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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka



THE RUMA
HOTEL AND RESIDENCES

INDUSTRIAL TRAINING REPORT AT THE RUMA HOTEL AND RESIDENCES

1ST MARCH 2023 - 15TH AUGUST 2023

SITI NUR SHAZANANI SURAYA BINTI MOHD SARIF
2020813144 | BA232 6B





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UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA
KAMPUS BANDARAYA MELAKA

SEMESTER 6

MARCH 2023- AUGUST 2023

MGT 666 – INDUSTRIAL TRAINING

TOPIC:

INDUSTRIAL TRAINING REPORT AT THE RUMA HOTEL AND RESIDENCES:
SWOT ANALYSIS FOR ON-SITE RECRUITMENT

PREPARED FOR:

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PREPARED BY:

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EXECUTIVE SUMMARY

My memorable and enlightening 6-months of industrial training began here at The RuMa Hotel and Residences. This internship report details the period that I have finished in The RuMa Hotel and Residences which started on 1st March 2023 and ends on 15th August 2023. The RuMa Hotel and Residences offers various types of services including front office, housekeeping, kitchen operation, and food and beverages services. I had finished my industrial training in the Human Resources department (HR). This unit control and manage everything about recruitment and selection, onboarding and orientation, employee relations, performance management, compensation and benefits, training and development, HR policies and compliance, HR analytics, and reporting, and last but not least planning and organizing events or projects.

During my 6 months internship, I was assigned to perform tasks related to recruitment, onboarding, employee relations, compensation and benefits, training, and development. I learned a lot of skills and knowledge related to manpower and recruitment. I enjoy this internship because the staff is supportive and willing to guide me during my internship journey.

This report also has content on the strengths, weaknesses, opportunities, and threats (SWOT) of The RuMa Hotel and Residences on-site recruitment. The strength of the on-site recruitment is its focus on access to a larger pool of potential candidates due to the location of the recruitment event. Then, the weaknesses of on-site recruitment are limited reach which may restrict the talent pool. Next, the opportunity is to improve the company's branding and reputation by creating a positive experience for candidates. Last but not least, the threat will be the competition from other companies who are also recruiting on-site.

ACKNOWLEDGEMENT


First and foremost, I am expressing my thankfulness and praise to Allah SWT for his guidance and blessing throughout my entire industrial training. I can complete this report that was given as my responsibility to fulfill a part of the condition to be awarded a Bachelor's Degree in Office System Management by Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka.

Special thanks to the Training and Development Manager of The RuMa Hotel and Residences, Mr. Jason Wong for allowing me to do my internship at the company. I would also like to express my gratitude to all staff members at Human Resources Department who have directly and indirectly guided me, and continuous guidance throughout my internship. I am very grateful to them for the effort and initiative that they have shown from the first day I have been working here until I completed my internship that they have given me, which made me feel so comfortable to be part of the team.

Besides that, this report could not have been written without the assistance and guidance of Madam Hasmi Binti Mokhlas in helping me handle the necessary paperwork and formalities for me to undergo training smoothly and contributed a great deal in giving the exposure to my final year project.

Lastly, I would like to thank my family, and also my colleagues for their comforting support, as well as their enthusiastic encouragement. I would like to show my deepest gratitude to my fellow friends who discussed and even shared their ideas and opinion that was very outstanding and helpful. Many thanks to them for the continuous cooperation and support given to us throughout this report.

1.0 Student's Profile



CONTACT ME

☎
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📍

EXPERTISE

- Microsoft Words, Excel, PowerPoint and Canva
- Opera System
- SARA Hotel Operation System
- Sunfish System
- Bio-time System

EDUCATION

Universiti Teknologi MARA I 2020 - 2023
Bachelor's Degree in Office System Management

Politeknik Merlimau Melaka I 2017 - 2019
Diploma in Hotel Management

Sekolah Menengah Kebangsaan Puteri Wilayah I 2011 - 2015
Sijil Pelajaran Malaysia (SPM)

REFERENCES

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Training Development & Engagement Manager
Phone: [REDACTED]
Email: [REDACTED]

SITI NUR SHAZANANI SURAYA BINTI MOHD SARIF

ABOUT MYSELF

Fresh graduate in Bachelor's Degree in Office Systems Management with a strong academic background, seeking a challenging position to utilize my skills, knowledge, and passion for Human Resource or any related department that suitable with my qualification. Committed to contributing to a dynamic team and making a positive impact while continuously learning and growing professionally.

EXPERIENCE

The RuMa Hotel & Residences I Mar 2023 - Aug 2023

Human Resources Department - internship

- Assisted in various administrative tasks, such as managing employee records, updating databases, and filing documents.
- Participated in recruitment and onboarding processes, including screening resumes, scheduling interviews, and preparing offer letters.
- Contributed to employee engagement initiatives, such as organizing team-building activities and assisting with employee recognition programs.
- Assisted in conducting internal audits of HR processes and practices to ensure compliance with company policies and legal requirements.
- Engaged with candidates and attendees, providing information about career opportunities, company culture, and benefits.

Pavilion Hotel Kuala Lumpur Managed by Banyan Tree I July 2019 - October 2020

Guest Service Center

- Assisting customers in solving complex customer inquiries.
- Providing information about hotel amenities, services, and local attractions.
- Collaborated with other hotel departments to address guest needs and resolve issues effectively.

Hotel Sentral Melaka I July 2018 - April 2019

Front Office, Housekeeping, Kitchen and, Food and Beverage department - internship

- Contributed to guest service and reception operations, including check-ins, check-outs, and reservations.
- Maintaining cleanliness and orderliness in guest rooms, public areas, and other designated areas of the hotel.
- Assisted in food preparation, cooking, plating, food safety standards, and kitchen operations.
- Serving guests, taking orders, and ensuring a welcoming dining environment.

Isharidah, Ho, Chong & Menon (Advocates & Solicitors) I May 2018 - June 2018

Receptionist cum Conveyancing Clerk - Part - Time

- Supported the legal team in administrative and clerical tasks, including document preparation, filing, and data entry.
- Provided general office support, including answering phone calls and responding to client inquiries.

