

Effective or ineffective? Using ChatGPT for staffing in the hospitality industry

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Abstract

Artificial intelligence tools, for example, ChatGPT, are designed for use in various contexts. This research aims to interview ChatGPT (Generative Pre-trained Transformer) about its usage for staffing in the hospitality industry. This is one of only a handful of studies in the hospitality research field to include an interview with the ChatGPT, highlighting its positive aspects, shortcomings, and implications for employers and job seekers. This interview revealed that ChatGPT can be used in candidate screening, virtual interviews based on evaluation criteria, pre-employment assessment, training assistance, and language support. However, the dark side of using ChatGPT can include potential biases, the limitation of emotional intelligence, the possibility of misinterpretation, and the restriction of domain-specific knowledge. Our results have significant implications for the hospitality industry regarding whether ChatGPT can play an influential role in the recruitment process despite its limitations.

Keywords: ChatGPT; Recruitment; Employment; Hospitality; HR; Advanced technologies.

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1. Introduction

"What if I told you there is a free AI tool that can write and improve your candidate outreach messaging, your job descriptions, and your recruitment marketing content, help you develop persuasive language to work with unrealistic hiring managers, and generate appropriate interview questions? And that's just the tip of the iceberg!"

Glen Cathey (2023), a Global Head of Digital Strategy reporting into Randstad's Digital Factory in the Netherlands.

The generative artificial intelligence (AI) field is developing rapidly and can potentially revolutionise human-machine communication (Iskender, 2023). Recently, ChatGPT has been one of the most popular AI tools created by OpenAI (Ali, 2023; Ivanov & Soliman, 2023). It is recognised as an AI-based conversational language model (Borji, 2023; Singh & Singh, 2023) and is regarded as a sophisticated (Lund & Wang, 2023) and effective chatbot (Euchner, 2023). ChatGPT is a member of the generative pre-trained transformer (GPT) family of models (Borji, 2023), which can generate writing that resembles human-written text. ChatGPT is based on GPT architecture and learns from a considerable trove of text data in order to comprehend and respond to natural-sounding questions that mimic human needs (Javaid et al., 2023; Mich & Garigliano, 2023). Although it is not human, it can hold conversations with humans and interact with them (Ali, 2023; Gursoy et al., 2023; Lin, 2023; Pardos & Bhandari, 2023), answer their questions (Iskender, 2023; Stokel-Walker & Van Noorden, 2023), and write lengthy texts with relative ease (Dwivedi et al., 2023). ChatGPT will offer revolutionary intelligent customer service when it combines voice assistants and AI with contextual real-time services (Buhalis & Moldavska, 2022).

However, language models, such as ChatGPT, are dynamic, complex systems; thus, there is always room for improvement and expansion (Dwivedi et al., 2023). Improving the system will necessitate using more diverse training data, including text from various languages and cultures, comprehending a more diverse group of users, providing more precise fallback responses, increasing the depth of information provided, and avoiding disorganised or misleading responses (Eke, 2023). A challenge has been recently revealed about a number of intellectual property and data ownership issues. Also, it is noted that ChatGPT could be used to generate fake reviews of hospitality and tourism businesses (Dwivedi et al., 2023).

As technology advances, it is essential to consider its potential benefits and risks for employers and the workforce (Javaid et al., 2023; Singh & Singh, 2023). Few studies have highlighted the influential role of ChatGPT in human resources departments (Chui et al., 2022; Carvalho & Ivanov, 2023). ChatGPT may generate appealing job descriptions and interview questions tailored to the function, company policy, and industry. Also, it can promote employee engagement by encouraging the sharing of ideas with management (Carvalho & Ivanov, 2023). Still, the potential impacts and changes of ChatGPT in the hospitality recruitment process are a recent topic of discussion. To the best of our knowledge, this study is one of the first that combines the recruitment process with the recent technology of Open-AI ChatGPT in the hospitality sector.

