

Abstract

Topic: The development of Employer Branding in the hotel industry through new media

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Content: The thesis intends to investigate the correlation between Employer Branding in the hotel industry and the strong appearance of new media platforms over recent years. The study aims to explore the extent to which new media has influenced Employer Branding and recruitment process within the industry. Qualitative Research in form of an interview including open ended questions was conducted with experts in the field of Human Resources, working with the concept of Employer Branding. This method was chosen in order to get a more in depth understanding about Employer Branding and its connection with new media, applied in companies in industries like the hotel industry.

The findings of this research paper highlight the importance of using new media to develop a strong employer brand, concluding in higher talent attraction and retention. The outcome from both the theoretical examination and research analysis demonstrate that new media has a significant influence on Employer Branding. Consequently, the use of new media in Employer Branding strategies is certified to have a positive impact on enhancing the presentation of companies as a good employer. As the importance of attracting and retaining the right talent grows, research in this thesis has shown that implementing an effective Employer Branding strategy can significantly contribute to achieving this objective.

In the end, this thesis has successfully investigated the development of Employer Branding in the hotel industry though new media. The findings clearly present the strong influence of new media in shaping employer branding strategies and elevating the overall attractiveness of a company as an employer.

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