Figure 1.1: Resume

2.0 Company Profile



Figure 2.1: Company Logo

Situated in the central hub of Kuala Lumpur's Golden Triangle and conveniently proximate to the iconic Petronas Twin Towers and KLCC, The RuMa embodies the essence of "home" in its most literal sense. This hotel serves as a tranquil refuge amidst the bustling downtown atmosphere, offering guests an experience akin to being hosted in a skilfully managed household. A stay at The RuMa promises to stimulate your exploration of the city's origins and local heritage, presented within a contemporary backdrop that exudes the serene ambiance of an authentic urban sanctuary.

The guest rooms and suites at The RuMa are lavishly furnished, with many featuring awe-inspiring vistas of the renowned city skyline. Beyond merely paying homage to its locale, these accommodations redefine the guest experience, setting them apart from any other in the region. Upon arrival, The RuMa envelops you in a world that revolves solely around your comfort and satisfaction.

Whether it be a delectable meal or a specialized dining experience, The RuMa caters to all your culinary desires. ATAS, the hotel's dining venue, elevates Asian and European flavors to a contemporary level, while SEVEN Lobby Bar, an elegant lounge located in the lobby, offers a meticulously curated selection of classic cocktails and distilled beverages from around the globe, along with delectable snacks. The LIBRARI, an all-day space, is thoughtfully designed for refreshments, light meals, and afternoon tea.

On the 6th floor, The RuMa introduces a novel approach to wellness. Seamlessly connected to the hotel's stunning 25-meter outdoor pool and sundeck, which extends outward from the building, providing breathtaking views of KL's landmarks, as well as to SANTAI, a dynamic and versatile pool bar & lounge, UR SPA is dedicated to providing intelligent, gender-

neutral, and results-oriented treatments tailored to guests' schedules. These treatments ingeniously blend Modern Science with Ancient Healing practices. Within UR SPA, you'll also find a state-of-the-art Gym and a barber shop operated by the internationally acclaimed barber and perfumery, Truefitt & Hill, London.

2.1 Operation Hour

Table 2.1: Working Hours

Working Hours	
Days	Hours
Monday	9.00 am – 6.00 pm
Tuesday	9.00 am – 6.00 pm
Wednesday	9.00 am – 6.00 pm
Thursday	9.00 am – 6.00 pm
Friday	9.00 am – 6.00 pm
Saturday and Sunday	Off-Day and Rest Day

2.2 Mission, Vision, Objective, and Goals

- **Mission**
 - We curate personalized memories.

- **Vision**
 - Connecting people to contemporary Malaysian hospitality.

- **Core Values**
 - (R)espect, (U)nity, (M)astering, (A)uthentic, (H)ostmanship

2.3 Organization Structure

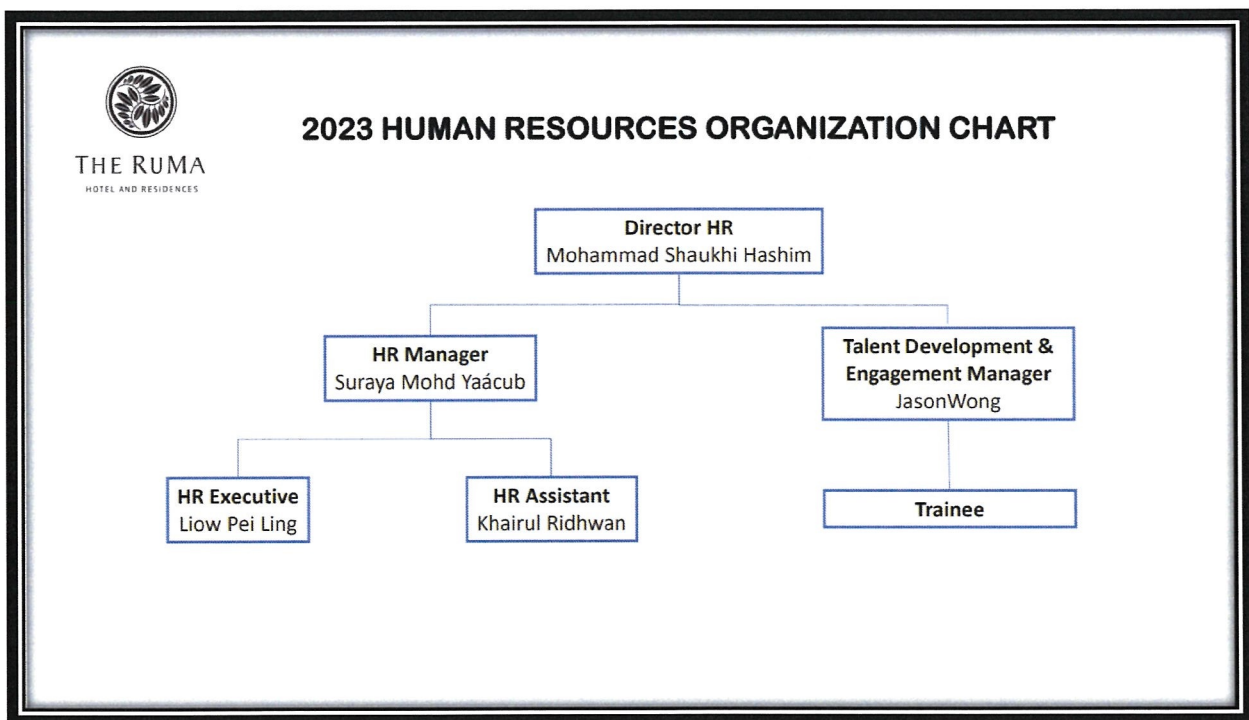


Figure 2.2: Human Resources Organization Chart

2.4 Product and Services

The RuMa Hotel and Residences is a luxury hotel and residential property located in Kuala Lumpur. They offer a range of products and services designed to provide guests with a luxurious and memorable experience.

