

## Hiring Ethically: Best Practices to Attract and Retain Top Talent: 6 Points to Follow!

In the hospitality industry—where service, people skills, and guest experience are *everything*—the hiring process must reflect the same values businesses expect their employees to embody. That means integrity, professionalism, and clarity at every stage. For over 55 years, Renard International has worked closely with global hospitality groups witnessing firsthand how ethical hiring not only protects a brand's reputation but directly impacts staff retention and guest satisfaction.



Hospitality is a people-driven business. The way you treat candidates during recruitment is often a reflection of how your company treats all their staff. Unethical practices such as vague salary ranges, overpromising job responsibilities, or failing to follow up after interviews sends a clear message: people are disposable! This breeds a culture of high turnover, low morale, and inconsistent service.

By contrast, ethical hiring reinforces company values from the start. Candidates who feel respected are more likely to join with a positive mindset and stay longer. A transparent recruitment process sets the tone for mutual trust, which is essential in fast-paced environments where teamwork and loyalty are key.

1. **Be Honest About Job Expectations**

Clearly outline responsibilities, salary range, benefits, location, and reporting structure. Avoid “filler” language like “must be flexible” without specifying what that *flexibility* entails.

2. **Streamline the Interview Process**

Keep the process concise and communicative. Long, silent gaps between interviews and decisions can lead top candidates to accept offers elsewhere. Provide updates even when there’s no news—respectful communication stands out.

3. **Avoid Ghost Jobs and Talent Fishing**

Only post roles that are actively open. Creating pools of candidates for “future consideration” is tempting but unethical unless communicated transparently.

4. **Prioritise Diversity and Inclusion**

The best hospitality teams are culturally aware and multilingual, reflecting the diverse clientele they serve. Use unbiased language in job postings and diversify interview panels to reduce hiring bias.

5. **Provide Feedback When Possible**

While time-consuming, offering feedback to unsuccessful candidates—especially those who’ve reached final stages—can build goodwill and encourage them to apply again in the future.

6. **Respect Relocation and Expat Talent**

For international hires, be upfront about relocation assistance, visa sponsorship, housing allowances, and cultural support. Clear guidance helps prevent miscommunication and improves retention rates for foreign workers.

In an industry defined by reviews and reputation, word travels fast. Candidates talk. A respectful hiring experience can turn even rejected applicants into future brand advocates or loyal customers. On the other hand, unethical behavior during recruitment can quickly make its way to platforms like Glassdoor, impacting your employer brand for years.

At Renard International, we believe ethical hiring is not just a moral imperative—it's a business strategy. Organisations that lead with integrity, consistently outperform their competitors in attracting skilled candidates, reducing turnover, and delivering exceptional guest experiences.

At Renard International, we also believe in ethical hiring—taking into account candidates’ intentions for their future and listening to what job seekers want and not just what they need. We do not narrow or pigeonhole them into empty roles they don’t resonate with, like the boy filling the holes in the dyke out of duty, not desire—so hire ethically and retain your people!