

## Press Release – 2

November 29, 2022

### **MAp Boutique Consultancy releases practical handbook for hoteliers dedicated to hotel employee hiring and retention**

***The Sustainable Hotel Handbook: Employees* provides detailed guidance on how to hire, retain and reinvest in employees in the midst of a challenging job market**

Zurich (29.11.2022) – MAp Boutique Consultancy, a women-led boutique hotel consultancy and certified B Corporation, today launched *The Sustainable Hotel Handbook: Employees*, the newest addition to its series of handbooks developed for boutique hoteliers on the topic of sustainability.

*The Sustainable Hotel Handbook: Employees* addresses one of the most relevant and challenging topics for hotels and companies right now, employees, specifically how to attract, hire and maintain them. It's designed to be as practical and actionable as possible in order to guide boutique hoteliers on how to build a motivated and engaged workforce in a sustainable way. To that end, it presents nearly 120 pages of thorough insights, action steps, exercises, case studies, scorecards and more.

The handbook can be purchased in digital or print formats on [The Sustainable Hotel platform HERE](#). It is priced at CHF 148, and 10% of all purchases go to organisations doing good. During the launch week up until December 6th, buyers will benefit from an exclusive launch discount of 25% off the handbook (special price of CHF 111).

Magdalena Rungaldier, principal of MAp Boutique Consultancy, states, "The COVID-19 pandemic has not only changed the way people work, it's fundamentally changed what people look for in their work. Employers, especially in the hospitality industry, have been slow to adapt, which has resulted in record numbers of employees quitting and a dried up labour market.

*The Sustainable Hotel Handbook: Employees* therefore equips boutique hoteliers with the knowledge and tools required to not only find talent for their hotels, but find the right talent that will stay on for the long-term – beyond just a season or two. By implementing the learnings in this handbook, they'll be able to cultivate a positive work culture and happy workforce, which will translate to better experiences for their guests, and ultimately, increased profit."

The Employees handbook is the latest in a series of handbooks launched earlier this year, each dedicated to MAp's 4 Ps of sustainability: Purpose, People, Planet and Profit. In addition to these handbooks, there are a number of other helpful resources on the subject of sustainability that can be found on The Sustainable Hotel platform.

[Discover \*The Sustainable Hotel Handbook: Employees\* and more HERE.](#)

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#### **About MAp**

MAp is a women-led, B Corp-certified boutique consultancy based in Zurich that creates sustainable concepts, brands and strategies that elevate award-winning clients around the globe. Through its focus on people and purpose, its innovative approach and bespoke solutions, MAp makes hotels, businesses and brands matter.

MAp's The Sustainable Hotel is a platform that empowers boutique hotels with practical insights, tools and resources to become more sustainable – in a way that's not only good for people and planet, but good for business too. With resources, guidance, tools and insights, The Sustainable Hotel is a one-stop-shop for all things hotel sustainability.

[Discover more about MAp HERE.](#)

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