2.4.1 Hotel Accommodation

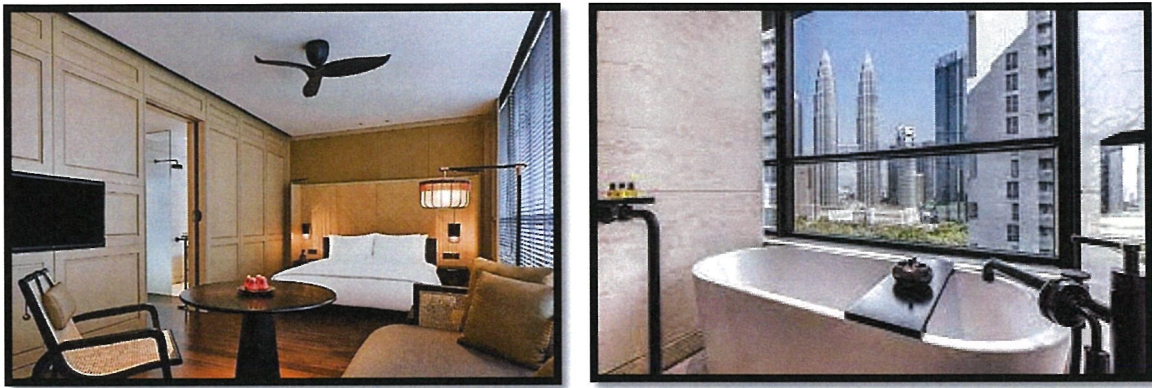


Figure 2.3: Luxurious Guest Room

The RuMa Hotel and Residences offers luxurious guest rooms and suites that are elegantly designed and equipped with modern amenities. Guests can enjoy spacious and well-appointed rooms with comfortable beds, stylish furnishings, and panoramic views of the city.

2.4.2 Residential Units

In addition to hotel accommodations, The RuMa Hotel and Residences also offers residential units for those looking for long-term or extended stays. These residences provide a home-like environment with high-end amenities and personalized services, catering to the needs of residents.

2.4.3 Dining and Entertainment



Figure 2.4: SEVEN, ATAS, and SANTAI

The hotel features a range of dining options to cater to various tastes and preferences. Guests can indulge in fine dining experiences at their signature restaurant, enjoy casual meals at the all-day dining venue, or unwind with cocktails and beverages at the bar or lounge area. The hotel also offers in-room dining services for guests' convenience.

2.4.4 Wellness and Fitness Facilities



Figure 2.5: Gym



Figure 2.6: UR SPA



Figure 2.7: Pool

The RuMa Hotel and Residences prioritized the well-being of its guests and provides wellness facilities to promote relaxation and rejuvenation. This may include a spa offering a range of treatments, a fitness center equipped with state-of-the-art equipment, and an outdoor pool for guests to enjoy.

2.4.5 Event Spaces and Meeting Facilities



Figure 2.8: Bilik II and Board Room

The hotel offers event spaces and meeting rooms that are well-suited for various occasions, such as corporate events, conferences, weddings, and social gatherings. These spaces are equipped with modern technology and can be customized to meet the specific requirements of the event.

2.4.6 Personalized Services and Concierge

The RuMa Hotel and Residences pride itself on providing personalized services to enhance the guest experience. This may include a dedicated concierge team to assist with travel arrangements, reservations, and recommendations for local attractions, as well as other personalized services to cater to guests' needs and preferences.

3.0 Training Reflection

I have undergone my internship at The RuMa Hotel & Residences for 6 months and I have been assigned to the Human Resources department. During my 24 weeks of internship, the learning outcomes reflect the specific learning objectives of the training and assess to what extent I have to achieve them. I can identify the new knowledge or skills I have acquired and evaluate the relevance to my role in HR. My task needs to deal with internal and external staff. The application to the workplace is that I can consider how the training content can be applied in day-to-day HR activities. It also reflects on the practical strategies, tools, or techniques I learned and assesses their potential impact on improving my performance or enhancing HR processes. I also can identify any challenges or obstacles I foresee in implementing the training outcomes in my work environment. It reflects on potential solutions or strategies to overcome these challenges and maximize the opportunities presented by the training.

Personal development also can reflect on how the training has contributed to my professional growth and development. It considers the areas where I have improved or expanded my skill set and how these enhancements can benefit my career progression within the HR field. Next is collaboration and networking. It can be considered the potential benefits of these connections and how they can contribute to my knowledge-sharing and professional network. It reflects on any opportunities the training provided for networking or collaborating with professionals from other organizations or HR departments. Last but not least, the feedback and evaluation. Evaluate the training program itself by reflecting on its effectiveness, organization, and delivery. It provides feedback on what aspects of the training were valuable, what could be improved, and any suggestions for future training initiatives in the HR department.

3.1 Experience and Gained Knowledge

Throughout my 24 weeks of industrial training, I gained a lot of knowledge and experience. It is an honor to have my internship at The RuMa Hotel and Residences in the Human Resources department. I feel blessed when I get a supportive team who is willing to guide me in every single thing in the Human Resources department flow process. Even though I have no chance experience to do everything in this unit due to a short internship period but I enjoy my internship journey, and I got a lot of knowledge from them.

3.1.1 Recruitment and Selection

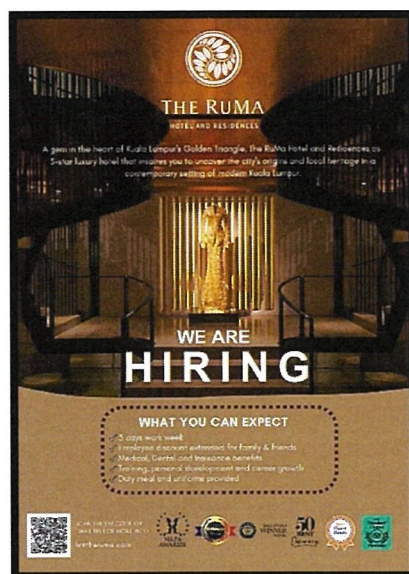


Figure 3.1: Job posting

I gain expertise in attracting and selecting qualified candidates for job openings. This includes developing job descriptions and job postings, managing interviews and selection processes, conducting candidate sourcing and screening, assessing candidates' qualifications, extending job offers, and conducting background checks.

3.1.2 Employee On-boarding and Orientation



Figure 3.2: Orientation Day

I learn how to facilitate the smooth integration of new employees into the organization. This may involve guiding them to company policies and culture and providing them with the necessary information and resources to succeed in their roles. This includes facilitating new employee orientation programs, completing paperwork (e.g., employment contracts, benefits enrolment), introducing new hires to company policies, procedures, and culture, and ensuring a smooth transition for new employees into their roles.

