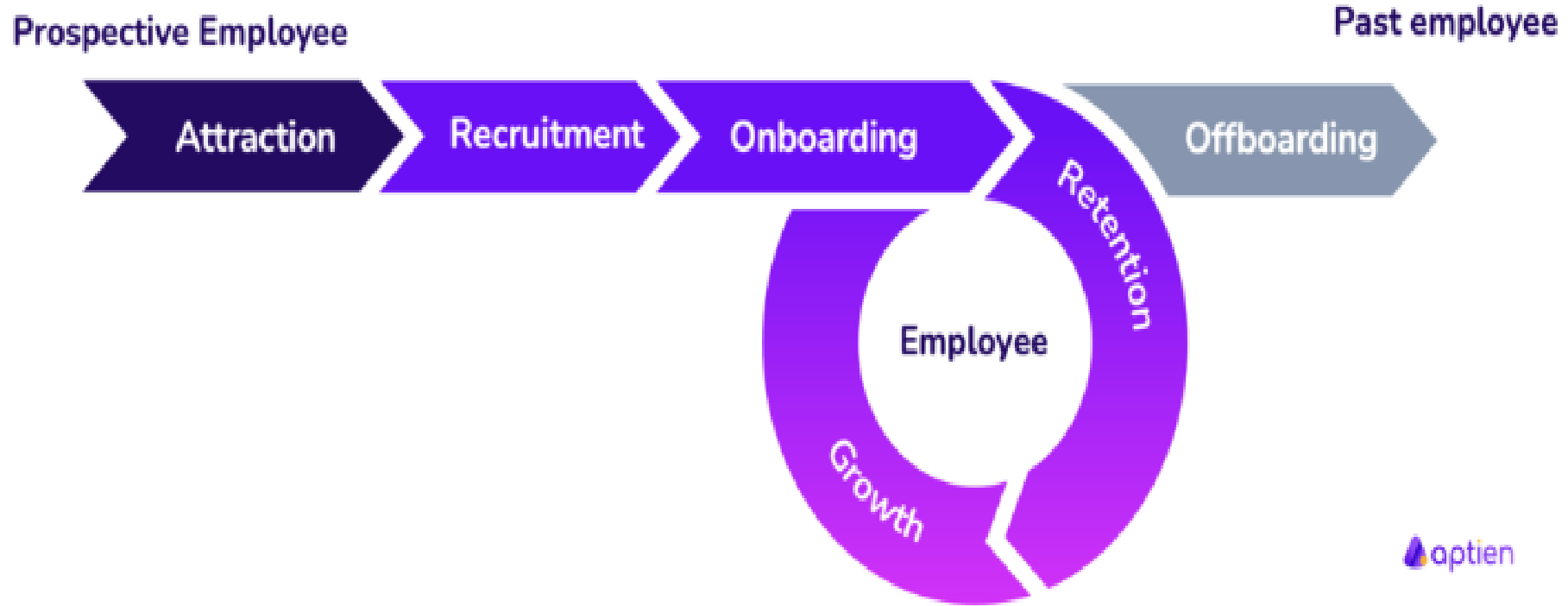
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Employee Life Cycle

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Employee Life Cycle



Activity

30 Minute Activity

Use the headings and Share your own experience of the Employee Lifecycle



Hospitality Market overview

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Market Overview



- By the end of September 2024, the UK hospitality sector employed 2.8 million people, a 12% increase compared to pre-COVID levels, and 27,000 more than March 2024.
- Hospitality now accounts for 11% of all available job roles, up from 9% in September 2023 – a clear sign of the sector's robust growth.
- Caterer.com research showing that 52% of people are open to a career in hospitality, this presents a fantastic opportunity for employers to attract talent that might have previously looked towards other industries.

(Caterer.com, 2024)

Market Overview



- **Changes to tipping regulations, workers will now keep 100% of the tips they receive. With the Department for Business and Trade estimating that this will result in around £200 million being received by workers in the service industry.**
- **Since April, the National Living Wage for those aged 21 and over increased to £11.44 an hour, and the National Minimum Wage for 16–17-year-olds rose to £6.40 an hour, sparking a rise in searches and applications from those interested in starting a career in hospitality.**
- **Several large increases in the national minimum wage have increased salaries for low-wage workers by almost 75% since 2017**

(Caterer.com, 2024)

