

Research on the problems and Countermeasures of hotel grass-roots staff recruitment

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Abstract. With the continuous changes of society and economy, people's quality of life has also made great progress and improvement. More and more hotels appear in the public's vision and occupy a certain market share. With the rapid expansion of the tertiary industry, the result of employee recruitment efficiency is not satisfactory. There are some problems, such as no focus on the recruitment channels of grass-roots employees, unreasonable recruitment process, imperfect interview and test methods, and no comprehensive post evaluation. To solve the existing problems, actively promote the recruitment of the hotel industry from the perspective of the Chinese market, and establish an efficient recruitment system is an important work of hotel grass-roots staff recruitment. This paper analyzes and improves the problems of hotel grass-roots employees in recruitment channels, recruitment processes and recruitment and selection methods, so as to provide help to improve the efficiency of hotel recruitment. It can provide an effective reference for the domestic hotel industry in the recruitment of grass-roots employees.

Keywords: Staff recruitment; Grassroots staff; Hotel management.

1. Introduction

There are 10013 star hotels in China's star hotel statistical management system, including 63 one-star hotels, 1658 two-star hotels, 4893 three-star hotels, 2554 four-star hotels and 845 five-star hotels. This is the data up to the first quarter of 2020. From this data, it can be seen that the competition in the hotel industry has gradually become white hot. With the continuous expansion of the hotel industry, many foreign hotels have slowly entered the Chinese market and gradually become international in the hotel industry. The hotel industry has entered the era of low profit, and the development of the hotel industry has encountered severe difficulties. The development of the hotel industry also gradually increases the demand for human resources. The recruitment of hotel grass-roots employees is closely related to the quality of hotel service and hotel development. The recruitment of hotel grass-roots employees is closely related to hotel service quality and hotel development. It is very important to improve the screening and evaluation of recruitment channels, the standardization of recruitment process, the improvement of recruitment and selection methods, especially interview methods, and the management of recruitment and evaluation scheme.

Recruitment refers to attracting and looking for employees who meet the requirements of the enterprise according to the enterprise's demand for human resources. Employee recruitment consists of two relatively independent processes: recruitment and selection. In short, recruitment is to meet its development needs. The enterprise carries out human resource planning and post matching analysis in combination with its own development status, puts forward the needs and requirements for human resources in the current stage, then uses the recruitment channel to find qualified personnel to attract candidates, and then the enterprise selects those who meet the post requirements from the candidates for employment. This paper mainly studies from three aspects: recruitment channel, recruitment process and recruitment selection.

2. Problems and cause analysis of hotel grass-roots staff recruitment

2.1 Recruitment channels need to be expanded

According to the survey, the hotel's recruitment channels for grass-roots employees include online recruitment, campus recruitment, introduction of acquaintances and talent market. The hotel has few recruitment channels for grass-roots employees, and mainly relies on online recruitment advertising. It is expected to improve the popularity of the company while recruiting, but it does not consider that online recruitment is not suitable for front-line employees in second tier cities. The hotel did not make full use of the campus recruitment channels, and only invested a small amount of recruitment fees every year. Recruitment channels serve recruitment. Therefore, the hotel needs to increase the recruitment channels for grass-roots employees and expand the recruitment information release channels to increase the number of candidates.

2.2 Unclear recruitment process and standards

Although the hotel recruitment process has five parts: determining recruitment demand, formulating recruitment plan, publishing recruitment information, interview and employment. But in fact, due to economic and time constraints, the recruitment process only has two parts: Publishing recruitment information and interview, and other links are not standardized. In particular, the whole recruitment work is in a passive state of accepting tasks. In the recruitment process, the hotel lacks a clear plan, and the subsequent recruitment implementation will become blind. Although the recruitment process has become less, it has not become more efficient. The non-standard recruitment process reduces the efficiency of recruitment and hinders the implementation of work. At the same time, the lack of accuracy of the job description leads to the unclear recruitment standards, which will inevitably affect the recruitment results.