3.1.3 Compensation and Benefits

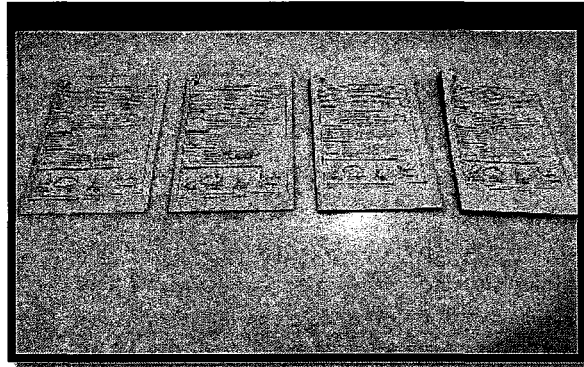


Figure 3.3: Managing payroll processes

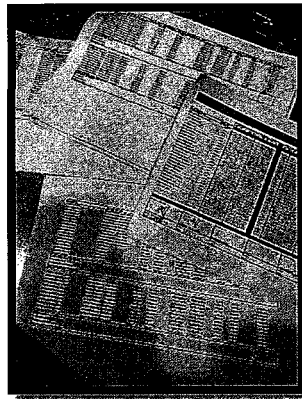


Figure 3.4: Administering employee incentive

I become familiar with designing and administering compensation and benefits programs. This may include managing payroll processes and ensuring accuracy, administering employee benefits such as insurance, retirement plans, and leave policies, and administering bonus and incentive programs.

3.1.4 Employee Engagement Events



Figure 3.5: Social events, Employee Recognition programs, and Corporate Social Responsibility (CSR)

Organizing company-wide events like Corporate Social Responsibility (CSR), or team building activities, coordinating employee recognition programs, such as employee of the month/year awards or appreciation events, and planning social events to foster employee interaction, such as sports tournaments, charity drives, or wellness initiatives.

3.1.5 Training and Development



Figure 3.6: Coordinating training sessions

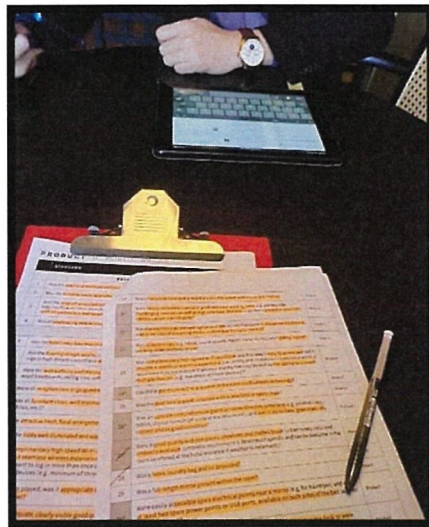


Figure 3.7: Conducting Leading Quality Assurance (LQA)

I gain insights into identifying training needs, designing training programs, and delivering or coordinating training sessions. This could involve developing skills in conducting training needs assessments, creating training materials, utilizing various training methods and technologies, and managing the logistics of training programs, including scheduling, venue booking, and participant registration.

4.0 SWOT Analysis for On-Site Recruitment

On-site recruitment is a service in which a recruitment agency practically becomes a part of a company, handling all aspects of recruitment for that business (Payne, 2019). It means that services can be precisely adapted to the needs of the business and the employees, resulting in an effective working collaboration. The recruiting firm effectively becomes an extension of the workforce, working to enhance the hiring process, lowering risk and expense per hire, and assisting with retention and staff management.

