

Hire for attitude, train for skills!

The hospitality industry is a very dynamic and dramatically growing sector, which constantly faces changing trends, various consumer behaviors, and keen competitiveness by exploiting emerging market opportunities and brand differentiation.

Starwood Hotels & Resorts has always been one of the pioneers in terms of following new trends and developing its pipeline in new destinations. Just to mention a few, new hotels are planned to open in the next few years in lesser-known countries such as Lithuania, Romania, Russia, and Azerbaijan.

Back in 2010, Starwood was the first American hotel brand in Slovakia, opening one of its brands on a new emerging market. Since then the Sheraton Bratislava Hotel has been one of the key players in business tourism, and one which responds to new trends and demands in the tourism industry. To achieve that, there is – more than in any other sector – a need for a positive, caring, and genuine attitude. For hotel hospitality, it's an absolute necessity to have highly experienced and professional staff with a naturally positive outlook, passion, commitment, and loyalty to the company. Moreover this sector is in a unique position to hire young people to expand and succeed in a highly competitive environment.

Sheraton Bratislava Hotel has established close cooperation

with hospitality-oriented high schools. The students can obtain professional experience by being assigned to respective departments according to their field of study. They learn on-the-job from experienced colleagues and have the opportunity to get a realistic view of the daily business in this industry. Such knowledge enables them to concentrate on obtaining the right skill sets and prepares them for their upcoming careers. Of course, our hotel's motivation is to gain the most talented and dedicated graduates. We are constantly trying to attract the best people who would be valuable members of our departments and would meet our business needs.

Besides using the standard hiring channels, i.e. Profesia, or our global career site, Starfinder, we organize the Sheraton Talent Days. Thanks to these various recruitment tools we obtain broad variety of education levels from graduates starting their career, up to experienced and professional staff with many years of experience. In our hotel, we believe in the idea of hiring for attitude and training for skills.

High-quality education in the hos-

pitality industry plays a crucial role in these times. Our hotel's education system is based on delivering information to our associates through programs that are created globally in the Training and Development Office. Many programs, initiatives, and innovative training tools are tailored to ensure greater service and guest loyalty. At the moment, we are trying to focus on how our associates can enhance our guests' experience during their stay.

To achieve this we "shape" every associate's development from the very beginning.

In the two-day introductory training, the newcomers gain much necessary information which is essential for a flawless performance and smooth operation. Afterwards they go through job trainings directly in their department with our designated departmental trainers. We pay attention to individual talents being developed further via various forms of internal trainings focused on improving customer service, communication, networking, and languages skills, etc.

The hospitality industry is perfectly suited for giving people an opportunity for career advancement in the same company throughout their entire lives. It's not unusual that they start directly after graduation with minimal professional experience and are given the opportunity to start their careers with the possibility of gaining greater responsibilities. They are encouraged to face more and more challenges to magnify their



professional expertise, to get to the top, e.g. from housekeeping to the top executive position.

We, in Starwood Hotels & Resorts, offer opportunities for employees to move throughout the entire world within the chain and gain experience and knowledge in different countries. In Sheraton Bratislava, we have some highly-skilled colleagues who were promoted and came to us from other countries – we also have some success stories to prove this.

In recent years, the hospitality sector has entered into a completely different and exiting phase of its development. Although other industries suffer from the global economic decline, the hospitality industry is predicted to see increased economic development in the future while the travel and tourism industry maintain their positions as key tools of economic growth.

Such desired growth and development may be achieved by custom-made services tailored to the specific requirements of clients, and accomplished by highly skilled personnel with positive working attitudes, passion, and commitment. That's what we in the Sheraton Bratislava Hotel always keep in mind.



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