Hospitality Recruitment

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Hospitality Recruitment

Caterer.com
LEADERSHIP COLLABORATIVE

Key insights



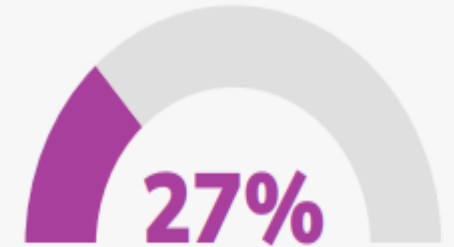
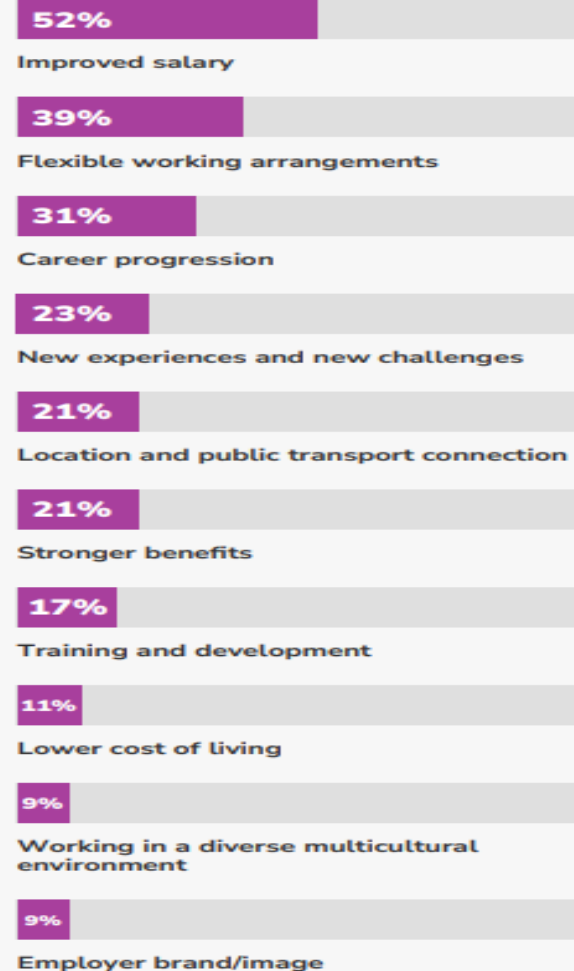
1 in 5

(19%) hospitality workers are actively looking for a new job



of workers are open to new opportunities, rising to 82% of those who have been in the role for 3–5 years

What attracts candidates most to a new role



of employees with 7–12 months in role are most at risk of leaving



of staff in London are most likely to leave their role

An Effective Job Advertisement

Question:

What should be included in an effective job advertisement?



An Effective Job Advertisement

- Accurate and Intriguing Job Title
- Company Introduction
- Compelling Job Description
- Job Requirements and Qualifications
- Ideal Candidate Profile
- Salary and Benefits
- Working Model
- Company Culture and Values
- Equal Opportunity Statement
- Application Instructions and Call to Action
- Visual Elements
- Data Privacy Statement



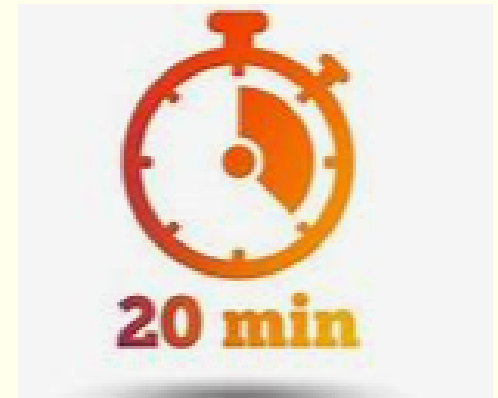


Research

Find an Advertisement

Locate a job advertisement that includes the following information:

- **Job Title:** The position being offered (e.g., Front Office Manager, Event Coordinator).
- **Company/Organization:** Name of the employer.
- **Job Description:** Responsibilities and duties of the role.
- **Requirements:** Qualifications, skills, or experience needed.
- **Location:** Where the job is based.
- **Application Process:** Instructions on how to apply.