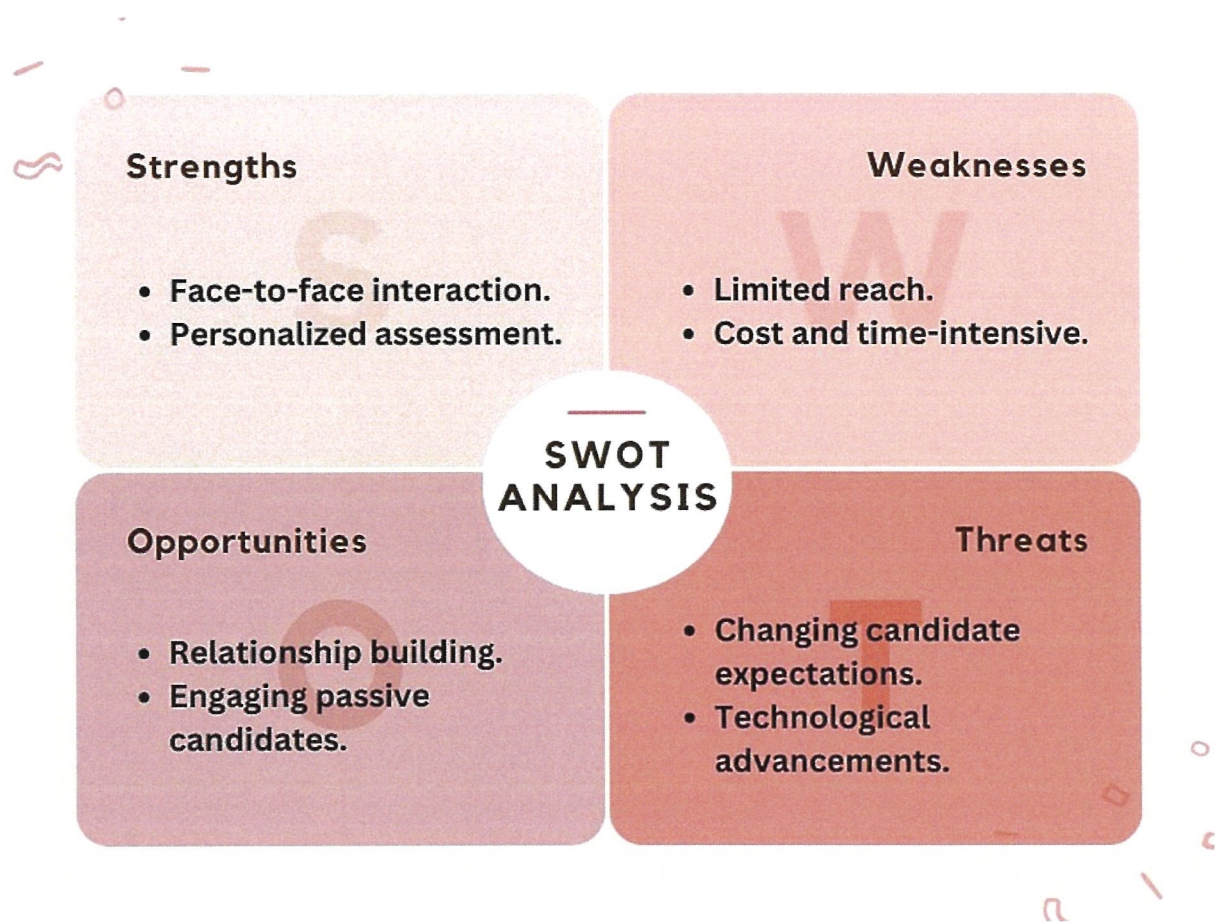


Figure 4.1: SWOT Analysis for On-site Recruitment

5.0 Discussion and Recommendation

5.1 Strengths

5.1.1 Face-to-face Interaction

Onsite recruitment provides an opportunity for face-to-face interaction between recruiters and candidates. This allows recruiters to assess candidates beyond their resumes and qualifications, enabling a more comprehensive evaluation of their communication skills, interpersonal abilities, and cultural fit. From the perspective of the interviewer, the primary objective is to identify the best candidate among a shortlisted group. Once preliminary interviews are concluded, Human Resources can provide the hiring manager with a list of promising candidates possessing the requisite skills, credentials, and background to meet the manager's requirements (Mercer, 2020). Subsequently, the hiring manager conducts personal interviews with each candidate to gain a deeper understanding of them. Often, a second interview is conducted with a narrowed selection of candidates. The interviewing process may involve other team members and technical skill tests may be administered to assess candidates' proficiency.

Effectively interviewing job candidates requires skill and knowledge, and some key techniques can enhance the process. First, thorough planning and preparation are essential. The manager should thoroughly review the candidate's resume, prepare pertinent questions, and identify specific information sought during the interview. Setting a time limit for the interview can also be beneficial. Additionally, understanding the nature of the job is crucial. In cases where the manager lacks direct experience in the role for which they are hiring, engaging in discussions with current jobholders, supervisors, and team members helps gather relevant insights, facilitating the formulation of relevant questions.

Establishing a connection with the candidate is vital, recognizing that job interviews can be nerve-racking for most individuals. Effective managers take the time to put the candidate at ease and create an environment that allows them to present themselves confidently. Instead of merely reassuring candidates not to be nervous, skilled managers engage in friendly conversations and provide explanations about the interview process to foster a more comfortable and productive experience.

5.1.2 Personalized Assessment

In-person interviews and assessments enable recruiters to gather more comprehensive information about candidates, including non-verbal cues and interpersonal skills. Personalized assessments allow recruiters to evaluate candidates based on their specific skills, experiences, and qualifications (Rasipuram, 2020). By tailoring the assessment to the recruitment of the job and the company, recruiters can obtain a more accurate understanding of a candidate's capabilities and fit for the role. Personalized assessments also help reduce biases and subjectivity in the recruitment process. When assessments are designed to measure specific job-related competencies, recruiters can focus on objective criteria rather than relying solely on subjective impressions or gut feelings. On-site personalized assessments can serve as an effective screening tool to narrow down the candidate pool (Elevate, 2020). By assessing candidates in person, recruiters can quickly identify those who possess the necessary skills and qualifications, saving time and effort in subsequent stages of the recruitment process.

Other than that, personalized assessments conducted on-site provide the opportunity for recruiters to observe candidates first-hand. This allows them to assess not only technical skills but also interpersonal abilities, communication skills, problem-solving capabilities, and how candidates perform under pressure. Real-time observation offers valuable insights that may not be fully captured through resumes or interviews alone. Furthermore, personalized assessments can contribute to a positive candidate experience during on-site recruitment. Candidates appreciate the opportunity to showcase their skills in a practical setting, demonstrating their abilities more engagingly and interactively. This can lead to a more satisfying and transparent recruitment process overall.

Lastly, on-site assessments can also help evaluate candidates' cultural fit within the organization. By observing their behavior, interaction with team members, and alignment with company values during the assessment, recruiters can gain valuable insights into whether a candidate is likely to thrive and contribute positively to the company's work environment.

According to D. Pulakos (2018), it is important to note that while personalized assessments have their benefits, they should be used in conjunction with other assessment methods to ensure a comprehensive evaluation of candidates.

5.2 Weaknesses

5.2.1 Limited Reach

On-site recruitment is inherently geographically limited, making it challenging to access candidates from distant locations, which may restrict the talent pool. This restriction can result in a narrower range of talent available for consideration. It may hinder the ability to attract a diverse pool of candidates with different backgrounds, perspectives, and skill sets. With limited reach, on-site recruitment may exclude qualified candidates who are unable or unwilling to travel to the recruitment location (Gaddis, 2015; Villadsen and Wulff, 2018). In today's interconnected world, many organizations embrace remote work or have a global talent acquisition strategy. By relying solely on on-site recruitment, companies may miss out on top talent from different regions or countries.

On top of that, conducting on-site recruitment can be costly and logistically demanding. It involves arranging physical spaces, coordinating schedules, and potentially incurring expenses for travel, accommodation, and other logistical arrangements. Limited reach may require repeated or extended on-site recruitment efforts to reach enough candidates, resulting in increased cost and logistical complexities. Also, limited reach in on-site recruitment may lead to an inefficient and time-consuming process. Recruiters may need to spend more time and resources to identify and engage with potential candidates. It may require conducting multiple recruitment drives or events to achieve desired results, which can prolong the overall recruitment timeline. Next, when on-site recruitment has a limited reach, it increases the likelihood of competing with local companies for the same talent pool. This can intensify competition, making it more challenging to attract and secure the best candidates. Local competitors may have an advantage due to their proximity and familiarity with the talent pool.

Lastly, a restricted on-site recruitment approach limits the visibility of the company's employer brand to a smaller audience. In an increasingly digital age, candidates often research and engage with companies through online platforms and remote interactions. Limited reach on-site recruitment may prevent the company from showcasing its employer brand and value proposition to a wider audience, potentially impacting its attractiveness as an employer.

