

Case Study: XYZ Hotel - Recruitment Plan for Guest Relations Manager Position

1. **Job Analysis:** The XYZ Hotel identified a need for a Guest Relations Manager to enhance guest satisfaction and maintain the hotel's reputation for exceptional customer service. The job analysis involved a thorough examination of the responsibilities, skills, and qualifications required for the position.

2. **Job Description:** *Position Title:* Guest Relations Manager

Responsibilities:

- Oversee the guest services team and ensure a seamless check-in/check-out process.
- Handle guest inquiries, complaints, and special requests.
- Implement strategies to improve guest satisfaction and loyalty.
- Collaborate with other departments to address guest needs effectively.
- Train and supervise guest services staff.
- Maintain up-to-date knowledge of hotel services and facilities.

Qualifications:

- Bachelor's degree in Hospitality Management or related field.
- Proven experience in guest relations or a similar role.
- Excellent communication and problem-solving skills.
- Strong leadership and team management abilities.

3. **Job Advertisement:** *Title:* Join Our Team as Guest Relations Manager!

Job Overview: XYZ Hotel is seeking a dynamic and experienced Guest Relations Manager to lead our guest services team. If you have a passion for hospitality, excellent communication skills, and a track record of delivering exceptional guest experiences, we want to hear from you!

Requirements:

- Bachelor's degree in Hospitality Management.
- Proven experience in guest relations or a similar role.
- Exceptional communication and problem-solving skills.
- Leadership and team management abilities.

How to Apply: Send your resume and cover letter to careers@xyzhotel.com with the subject line "Guest Relations Manager Application."

4. Selection Methods: To ensure a comprehensive evaluation of candidates, XYZ Hotel implemented the following selection methods:

- **Resume Review:** Initial screening of candidates based on their qualifications and experience.
- **Structured Interviews:** In-person interviews to assess communication skills, problem-solving abilities, and cultural fit.
- **Role-specific Assessment:** A practical assessment where candidates demonstrate their approach to handling guest scenarios.
- **Reference Checks:** Verification of candidates' work history and performance.

5. Selection Strategies: XYZ Hotel adopted the following strategies to enhance the selection process:

- **Diversity and Inclusion:** Ensured a diverse panel of interviewers to minimize bias.
- **Candidate Experience:** Implemented timely communication and feedback to provide a positive experience for candidates.
- **Internal Talent Pool:** Consideration of internal candidates for potential career progression.
- **Training for Interviewers:** Ensured interviewers were trained on fair and standardized assessment techniques.

Results: The recruitment plan led to the successful hiring of a highly qualified Guest Relations Manager who has since implemented strategies resulting in increased guest satisfaction scores and positive feedback. The structured selection process contributed to the overall success of the candidate in meeting the hotel's service standards.