2.3 Single selection method

The overall management ability of the department head and senior management of the hotel recruitment is low. They only regard the recruitment management as a vacant post and look for someone who can fill the post. The selection of candidates by traditional experience interview method does not establish a complete recruitment management system, recruitment principles and employment principles. Therefore, it can not meet the employment needs of the hotel in the period of rapid development.

The selection method of hotel recruitment is mainly the resume screening and interview by the recruitment specialist. Although the hotel has strict post selection standards, the resume screening and interview are still subjective and the results lack objectivity. Objective selection cannot be conducted for employee skills. The hotel needs to increase objective selection methods in order to select employees more fairly and reasonably, especially for the logistics department. The lack of objective selection will result in posts with large demand for technology and professional knowledge not having the talents they should have, resulting in ineffective recruitment.

3. Recruitment Countermeasures of hotel grass-roots employees

3.1 Expand recruitment channels

Hotels should expand recruitment channels and constantly try to develop different channels to improve recruitment efficiency. In particular, we should make full use of network channels. Online recruitment has low cost and strong timeliness. Hotels should fully use the power of the Internet to expand recruitment channels. Further carry out campus recruitment. The university can cultivate many excellent human resources. The cooperation between the hotel and colleges and universities not only provides students with internships, but also meets the needs of hotel human resources. This is a win-win strategy between the hotel and the University. It can not only meet the requirements of

the school for students' development and improve students' application of knowledge, but also meet the recruitment needs of the hotel for a long time.

3.2 Improve the recruitment process and system

The hotel must do a good job in human resource planning and analysis at the beginning of recruiting employees. Hotel Human Resource Planning establishes certain standards for human resource recruitment, speculates on its future needs in human resources, and determines the specific route of recruitment. The post analysis needs to cover many aspects such as the nature of the post, play an auxiliary role in employee recruitment, and establish reference standards for the evaluation of their work quality.

More standardized recruitment process is indispensable for hotel recruitment. The design of recruitment process should adhere to standardization and systematization from the beginning to the end, and pay attention to the connection of various process links. Each link of the recruitment process is closely linked, and the lack of any link will cause the recruitment effect to fail to meet the expectations. The hotel must pay attention to that any link of the recruitment process is indispensable, and each link may affect the overall effect of recruitment. The formulation of recruitment standards should be forward-looking and improve the job description. When the job description is formulated, the responsibilities and subordination of the position shall be determined, and the requirements of competency shall be clarified. To improve the matching degree of personnel and posts is to ensure that the recruited personnel meet the organizational requirements.

3.3 Improve recruitment and selection methods

During recruitment, the human resources department and the employing department shall jointly form a recruitment team to coordinate and complete various recruitment processes. According to the division of post responsibilities, the recruitment work can be divided into key work and auxiliary work in the specific implementation process. We should give full play to the role of human resources departments and employing departments in recruiting and employing. In addition, it is also necessary to form different recruitment groups according to the importance of recruitment posts and post levels.

In the process of recruitment and selection, the hotel shall increase the implementation of written examination, skill assessment and other methods. Objective assessment such as written examination and skill assessment can reduce the subjectivity of recruitment. In the selection, we should also improve the interview methods. No matter what interview method is used, the ultimate goal of the hotel should be to make the interviewer relax as much as possible and play well in the interview. In the interview of grass-roots posts, we can grasp the opportunity in combination with the actual situation of the region, reduce the Q & a link of structured interview, and conduct the interview more in the way of practice or demonstration, so as to better screen out talents suitable for Grass-roots Service posts.

4. Conclusion

For the hotel industry, there is a large flow of personnel and a large demand for grass-roots employees. The hotel industry is bound to face many problems in recruitment. The solution of these problems is urgent. This paper mainly takes the hotel grass-roots employees as the starting point, studies the existing problems of recruitment from the perspective of grass-roots employees, and analyzes the causes of the problems. Human resource is an important resource for the development of the current hotel industry. It plays an important role in the rise and continuation of the hotel and plays a key role in the resource competition of enterprises. In the process of development and market competition, the hotel must be combined with the current situation of the enterprise, optimize the recruitment strategy from all aspects, and improve the competitiveness of the enterprise itself.

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