Profiling The Campus Recruiter At A Four-Year Hospitality Program

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Profiling The Campus Recruiter At A Four-Year Hospitality Program

Abstract
Profiling the Campus Recruiter At a Four-Year Hospitality Program, is a written profile, supported by anecdotal rather than stridently empirical evidence, by Al Izzolo, Assistant Professor, College of Hotel Administration, University of Nevada, Las Vegas. “Each year major chain corporations as well as single unit companies interview hospitality students throughout the country. A study conducted at the University of Nevada, Las Vegas, was designed to profile the hospitality industry campus recruiter and to provide meaningful data to college students who would be interviewing with these recruiters,” the author initially proffers.

“Recruiting at the four-year hospitality program, by its nature, is not a science, nor is it highly quantifiable. The interviewing and selection processes are highly subjective and vary from company to company,” says Izzolo to preface his essay.

“Data were collected via a questionnaire specifically designed to answer questions about the recruiters and/or the companies that sent interviewers to the placement office of the university’s hospitality program,” our author says to explain the process used to gather information for the piece.

Findings of the study indicate that the typical recruiter is male, college educated – but not necessarily in a Hospitality’ curriculum – and almost 80 percent of respondents said they had the authority to hire management trainees.

Few campuses are visited by hospitality industry recruitment staff as evidenced by Izzolo’s observations/data.

Table 3 analyzes the desirable traits a recruiter deems appropriate for the potential employee candidate. Personal appearance, work experience, grade point average, and verbal communication rank high on the list of distinguishable attributes.

The most striking finding in this portion of the study is that a student’s GPA is virtually ignored.

“Recruiting for the hospitality industry appears to be very subjective,” Izzolo says. “Recruiters are basing decisions to hire not on knowledge levels as determined by an academic grade point average but rather on criteria much less definitive, such as verbal skills and personal appearance,” our author opines.

In closing, Izzolo concedes this is not a definitive study, but is merely a launching pad to a more comprehensive investigation on the recruitment subject.

Keywords
Al Izzolo, Profiling the Campus Recruiter at a Four-Year Hospitality Program, Interviewers, Recruiters, Questionnaire, Communication skills, Appearance

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Profiling the Campus Recruiter

At a Four-Year Hospitality Program

by Atllzolo

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Each year major chain corporations as well as single unit companies interview hospitality students throughout the country. A study conducted at the University of Nevada, Las Vegas, was designed to profile the hospitality industry campus recruiter and to provide meaningful data to college students who would be interviewing with these recruiters.

Recruiting at the four-year hospitality program, by its nature, is not a science, nor is it highly quantifiable. The interviewing and selection processes are highly subjective and vary from company to company. Some traits and commonalities can be observed; however, any inference to a larger population is not possible.

The present study attempted to profile the hospitality industry campus recruiter. Data were collected via a questionnaire specifically designed to answer questions about the recruiters and/or the companies that sent interviewers to the placement office of the university's hospitality program.

The questionnaire was included in the packet of materials received by each recruiter from the placement office. Respondents were asked to identify which area of the hospitality industry they represented and then either check off appropriate boxes or answer questions about themselves.

A total of 62 companies recruited on the campus during the time the survey was being conducted. Of those responding, the majority filled out the survey after completing their interviews; several were returned by mail at a later date. Respondents were asked to identify the geographic area from which their candidates were recruited.

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The typical recruiter is male.

The "typical" recruiter representing hospitality firms at the university could be described as male (87 percent), under 40 (77 percent), a staff person (86 percent), and college educated (94 percent). Although half could be described as male (55 percent), under 40 (67 percent), the typical recruiter representing hospitality firms at the university is male.

Recruiting at the four-year hospitality program, by its nature, is not possible.
94 percent have college degrees, it is of interest to note that almost one-half the recruiters responding did not have a business or hotel administration degree.

<table>
<thead>
<tr>
<th>College Major</th>
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<tbody>
<tr>
<td>Hotel Administration</td>
<td>28.6%</td>
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<tr>
<td>Business Administration</td>
<td>23.8%</td>
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<tr>
<td>Other</td>
<td>47.6%</td>
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<tr>
<td>Total</td>
<td>100.0%</td>
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Although it was not in the scope of this study, it would be of interest to note that almost 44 percent have college degrees. It is of interest to note that almost 4 percent have hotel administration degrees.

Table 2

![Table 2](image)
The study also developed a portrait of the recruiter, which would be
unhealthy if they were only to reduce recruitment levels, if is
though they may be productive at lower management levels, and
industry commitment is mandatory for many positions, and
interview qualifications that a student should possess. These included personal
appearance, work experience, grade point average, and verbal

<table>
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<th>Work</th>
<th>Grade</th>
<th>Verbal</th>
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<tr>
<td>Rank</td>
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<td>Appearance</td>
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<td>Experience</td>
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<td>Personal</td>
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The relative strength of both verbal communication and personal
appearance that a student should possess. These included personal

The role of verbal communication is especially important. The issue of student
to meet the needs of the industry.

Recruiting for the hospitality industry appears to be very subjective. Recruiters are basing decisions to hire not on knowledge levels as determined by an academic grade point average (GPA), but rather on criteria much less definitive such as verbal skills and personal appearance. This is even more pronounced in hospitality. The GPA has been

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appearance that a student should possess. These included personal

The role of verbal communication is especially important. The issue of student
Lack of academic excellence is not indicative of the industry’s attitude toward academic achievement. Hopefully the perception of recruiters concerning need to take the initiative and educate the industry concerning career need is false. Individuals have developed perceptions and the job search. Educators may also slightly be responsible for recruiting and the job search. Educators need to develop communication skills and verbal skills. Both interviews. If the individual is stressing appearance and verbal skills, both interviews should be treated in the classroom and in seminars specifically designed for recruiting and the job search.

Students should make every effort to prepare themselves for this entry level interview. Educators involved in professional preparation programs should include workshops in the interviewing process before the actual interview begins. When one considers the recruiter profile mentioned above, it becomes obvious that students should practice their looks and prepare mentally. Students should make every effort to develop communication skills. Educators and students involved in professional preparation should help develop these areas where the industry may need "reeducation."