This study interviews ChatGPT to determine its potential disruptive effects on the hospitality recruitment process. The aim is to investigate the potential of using ChatGPT technology for recruitment in the hospitality sector, including its positive aspects, shortcomings, and implications for employers and job seekers. This study follows the lines of recent studies that have interviewed ChatGPT in various fields, such as marketing and destination evangelism (Soliman & Al Balushi, 2023), gastronomy (Fusté-Forné & Orea-Giner, 2023), Corporate Digital Responsibility (Tarbit et al., 2023), and certain fields within tourism and hospitality (Iskender, 2023; Carvalho & Ivanov, 2023). This study provides a timely yet novel work to understand whether ChatGPT can play a significant role in the

recruitment process despite its limitations. It provides a framework for hospitality recruiters and HR managers to decide on using ChatGPT for particular employment-related tasks and for job seekers to use ChatGPT to facilitate the hiring process.

2. Results

The data obtained from the ChatGPT interviews make up the results section.

Q1: How can ChatGPT be utilised in the hospitality recruitment process?

ChatGPT can be effectively utilized in the hospitality recruitment process to streamline and enhance various aspects of the hiring journey. Here are several ways in which ChatGPT can be integrated into the recruitment process within the hospitality industry:

1. **Automated Initial Screening:** ChatGPT can be used to conduct automated initial screenings of candidates. By asking candidates a set of pre-defined questions, the AI can evaluate their qualifications, experience, and compatibility with the role. This helps filter out unsuitable candidates and saves recruiters time.
2. **Engaging Job Descriptions:** Crafting engaging and informative job descriptions is crucial for attracting the right candidates. ChatGPT can assist in generating creative and compelling job descriptions that accurately reflect the responsibilities and benefits of the position, which can pique candidates' interest.
3. **Answering Candidate Queries:** Candidates often have questions about the job, company culture, benefits, and other aspects. ChatGPT can provide real-time responses to these queries, ensuring candidates have the information they need to make informed decisions and reducing the burden on recruiters.
4. **Virtual Interviews:** ChatGPT can conduct initial virtual interviews by asking candidates a set of standardized questions and analyzing their responses. This can help assess candidates' communication skills, personality traits, and how well they fit within the company's culture.
5. **Assessment of Soft Skills:** Hospitality roles often require strong interpersonal skills, empathy, and problem-solving abilities. ChatGPT can assist in assessing candidates' soft skills through scenario-based questions that gauge their ability to handle customer interactions and challenging situations.
6. **Language Proficiency Testing:** In the hospitality industry, language proficiency can be crucial, especially in customer-facing roles. ChatGPT can evaluate candidates' language skills through conversation simulations in different languages.
7. **Diversity and Inclusion:** ChatGPT can be programmed to ensure inclusive and unbiased language throughout the recruitment process. This helps eliminate potential sources of bias and promotes diversity in hiring.
8. **Automated Reference Checks:** ChatGPT can send automated reference check requests and collect feedback from references. This can help gather insights about a candidate's past performance and behavior from previous employers.
9. **Follow-up and Engagement:** After interviews or assessments, ChatGPT can send personalized follow-up messages to candidates, keeping them engaged and informed about the next steps in the hiring process.
10. **Onboarding Support:** Once candidates are hired, ChatGPT can assist in providing initial onboarding information, answering common onboarding questions, and guiding new employees through the orientation process.
11. **Feedback Collection:** ChatGPT can be used to collect feedback from candidates about their experience during the recruitment process. This feedback can provide insights into the effectiveness of the process and areas for improvement.

(Source: Author conversation with ChatGPT: <https://chat.openai.com/share/2b8c58bo-bf4d-45e9-970e-4dao8e8c72a3>)

Q2: What factors led to the decision to implement ChatGPT in the hospitality industry's hiring procedure?

As of my last knowledge update in September 2021, there might not have been any specific instances of ChatGPT being widely implemented in the hospitality industry's hiring procedure. However, I can speculate on potential factors that could lead to such a decision:

