

CHALLENGES FACED BY THE HOSPITALITY INDUSTRY IN RECRUITMENT IN PUNE

¹Vincent Kedari,

¹Assistant Professor,

¹Training & Placement,

¹M.A.Rangoonwala Institute of Hotel Management & Research, Pune, India

Abstract: In recent days, recruitment has become an important issue and a point of concern in the hospitality industry. The human resource department is finding it difficult to find the appropriate candidate for the appropriate work position. With the increase in competition in the market, the employee turnover has tremendously peaked to the higher levels. Retention, training and development, employee welfare, compensation etc. have become the biggest challenges for the human resource department in dealing with the recruitment of employees. This study identifies the problems faced by the hospitality industry in recruitment, which is based on the primary data collection through a formal questionnaire. The research paper finally suggests the need to modernize the recruitment practices and methods along with the management to conceptualize and actualize a better recruitment practice to identify the right person for the right job at the right time.

Index Terms - Recruitment, employee turnover, retention, training, development, welfare, compensation.

I. INTRODUCTION

The Hospitality industry is the fastest and rapidly growing service industry in the world. It has emerged as one of the greatest key drivers in the service sector. The world's largest hospitality organizations have shown colossal interest in the Indian market in the last decade. The hospitality industry recruits more than 250 million employees and the numbers are still growing with the high demand today. For the last decade the industry has astoundingly invested in Pune city in Maharashtra. The numbers of hotels in Pune have increased tremendously since the year 2000 till date.

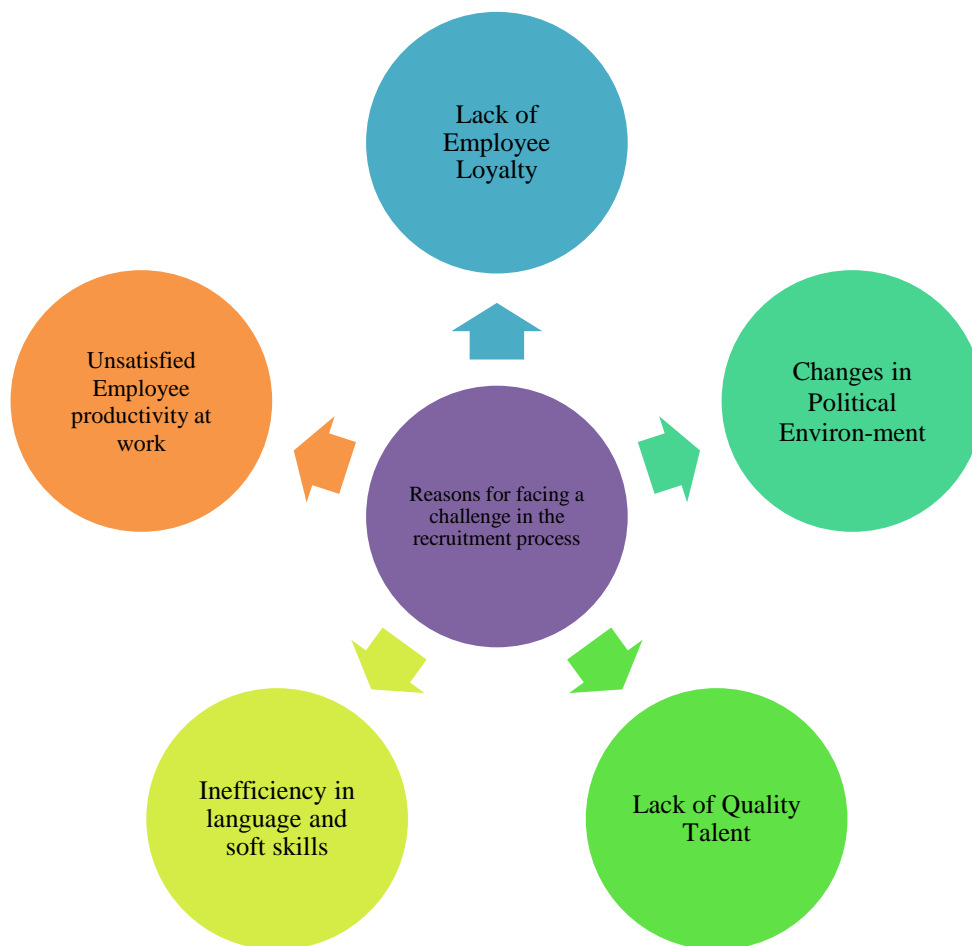
The Recruitment in Hospitality Industry

With the growth in the industry, the recruitment in hospitality industry has gained demand. It has become a sole responsibility of the Human Resource department to provide manpower to the service sector at all levels. The necessity of skilled and trained staff has increased to meet the expectations from the customers and the competition in the market. In this blooming industry the role of the Human Resource team is to focus on the staffing which can be a right fit for the job. Currently, the hospitality industry is facing challenges in finding the high demand of workforce as the labour pool is shrinking.