To mitigate the weaknesses associated with limited reach in on-site recruitment, companies can complement their efforts with other recruitment strategies. This may include leveraging online job platforms, virtual career fairs, video interviews, and targeted outreach campaigns to expand the reach and access a broader talent pool. Combining on-site recruitment

with digital strategies can help overcome the limitations and enhance the overall effectiveness of the recruitment process.

5.2.2 Cost and Time-intensive

On-site recruitment involves arranging physical spaces, coordinating schedules and may require travel expenses, making it more time-consuming and expensive than remote or virtual alternatives. On-site recruitment can be costly, primarily due to expenses related to travel, accommodation, venue rental, logistics, and other resources required to host recruitment events. These expenses can accumulate, especially when multiple rounds of on-site recruitment are conducted. The financial burden of on-site recruitment may strain the recruitment budget and impact overall cost-effectiveness. Then, on-site recruitment often takes more time to plan, organize, and execute compared to other recruitment methods. Coordinating schedules, arranging travel and accommodation, conducting interviews, and making hiring decisions can significantly lengthen the recruitment timeline. Prolonged recruitment processes can lead to delays in filling vacant positions, which can impact productivity and business operations.

After that, on-site recruitment requires significant administrative and logistical efforts to ensure smooth operations. Coordinating schedules, managing candidate travel arrangements, booking venues, and ensuring all necessary resources are in place can be time-consuming and complex. These administrative and logistical challenges can divert resources and attention away from other essential recruitment activities. Lastly, lengthy, and costly on-site recruitment processes can impact the candidate experience. Candidates may perceive a slow or inefficient recruitment process as a reflection of the company's overall organizational efficiency and effectiveness. Lengthy waiting times, repeated interviews, and extensive travel requirements can lead to candidate frustration and potentially impact the company's employer brand.

To address the weaknesses associated with cost and time-intensive on-site recruitment, organizations can explore alternative approaches such as leveraging technology for virtual interviews, assessments, and online networking events. These alternatives can help streamline the recruitment process, reduce costs, and provide greater flexibility in engaging with candidates. Additionally, optimizing internal recruitment workflows and employing efficient coordination and communication strategies can help mitigate the time and resource burden associated with on-site recruitment.

5.3 Opportunities

5.3.1 Relationship Building

On-site recruitment provides opportunities for employers to establish a personal connection with candidates, fostering stronger relationships and a deeper understanding of their potential fit within the organization. On-site recruitment provides the opportunity for face-to-face interactions between recruiters and candidates. Building personal connections and rapport during these interactions can create a positive impression and help establish a stronger candidate-recruiter relationship. Building such connections can enhance engagement and foster a sense of trust, leading to a more meaningful recruitment experience. Next, on-site recruitment allows candidates to experience the company's culture, work environment, and team dynamics first-hand. By providing a welcoming and engaging experience, recruiters can enhance the overall candidate experience. Positive interactions and relationship-building efforts during on-site recruitment can leave a lasting impression, regardless of the outcome, and contribute to a positive employer brand perception.

Furthermore, on-site recruitment events often bring together a diverse group of candidates, including those who may not be actively seeking new opportunities. By proactively engaging with candidates and building relationships, recruiters can expand their professional network. These connections can prove valuable in the long run, as they may lead to future talent referrals, collaborations, or even re-engagement with candidates who may be a better fit for future roles. Relationship building during on-site recruitment can contribute to the development of a strong talent pipeline. Not all candidates will be suitable for immediate hiring, but by maintaining positive relationships, recruiters can keep in touch with promising candidates for potential future opportunities. Regular communication and updates can help nurture relationships and ensure the company stays on the radar of talented individuals.

Lastly, building relationships with candidates during on-site recruitment provides an opportunity to gather valuable insights and feedback. Recruiters can engage in conversations, ask for feedback on the recruitment process, and gain a better understanding of the candidate's perspective. This information can help improve future recruitment strategies, enhance the candidate experience, and address any areas of concern or improvement.

Building relationships during recruitment requires genuine engagement, active listening, and a focus on creating a positive and personalized experience for candidates. By

leveraging these opportunities, recruiters can establish strong connections, nurture talent relationships, and positively impact the overall recruitment process.

5.3.2 Engaging Passive Candidates

On-site recruitment events or job fairs can attract passive candidates who might not actively search for a job opportunity, expanding the talent pool. Passive candidates, who are currently employed and not actively seeking new opportunities, often possess valuable skills and experience. On-site recruitment provides an opportunity to reach out to this talent pool and tap into their potential. Engaging passive candidates allows companies to access talent that may not be visible through traditional job postings or active job seekers. Next, engaging with passive candidates during on-site recruitment allows recruiters to tailor their approach to each individual's needs and preferences. Recruiters can have personalized conversations, understand the candidate's motivations, and address any personal touch that can make passive candidates feel valued and increase their willingness to explore potential roles within the company.

After that, on-site recruitment offers a chance to establish relationships with passive candidates. Engaging them in conversations, showcasing the company's culture and opportunities, and addressing their career passive candidates lays the foundation for future interactions and potential recruitment efforts. Other than that, passive candidates may be more open to considering new opportunities when they see clear growth prospects. On-site recruitment provides a platform to showcase career advancement opportunities, training programs, mentorship initiatives, and other professional development aspects. By highlighting these growth opportunities, companies can capture the attention and interest of passive candidates.

Lastly, passive candidates often need a strong incentive to consider leaving their current positions. On-site recruitment provides an opportunity to showcase a compelling work environment through office tours, interactive sessions, and demonstrations of the company's values and employee benefits. By offering a glimpse into the positive aspects of the workplace, companies can capture the interest of passive candidates and entice them to consider a change.

To effectively engage passive candidates during on-site recruitment, companies can utilize targeted networking events, personalized communication, and networking platforms.

Employing strategies such as offering exclusive invitations, leveraging professional connections, and showcasing the unique value proposition of the company can help capture the attention and interest of passive candidates. By demonstrating the benefits and opportunities available, recruiters can entice passive candidates to consider exploring new career possibilities within the organization.