1. **Efficiency and Time Savings:** The hospitality industry often deals with a large volume of job applicants, especially for positions like customer service representatives, front desk staff, and reservations personnel. ChatGPT could be used to pre-screen candidates by conducting initial interviews, asking basic questions about their skills, availability, and experience. This could save HR teams a significant amount of time and effort.
2. **24/7 Availability:** ChatGPT can operate 24/7 without the need for breaks, which can be particularly useful in industries like hospitality where customer interactions can occur at any time. Implementing ChatGPT for initial candidate interactions could ensure that candidates from different time zones or with different schedules have the opportunity to participate in the hiring process.
3. **Consistency in Interviewing:** Human interviewers may vary in how they evaluate candidates, which can lead to inconsistencies in the hiring process. ChatGPT, on the other hand, can follow a predefined script and criteria, leading to a more standardized interview process for all candidates.
4. **Scalability:** During peak hiring seasons, the hospitality industry may experience a surge in the number of applicants. ChatGPT's scalability could help manage the increased workload without having to significantly expand the HR team.
5. **Language Diversity:** In the hospitality industry, there is often a need to interact with people from various linguistic backgrounds. ChatGPT's multilingual capabilities could help in conducting interviews and interactions in different languages, broadening the pool of potential candidates.
6. **Reducing Bias:** If designed and trained properly, ChatGPT could potentially reduce biases that can emerge during human interviews. This could contribute to a fairer hiring process by evaluating candidates based on their responses rather than personal biases.
7. **Initial Screening:** ChatGPT could be used for initial screening of candidates, assessing their soft skills and customer service orientation before inviting them for in-person or more traditional interviews.
8. **Data-Driven Insights:** By analyzing the interactions with candidates, companies could gather valuable insights into common questions, concerns, and expectations of applicants. This data could be used to optimize the hiring process and improve candidate experience.

(Source: Author conversation with ChatGPT: (Source: Author conversation with ChatGPT: <https://chat.openai.com/share/14b1foed-30ee-4c15-92a1-9a6e67d5762a>)

Q3: What effect has ChatGPT had on the hospitality industry's ability to efficiently and effectively screen applicants?

As of my last knowledge update in September 2021, I don't have specific information about the direct impact of ChatGPT on the hospitality industry's ability to screen applicants. However, I can provide some insights into how AI and chatbots in general could potentially affect the hospitality industry's hiring and screening processes:

1. **Efficiency in Initial Screening:** Chatbots like ChatGPT can be utilized to automate initial screening of job applicants. They can engage with candidates in real-time, asking predefined questions to assess their qualifications, experience, and fit for the role. This can save HR teams a significant amount of time in the early stages of the hiring process.
2. **24/7 Availability:** Chatbots can operate 24/7, allowing candidates to interact with them at their convenience. This flexibility can improve the candidate experience by accommodating those who might be busy during regular working hours.
3. **Consistency:** AI-powered chatbots can ensure a consistent and standardized screening process for all applicants. They ask the same set of questions and evaluate responses based on predetermined criteria, reducing potential biases that could arise from human inconsistencies.
4. **Pre-Screening Assessment:** Chatbots can be designed to conduct pre-screening assessments or tests that gauge a candidate's knowledge and skills relevant to the hospitality industry. This can help identify candidates who possess the required competencies early in the process.
5. **Personalization:** While chatbots are automated, they can also be programmed to provide a personalized touch. They can tailor questions based on a candidate's resume and responses, creating a more engaging experience.
6. **Time Savings:** By automating the initial stages of the screening process, HR teams can focus more on interacting with highly qualified candidates and conducting in-depth interviews, ultimately saving time and resources.
7. **Scalability:** Chatbots can handle multiple interactions simultaneously, making them suitable for handling a large number of applications during high-volume hiring periods.
8. **Data Analysis:** The data collected through chatbot interactions can be analyzed to identify trends, common responses, and areas where applicants might struggle. This information can inform improvements in the overall hiring process.
9. **Language Proficiency Assessment:** In the hospitality industry, language skills can be crucial. Chatbots can assess a candidate's language proficiency through conversations, ensuring they meet the required communication standards.

(Source: Author conversation with ChatGPT: <https://chat.openai.com/share/49743fd1-bacb-43f5-b1f6-942ba554e436>)

Q4: How can hospitality stakeholders trust ChatGPT's fair and unbiased decision-making processes in candidate evaluations?

Building trust in ChatGPT's fair and unbiased decision-making processes for candidate evaluations within the hospitality industry is essential. To establish this trust, here are some steps and practices that can be taken:

1. **Transparent Guidelines and Criteria:** Clearly define the evaluation criteria and guidelines used by ChatGPT to assess candidates. Ensure that these guidelines are unbiased, well-documented, and aligned with industry standards for evaluating candidates fairly.
2. **Diverse Training Data:** Train ChatGPT on a diverse range of candidate profiles, experiences, and backgrounds. This helps the model avoid biases that might arise from limited or skewed training data.
3. **Bias Mitigation Techniques:** Implement bias mitigation techniques during the model's training process. This can involve techniques like debiasing the training data, using augmented data to counteract biases, and using external datasets to provide a broader perspective.
4. **Continuous Evaluation and Improvement:** Regularly assess ChatGPT's performance in evaluating candidates for fairness and bias. This involves reviewing its decisions, analyzing its outputs, and making necessary adjustments to reduce any unintended biases that might emerge.

