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Press Release – MAp Boutique Consultancy launches free guide aimed at helping hotels and HR managers create more inclusive job ads

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Free Hospitality Resource: Inclusive Job Ads Guide for Hotels

"The 6 elements of inclusive and attractive job ads" aims to help hotels and businesses find and hire diverse talent.

Zurich – The hospitality industry has been experiencing a severe shortage of skilled workers, making it challenging for hotels and businesses to attract and retain talented staff. In this context, MAp Boutique Consultancy, a boutique hotel consultancy and certified B Corporation, launches a new free guide aimed at helping hotels and HR managers create more inclusive job ads to attract more and diverse talent.

With this guide "The 6 elements of inclusive and attractive job ads", hoteliers, business owners and HR managers will be able to create job ads that resonate with a wide range of candidates – with tips and best practices to make them gender-neutral and free from bias, inclusive of all backgrounds and experience levels, and present the hotel in the most positive light. By attracting a more diverse pool of applicants, hotels not only increase the chances of finding the right candidate for the job, but ultimately create a more positive work culture and a better work environment.

One tip that can be found in the guide: list no more than 4 job requirements, as women, according to recent studies, tend to avoid applying to jobs if they feel they cannot fulfill the vast majority or all listed requirements.

The guide is a result of a collaboration with [Witty Works](#), whose B2B software Witty enables organisations of any size to write and act inclusively, thanks to a combination of language AI and micro-learning. It is now available for free on their sustainability learning platform "The Sustainable Hotel" [HERE](#).

"To create an inclusive and diverse workplace, you have to attract a wide range of people representing different backgrounds and experiences, and job ads are an extremely effective tool to achieve that," says Magdalena Rungaldier, principal of MAp Boutique Consultancy. "We understand that many hotels and businesses are struggling to attract great talent, and we want to help them overcome this challenge by providing them with the resources they need to create job ads that are both inclusive and attractive."



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"Using inclusive language in job ads is crucial to attracting the right candidates," said Nadia Fischer, CEO of Witty Works. "When job ads use gender-neutral language, avoid stereotypes and highlight the value of diversity, candidates from all backgrounds will feel welcome and more likely to apply. Employers who are intentional about their language and messaging will be rewarded with a more diverse and talented pool of candidates."

Discover how "The 6 elements of inclusive and attractive job ads" will help hotels attract top talent: www.thesustainablehotel.com.

About MAp Boutique Consultancy

MAp is a B Corp-certified boutique consultancy that is shaping the future of the hospitality industry through innovative and sustainable hotels. MAp empowers independent and boutique hoteliers, hospitality brands and investors on their journeys to creating hotels that make a positive impact and stand out on the MAp.

MAp's The Sustainable Hotel is a one-stop-shop for all things hotel sustainability, built for independent and boutique hoteliers, investors, consultants and even students seeking to understand hotel sustainability and implement it into their work. On our hotel sustainability learning platform, we provide free tools and resources, handbooks, checklists and guides to make this planet a more purposeful and hospitable place for all.

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