

Hospitality sector HR services

Human resources in the hospitality industry

The hospitality sector encompasses many types of businesses, including pubs, restaurants, bars, hotels, nightclubs, theme parks, caterers, and travel and tourism.

All of these rely upon having a good reputation for delivering innovation, quality, and value to customers.

Hospitality suffers from a unique mix of circumstances that combine to increase instances of disciplinary and grievances due to:

- Immaturity and lack of work experience increased exposure through risk-taking and lack of ethics
- A diverse mix of backgrounds causes issues with integration and acceptance
- Lower pay and incentives lead to employee apathy
- Higher than average numbers of employees who are afforded additional protection from discrimination law

Working time directive

The working time was introduced wide in an effort to promote the health and safety of workers and help protect their rights during employment.

As is common in many service industries, shift patterns need to reflect the fluctuation in demand for certain services and a dynamic workforce is required to match.

Recruitment in the hospitality sector

Recruitment is an expensive activity. If employees are resigning or being dismissed in the first 12 months of employment, it would usually indicate that poor recruitment and induction programmes are in place. The value of specialist recruitment, adequate job descriptions, robust induction and training cannot be underestimated.

Human resource recruitment specialists cannot solve recruitments challenges single handily but the utilisation of a trusted stream of workers in a highly competitive market is certainly advantageous.

Entry level recruits to the industry may come with little work experience, let alone industry knowledge. For many employees, this will be their first foray into the working life.

The effect of seasonality on recruitment in the hospitality industry

Although each specialism differs, in most cases the hospitality industry peaks in terms of utilisation and occupancy during the summer months.

Retention of staff in the hospitality industry

In an industry which has already seen the second biggest increases in employment in percentage terms since the financial crisis, the importance of retention will become even astute.

Employees need to feel valued and know how they are contributing to the overall objectives of the business. Employees leaving for better job opportunities or those being dismissed on grounds of capability are often as a consequence of limited training and motivation.

Promotions and incentives

It is not always feasible to promote workers that excel but it is possible to facilitate sideways moves to allow employees to gain new skills and improve their knowledge base.

Employee remuneration has fine margins in this sector but there are ways to show you value your employees through total compensation packages that focus on achievements and productivity.

Health and safety in hospitality

The hospitality industry is labour intensive and has the added risk of being in direct contact with the general public, both of which increase the risks associated with health and safety and liability for infringements.

It is essential that employees are adequately trained in all areas of health and safety. There is even greater importance if your business is involved with food

and beverages or in high-risk activities such as excursions and sporting activities.

Uneducated and inadequately trained employees are likely to increase a business's susceptibility to claims from its customers, from instances such as:

- Poor hygiene
- Incorrectly stored, prepared and served food
- Poorly maintained equipment
- Breaches of health and safety guidelines