5.4 Threats

5.4.1 Changing Candidate Expectations

As the workforce evolves, candidates may have different expectations and preferences, such as remote work options. Failing to adapt to these changes may lead to difficulties in attracting and retaining top talent. The shifting landscape of candidate expectations poses a significant threat to on-site recruitment, as candidates now seek more personalized and engaging experiences throughout the recruitment process. Failing to meet these evolving expectations can result in a loss of top talent to competitors who have adapted their recruitment strategies accordingly. After that, rapid advancements in technology and the prevalence of remote work have led candidates to expect more flexibility and convenience in the recruitment process. Organizations relying solely on traditional on-site recruitment methods may struggle to attract and retain candidates who seek the flexibility of remote interviews, inline assessments, and virtual interactions.

Besides, candidates now place greater emphasis on transparency and clear communication during the recruitment process. On-site recruitment practices that lack transparency, fail to provide timely updates, or leave candidates with unanswered questions can create a negative impression, leading to a loss of interest and potential talent opting for organizations that prioritize effective communication. Furthermore, changing candidate expectations regarding diversity, equity, and inclusion can pose a threat to on-site recruitment efforts. Organizations that do not prioritize diversity and fail to showcase inclusive practices during on-site recruitment risk separating diverse candidates who are increasingly seeking employers that demonstrate a commitment to creating inclusive work environments. In addition, the demand for a seamless and efficient candidate experience is on the rise. Candidates expect streamlined processes, timely feedback, and a well-organized recruitment journey. On-site recruitment methods that are disorganized, time-consuming, or lack clear communication can frustrate candidates and prompt them to seek opportunities with organizations that offer a more efficient and candidate-centric experience.

Lastly, changing candidate expectations around work-life balance and employee well-being can present challenges for on-site recruitment. Candidates increasingly prioritize organizations that demonstrate a commitment to work-life balance, flexibility, and employee wellness. Companies that do not align with these expectations may struggle to attract and retain top talent, as candidates seek employers that prioritize their holistic well-being.

Organizations can better address the changing expectations of candidates and create recruitment processes that resonate with top talent. Adaptability, transparency, personalization, and a strong employer brand will be the key to attracting and retaining candidates in a competitive talent market.

5.4.2 Technological Advancements

Advancements in virtual recruitment tools and platforms may offer more efficient and cost-effective alternatives to on-site recruitments, posing a threat to traditional methods. Technological advancements have transformed the way candidates search for and apply for jobs. With the rise of online job boards, professional networking platforms, and mobile applications, candidates have become accustomed to a convenient and accessible digital job search experience. Traditional on-site recruitment methods may struggle to keep pace with these evolving candidate preferences, leading to a potential disadvantage in attracting and engaging top talent. After that, advancements in technology have given rise to virtual recruitment alternatives such as video interviews, online assessments, and virtual career fairs. These alternatives offer flexibility, convenience, and cost-effectiveness, making them appealing to both candidates and employers. On-site recruitment processes that solely rely on in-person interactions may struggle to compete with these virtual options, as they may be seen as less efficient or time-consuming.

Other than that, technological advancements have made it easier for organizations to source and attract talent from across the globe. Remote work opportunities and virtual collaboration tools enable companies to tap into a global talent pool without the need for on-site recruitment events. This expanded reach allows organizations to access diverse skills and experiences, making it a potential threat to on-site recruitment efforts that primarily focus on a limited geographical area. Also, with the advent of automation and artificial intelligence (AI), recruitment processes are becoming more streamlined and efficient. AI-powered tools can quickly screen resumes, assess candidate qualifications, and even conduct preliminary interviews. This level of automation can significantly reduce the time and resources required for on-site recruitment. Organizations that rely heavily on manual processes may struggle to match the speed and accuracy of AI-driven recruitment methods. On top of that, technological advancements have raised the bar for candidate experience expectations. According to Ross (2022), candidates now expect a seamless, personalized, and engaging recruitment journey.

From online applications to virtual assessments, candidates want a smooth and user-friendly experience throughout the recruitment process. On-site recruitment methods that lack these technological enhancements may fail to meet candidate expectations, leading to a less favorable perception of the organization and the potential loss of top talent.

Lastly, technology allows organizations to gather and analyze vast amounts of data during the recruitment process. This data can provide valuable insights into candidate performance, recruitment metrics, and process optimization. On-site recruitment methods that rely on subjective evaluations and lack data-driven decision-making may struggle to compete with organizations that leverage analytics and data-driven approaches to refine their recruitment strategies.

Organizations should embrace technology themselves to mitigate the threats posed by technological advancements in on-site recruitment. This could involve integrating virtual recruitment methods, utilizing AI-driven screening tools, enhancing the online application process, and leveraging data analytics to make informed decisions. By incorporating technology strategically, organizations can enhance their on-site recruitment efforts, provide a more streamlined candidate experience, and remain competitive in attracting and securing top talent.

6.0 Conclusion

In conclusion, on-site recruitment faces various challenges and threats in today's evolving landscape. I have explored several factors that can impact on-site recruitment, including changing candidate expectations, competitive disadvantages, cost and time-intensive processes, limited reach, and the threat of technological advancements. However, amidst these challenges, there are also opportunities for improvement and growth. Organizations should adapt their recruitment strategies to address changing candidate expectations by embracing technology, enhancing communication and transparency, prioritizing candidate experience, showcasing company values and culture, and offering flexible work arrangements. By aligning with the evolving needs and preferences of candidates, organizations can attract and retain top talent. Furthermore, organizations must recognize their competitive disadvantages and take steps to mitigate them. This includes personalizing the assessment process, enhancing employer branding efforts, leveraging technology to expand reach, and addressing potential bias in recruitment practices. By doing so, organizations can enhance their competitiveness and overcome limitations associated with on-site recruitment. Additionally, the threat of technological advancements in on-site recruitment should not be overlooked. To stay ahead, organizations must embrace technology themselves, integrating virtual recruitment alternatives, leveraging automation and AI-driven tool, and utilizing data-driven decision-making. By leveraging technology strategically, organizations can enhance efficiency, improve the candidate experience, and adapt to the changing recruitment landscape. To conclude, on-site recruitment requires adaptability, innovation, and a candidate-centric approach. By addressing the challenges, leveraging opportunities, and embracing technological advancements, organizations can optimize their on-site recruitment efforts and secure top talent in a competitive job market.