The Recruitment in Hospitality Industry in Pune

Since the last decade the number of hotels have increased in Pune, but the challenges in finding workforce for the industry has peaked to its higher limits. Most of the hotels in Pune are facing challenges in retaining its staff, finding the right fit candidate and the soft skills of the employees. The reasons for facing a challenge in the recruitment process are -

1. Lack of employee loyalty
2. Lack of Quality Talent
3. Inefficiency in language and soft skills
4. Unsatisfied employee productivity
5. Changes in the political environment



Reasons for facing a challenge in the recruitment process

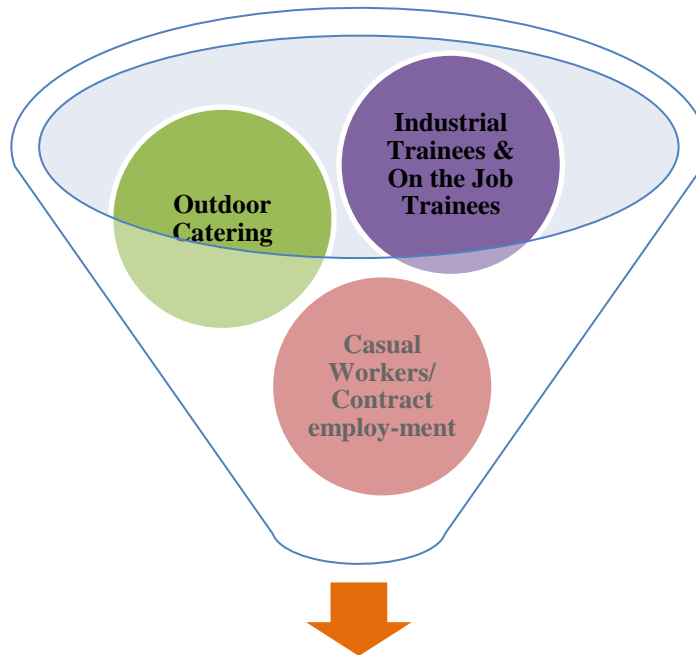
1. **Lack of employee loyalty:** The mindset of today's employees has changed, and no employees are loyal as they used to be two decades back. The main reason for this is basically the availability of more jobs in the huge hospitality market. Cities like Pune have developed increasingly with the number of hotels in the last decade. This increase in the number of hotels has reduced the employee's loyalty to a particular brand which has increased the attrition rate as well.
2. **Lack of Quality Talent:** Finding the right candidate for the right job with the required capability has become beyond the bounds of possibility. Failing to find the right candidate leads to indirectly increasing the percentage of attrition as the employees doing a particular job is not satisfied, as he or she is not the right fit for the specific position. This further increase as one of the biggest challenge for the human resource department in the recruitment process.
3. **Inefficiency in language and soft skills:** There has been drastic change in the language proficiency of the candidates. Soft skill has always been a priority for the hospitality industry. Inefficiency in language and soft skills creates a lot of difficulty in initially hiring a candidate and then later training and developing the candidate.
4. **Unsatisfied employee productivity:** Due to lack of quality talent and inefficiency in soft skills the productivity of the employee is affected and it directly hampers the productivity of the organization. Unsatisfactory employee productivity as per the management leads to no job satisfaction for the employee which indirectly affects the development of an employee and recruitment.

Alternatives for the challenges of recruitment in the Hospitality Industry

Due to the challenges faced in recruitment in the hospitality industry, the industry has adopted various alternatives to fight the challenges.

Few of the challenges are –

1. Industrial Trainees and On the Job Trainees
2. Outdoor Catering
3. Casual Workers/ Contract employment



Alternatives for the challenges of recruitment in the Hospitality Industry

1. **Industrial Trainees and On the Job Trainees** – The industry hire students in large number at a minimum cost to face the challenge of recruitment. Around 20% of the total manpower is filled with the students pursuing their industrial training or on Job training in the 5 star graded hotels.
2. **Outdoor Catering** – Outdoor catering is one of the most common and cheapest alternatives to face the problem of recruitment. Outdoor catering staffs are generally hired to fulfill the demands of large requirements of manpower for events. This alternative has been adopted to avoid the scarcity of staff.
3. **Casual workers/Contract Employment** – As it is difficult to find or recruit a candidate for a specific job, casual workers or contract employment is being considered. Casual workers are a replacement of staff for temporary time period.

Need to Modernize the Recruitment Practices

The current challenges faced by the Hospitality Industry have created an emergency to modernize the recruitment practices followed by the Industry in Pune. The recruitment practices can be modernized in the following ways –

1. **Create a job portal specifically for hospitality professionals** - Searching for candidates from various available job portals like Naukri.com, Monster.com, Shine.com etc have not proved to be fruitful for the hospitality industry as per the expectation. It has been observed that only 2% of the candidates are been recruited through these job portals. The industry is finding it difficult to fill up the positions with the right candidates in the current scenario where the percentage of attrition has increased drastically over the past few years.
2. **Provide a career path for the employees** – To increase the career of an employee in an organization, the organization must develop a career path to retain the employees. Increase in competition in the hospitality industry has made employees choose jobs on the basis of remuneration rather than growth. This has been the biggest downfall for the hospitality industry and hence has increased the attrition rate and has failed to attain the right candidate for the right job.
5. **Indulge more of learning processes for the employees** – The employees should be encouraged to learn and develop as they grow in the organization. This strategy will surely help the organizations to retain the employee and will also help in recruiting the developed candidate for the higher position in the future within the organization.
4. **Provide more responsibility to the employee for building a better bond between the employee and the employer** – Employees given more responsibility helps in building their confidence and also builds a trust with the organization. This encouragement helps in motivating all the employees.

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