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PESTEL Analysis in Recruitment

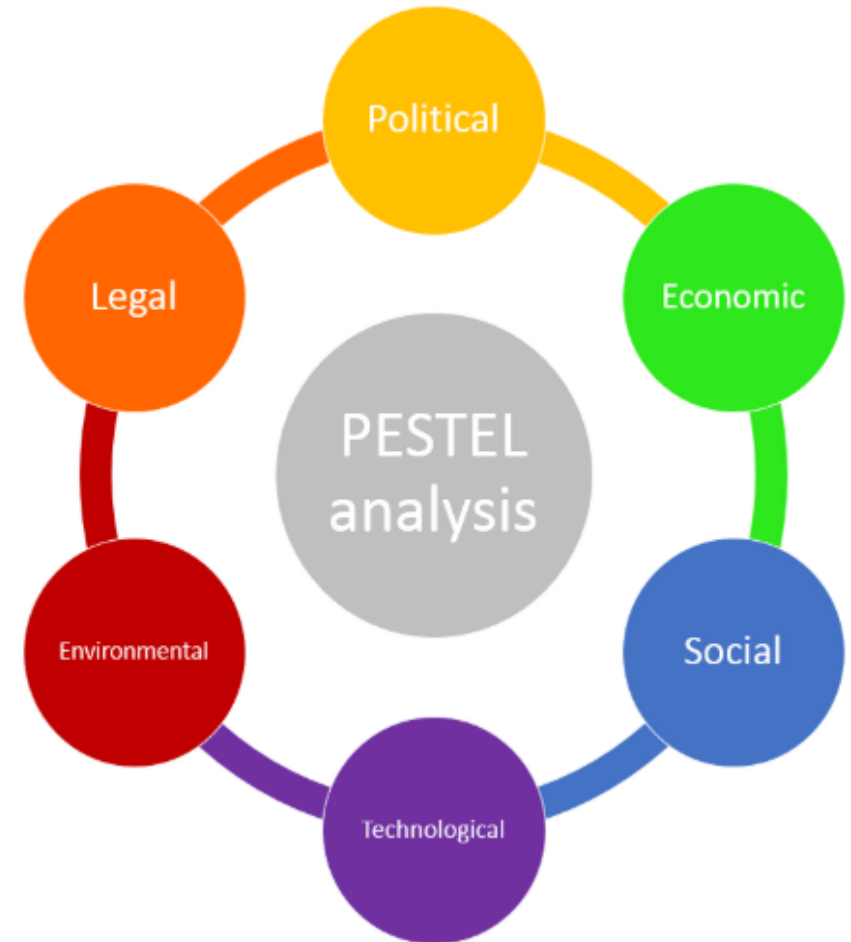
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PESTLE Analysis

A PESTLE analysis is a strategic tool that examines external factors impacting an organisation.

In the context of the recruitment process, the social, technological, environmental, and legal considerations play significant roles in shaping hiring strategies and ensuring compliance with regulations.



PESTLE Analysis



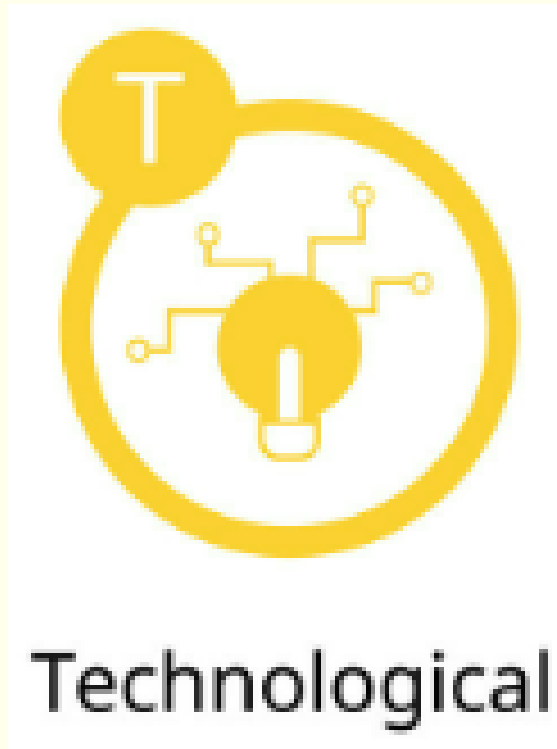
Social

Social Considerations in Recruitment

- Diversity and Inclusion
- Work-Life Balance and Benefits
- Demographic Trends
- Company Culture

Using your advertisement now identify the
PESTLE considerations

PESTLE Analysis



Technological Considerations in Recruitment

- AI and Automation
- Job Platforms and Social Media
- Virtual Recruitment:
- Applicant Tracking Systems (ATS)

Using your advertisement now identify the
PESTLE considerations

PESTLE Analysis

Environmental Considerations in Recruitment



- Sustainability Initiatives
- Remote Work and Carbon Footprint
- Green Recruitment Practices:
- Applicant Tracking Systems (ATS)

Using your advertisement now identify the
PESTLE considerations

PESTLE Analysis



➤ Legal Considerations in Recruitment

➤ Anti-Discrimination Laws

➤ Data Privacy

➤ Employment Laws:

➤ Right to Work

Using your advertisement now identify the
PESTLE considerations



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Employee Engagement

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Employee Engagement

What does the word 'engagement' mean to you?