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8.0 Appendices

THE RUMA
HOTEL AND RESIDENCES

WE ARE HIRING

A gem in the heart of Kuala Lumpur's Golden Triangle, The RUMA Hotel and Residences is a 5-star luxury hotel that inspires you to uncover the city's origins and local heritage in a contemporary setting of modern Kuala Lumpur.

We invite you to be part of the family with the job opening as below :-

CAREER OPPORTUNITIES

SALES & MARKETING <ul style="list-style-type: none"> Director of Sales-Luxure Sales Coordinator Reservations Manager Revenue Executive Reservations Sales Agent 	FRONT OFFICE <ul style="list-style-type: none"> Guest Service Manager Guest Service Agent Service Center Agent Bellman 	F&B <ul style="list-style-type: none"> F&B Sales Manager Assistant Outlet Manager Supervisor Bar-tender Hostess Server
CULINARY <ul style="list-style-type: none"> Jr Sous Chef-Pastry Demis Chef-Banquet Commis-Banquet Commis-Pastry 	SAFETY & SECURITY <ul style="list-style-type: none"> Safety & Security Manager 	SPA <ul style="list-style-type: none"> SPA Receptionist Therapist (Full Time & Part Time) Pool Attendant
HOUSEKEEPING <ul style="list-style-type: none"> Room Attendant 		

BENEFITS

- 3 Days Floating Week
- Duty Meals & Uniforms
- Training & Development
- Commission & Incentive Base
- Employee Referral Program
- Medical, Dental, Hospitalization & Insurance Coverage
- Career Advancement Opportunities
- Attractive Remuneration
- Discounted Room Stay

Note : Positions are open to Malaysians or Malaysia Permanent Residents Only
Interested candidates may submit their detailed resume with a photo and current salary to HR Department:- hr@tharuma.com / +6 016 2024 072 (whatsapp only)

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10 minutes walk from KLCC LRT Station & Cenley MKT Station

2022 AWARDED WINNER HOTEL
50th Anniversary
MICE AWARDS
2022

Figure 8.1: Job Vacancies poster



Figure 8.2: Townhall known as Perhimpunan

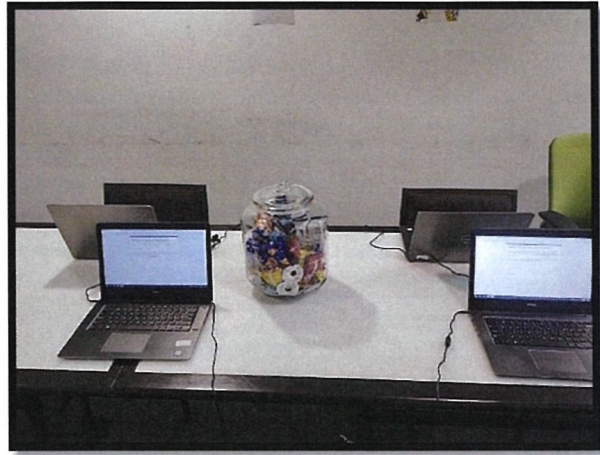


Figure 8.3: Survey Week



Figure 8.4: Ramadhan Goodies Distribution



Figure 8.5: Appreciation Card Holder Distribution



Figure 8.6: Bowling Tournament



Figure 8.7: Futsal Tournament



Figure 8.8: Mobile Legend Tournament



Figure 8.9: Arm-Wrestling Tournament



Figure 8.10: Green CSR Project at Zoo Negara Malaysia



Figure 8.11: CSR Raya Shopping Rumah Titian Kaseh at Mydin



Figure 8.12: Intern Meet-Up Event



Figure 8.13: UiTM Bandaraya Melaka Site Visit program



Figure 8.14: Career Fair at Taylor's University

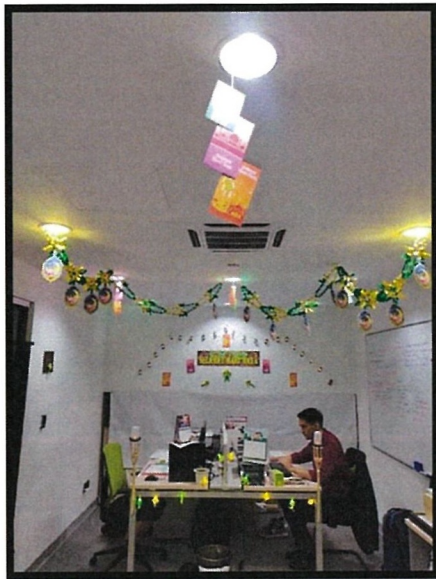


Figure 8.15: Raya Decoration Competition



Figure 8.16: Women's Day Celebration

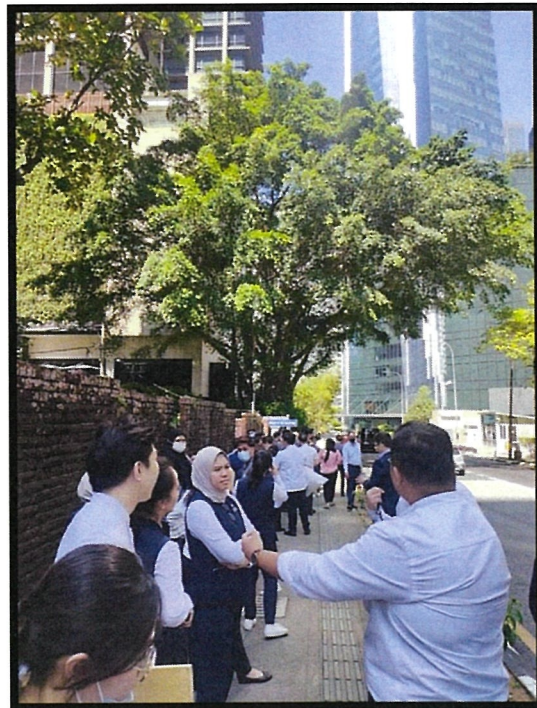


Figure 8.17: Fire Drill Training



Figure 8.18: 10 Minutes Express Massage



Figure 8.19: Movie Night @ Dadi Cinema



Figure 8.20: The Pangkin X Blvck Coffee