5. **Human Oversight:** Have human experts actively involved in the evaluation process. They can provide oversight, review, and intervention when the model's decisions are uncertain or when there are concerns about fairness.
6. **Ethics Review:** Conduct an ethics review of the model's decision-making process, involving a team of ethicists, diversity and inclusion experts, and stakeholders from different backgrounds. This can help identify potential biases and areas for improvement.
7. **User Feedback Loop:** Encourage users (in this case, hospitality stakeholders) to provide feedback on the model's evaluations. This feedback loop is crucial for identifying any bias or fairness issues that might not have been anticipated during the development process.
8. **Explainability and Transparency:** Make the decision-making process of ChatGPT transparent and explainable. Provide insights into how the model arrives at its evaluations, which can help users understand and trust its decisions.
9. **Bias Testing and Auditing:** Regularly test the model's outputs using standardized bias testing frameworks. Conduct audits to identify any patterns of bias in the decisions made by the model.
10. **Diverse Development Team:** Ensure that the team responsible for developing and maintaining ChatGPT is itself diverse, representing a range of perspectives and backgrounds. This diversity can help in addressing biases during the development process.
11. **Public Accountability:** Make a commitment to public accountability. Share information about the steps being taken to ensure fairness and minimize bias in the decision-making process. This can include publishing reports, sharing statistics, and engaging in discussions with the broader community.
12. **Legal and Regulatory Compliance:** Ensure that the use of ChatGPT for candidate evaluations aligns with relevant laws and regulations related to fairness, non-discrimination, and data privacy.

(Source: Author conversation with ChatGPT: <https://chat.openai.com/share/f8e7cde2-317a-4384-b398-a5cb43664993>)

Q5: How has the implementation of ChatGPT can impact the role and responsibilities of HR personnel involved in the hospitality hiring process? What adjustments or changes are needed to accommodate this new technology?

The implementation of ChatGPT can significantly impact the role and responsibilities of HR personnel involved in the hospitality hiring process. Here's how it can influence their roles and what adjustments might be needed:

1. **Initial Screening and Candidate Interaction:** HR personnel often spend a considerable amount of time screening and interacting with a large number of candidates. ChatGPT can automate initial interactions, answering common candidate questions, providing information about the company and job roles, and conducting basic screenings. This frees up HR personnel to focus on more complex tasks and ensures a consistent candidate experience.

Adjustment: HR personnel need to work closely with the technology team to configure the AI system with accurate and up-to-date information about job roles, company policies, and FAQs. They should also monitor interactions to ensure the AI is providing accurate and appropriate responses.

2. **Skill Assessment:** ChatGPT can be used to assess candidates' skills through simulated scenarios or questions. It can evaluate language skills, problem-solving abilities, and customer service orientation.

Adjustment: HR personnel need to design relevant assessment scenarios and questions that align with the hospitality industry's requirements. They also need to validate the effectiveness of these assessments and make adjustments as needed.

3. **Personalized Candidate Experience:** ChatGPT can provide a more personalized experience for candidates by tailoring interactions to their backgrounds and interests. It can engage candidates in conversations about their qualifications, experiences, and preferences.

Adjustment: HR personnel should ensure that the AI system can gather essential information from candidates and accurately evaluate their suitability for the hospitality roles. They should also monitor for any potential biases in the AI's interactions.

4. **Time Efficiency:** Automating routine tasks through ChatGPT can significantly reduce the time HR personnel spend on repetitive activities, allowing them to focus on more strategic aspects of the hiring process.

Adjustment: HR personnel should adapt their workflows to accommodate this newfound time efficiency. They can invest their time in building stronger relationships with potential candidates, devising strategies to attract top talent, and refining the overall hiring strategy.

5. **Ethical Considerations:** The use of AI in hiring raises ethical concerns, such as bias and fairness in candidate evaluations. HR personnel need to ensure that the AI system is not inadvertently perpetuating biases and that the selection process remains fair and inclusive.

