



Examining the Potential for Use of ChatGPT in Recruitment for Hotel Businesses


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ABSTRACT

This research reveals that the integration of ChatGPT into recruitment processes in the hotel and tourism sector provides significant advantages in terms of time and cost. ChatGPT analyzes candidates' resumes and includes detailed information about their general characteristics, strengths and weaknesses, and suitability for departments. This automated process ensures that candidates are evaluated objectively, allowing for fair recruitment free from emotional interactions. It also helps businesses select the most suitable candidate, reduce costs, and improve service quality. This proposed use can provide competitive advantages to businesses by increasing the efficiency of their recruitment processes. Therefore, it is foreseen that ChatGPT, as a digital assistant in the tourism sector, will be beneficial. ChatGPT can enable businesses to manage their recruitment processes more effectively and efficiently, enabling them to maximize the benefits of artificial intelligence.

INTRODUCTION

Successfully executing the recruitment process is paramount for meeting business objectives (Sołek-Borowska & Wilczewska, 2018). Businesses striving to swiftly and accurately hire suitable candidates explore diverse solutions (Allal-Chérif et al., 2021). Technological innovations and applications are pivotal in aiding businesses in this endeavor (Demir & Günaydın, 2023). Artificial intelligence (AI) technologies, in particular, streamline recruitment processes and mitigate time loss by automating the processing and evaluation of candidate data (Laurim et al., 2021; Shtrikov & Shtrikova, 2022). By integrating technology into recruitment practices, costs are minimized, and decisions are made objectively (Olshevska & Pryimak, 2023), thereby ensuring the selection of the most suitable candidates based on business criteria (Nyathani, 2022). These advantages prompt businesses to overhaul their recruitment methods and leverage technological support (Nikolaou, 2021), especially given the challenges in sourcing talented employees and the heightened competition for skilled individuals (Oncioiu et al., 2022). Consequently, it has become imperative for businesses to adopt AI-based technologies and applications to recruit adequately qualified personnel and gain a competitive edge (Ahmed et al., 2023). One such AI-based application that has garnered recent popularity is ChatGPT.

ChatGPT is a chatbot AI-based that was launched in the last months of 2022 (Ali, 2023). Although it has been on the agenda for a short time, ChatGPT, which has attracted a lot of attention in the past period, has been adopted in many areas (Demir & Demir, 2023a). ChatGPT has become an effective tool in many areas of both daily life and business life. One of these areas is the tourism sector (Demir & Demir, 2023b). ChatGPT makes a difference as it offers various contributions to the stakeholders of the tourism sector. ChatGPT makes special contributions to tourists, businesses such as hotels and travel agencies, destinations and other customers. It even contributes to students in tourism education. The effectiveness of ChatGPT for tourism sector stakeholders has been found interesting by researchers and has led to the necessity to examine various issues related to ChatGPT and tourism. In these studies, it is seen that issues such as the effects of ChatGPT on tourism (Carvalho & Ivanov, 2024; Demir & Demir, 2023a; Dwivedi et al., 2023; Dwivedi et al., 2024; Gursoy et al., 2023; Rather, 2024), ChatGPT and tourism education (Ali, 2023; Altun et al., 2024; Dalgıç et al., 2024, Ivanov & Soliman, 2023; Skavronskaya et al, 2023), ChatGPT and tourists (Ali et al., 2023; Kim et al., 2023; Pham et al., 2024; Solomovich & Abraham, 2024; Sudirjo et al., 2023), ChatGPT and travel agencies (Demir & Demir, 2023b), ChatGPT and complaint management (Dalgıç, 2023; Koç et al., 2023) are frequently investigated.

However, as seen in the research, no research examines ChatGPT and recruitment in the tourism sector. Nowadays, the rapid development of technology and changes in the labor market have led to the adoption of new methods and strategies in recruitment processes in the tourism sector. AI tools such as ChatGPT can offer a more objective and data-driven approach to assess the skills and fit of prospective employees. By analyzing large data sets, these tools can be used to identify candidates' skills, experience, and personality traits. In line with this knowledge, this study aims to provide a framework for understanding how ChatGPT can be used in the recruitment processes of hotel businesses in the tourism sector. This study is expected to be an essential starting point for evaluating the effectiveness and suitability of AI-based tools such as ChatGPT in recruitment processes.

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