Employee Engagement

There are over 50 definitions of Employee Engagement!

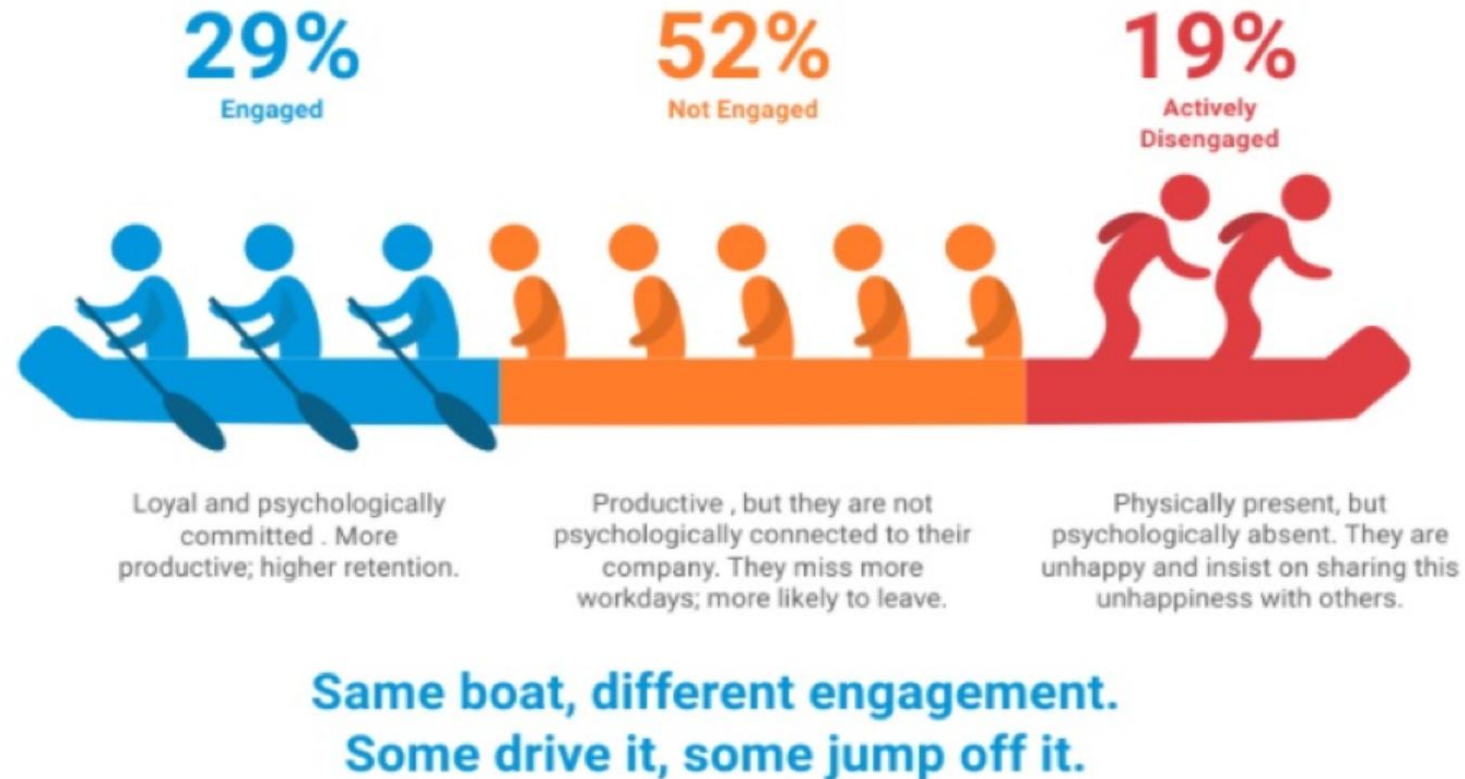
How people ‘express themselves physically, cognitively, and emotionally’ as they interact with their jobs

Employee engagement could mean the following:

- **Having a meaningful connection with an experience**
- **Feeling a sense of belonging and ownership**
- **Having a positive emotion towards an experience**
- **Purposeful involvement and active contribution**



Employee Engagement



Employee Engagement

Question:
What makes us engaged
employees?



Employee Engagement

Question:
What makes employees
disengaged?



Employee Engagement

Diana Dosik



https://www.ted.com/talks/diana_dosik_why_we_need_to_treat_our_employees_as_thoughtfully_as_our_customers

Any Questions?

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I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account.

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