Adjustment: HR personnel should collaborate with AI developers to continuously monitor and refine the AI system's performance to mitigate biases. Regular audits and adjustments should be made to ensure fairness and compliance with relevant laws and regulations.

6. **Candidate Feedback and Experience:** HR personnel play a crucial role in maintaining a positive candidate experience. While ChatGPT can handle many interactions, HR professionals are still needed for more complex discussions, addressing candidate concerns, and providing personalized feedback.

Adjustment: HR personnel should maintain a balance between AI-driven interactions and human touch. They should be prepared to step in when the AI encounters situations it's not equipped to handle, ensuring that candidates feel valued and respected throughout the process.

(Source: Author conversation with ChatGPT: <https://chat.openai.com/share/f7d4139b-59b8-4009-a565-ob2e50eded88>).

Q6: How does ChatGPT improve the candidate experience throughout the recruitment process?

ChatGPT can significantly improve the candidate experience throughout the recruitment process in various ways:

1. **Initial Information Gathering:** During the early stages of the recruitment process, ChatGPT can engage with candidates to collect basic information, answer frequently asked questions, and guide candidates through the application process. This can help candidates feel more comfortable and informed about the steps they need to take.
2. **24/7 Availability:** ChatGPT operates round-the-clock, ensuring that candidates can access information and assistance at any time that suits them. This is particularly beneficial for candidates in different time zones or those who have busy schedules.
3. **Personalized Communication:** ChatGPT can tailor its responses based on the specific questions and needs of individual candidates. This personalized interaction can make candidates feel valued and attended to, leading to a more positive perception of the company and its recruitment process.
4. **Instant Responses:** Candidates often have questions that require quick answers. ChatGPT's ability to provide instant responses helps candidates make informed decisions promptly, reducing their wait time and frustration.

5. **Consistency:** ChatGPT ensures consistent communication with candidates. All candidates receive the same level of information and assistance, minimizing any potential bias or uneven treatment during the early stages of the recruitment process.
6. **Reduced Human Bias:** By utilizing a machine learning model like ChatGPT, the risk of human bias in communication and information dissemination is minimized. This promotes fairness and equality throughout the recruitment process.
7. **Engaging Assessments:** In some cases, ChatGPT can be used to create interactive assessments or challenges that evaluate candidates' skills in a more engaging and dynamic manner. This can provide a better sense of a candidate's abilities compared to traditional, static assessments.
8. **Interview Preparation:** ChatGPT can provide candidates with tips, advice, and resources to help them prepare for interviews. This empowers candidates to put their best foot forward and increases their confidence in the recruitment process.
9. **Status Updates:** Candidates often want to know the status of their application. ChatGPT can provide automated updates on application progress, interview scheduling, and other relevant information, ensuring candidates remain well-informed.
10. **Feedback and FAQs:** ChatGPT can offer feedback to candidates who are not selected for a role, helping them understand areas for improvement. It can also address frequently asked questions about the recruitment process, which can save time for both candidates and HR personnel.
11. **Accessibility:** ChatGPT can be designed to meet accessibility standards, ensuring that candidates with disabilities can access information and support without barriers.
12. **Data Privacy:** It's crucial to handle candidate data with care. ChatGPT can be programmed to follow data privacy regulations, providing candidates with confidence that their information is being handled appropriately.

(Source: Author conversation with ChatGPT: <https://chat.openai.com/share/43254ff4-3d89-4aef-9add-70eb68615787>)

Q7: What are the limitations of ChatGPT in the hospitality industry recruitment process?

While ChatGPT can offer valuable assistance in various aspects of the hospitality industry recruitment process, there are several limitations to consider:

1. **Lack of Industry-Specific Knowledge:** ChatGPT's knowledge is based on information available up until September 2021. It might not have the latest insights or updates about the hospitality industry, which is known for evolving trends and practices.
2. **Understanding Nuances:** The hospitality industry often involves complex interactions and nuanced understanding of customer service, cultural differences, and specific job roles. ChatGPT might struggle to fully comprehend these subtleties.
3. **Limited Contextual Understanding:** ChatGPT lacks real-time contextual awareness. It might not understand the current situation of the job market, specific job openings, or individual company dynamics at a given point in time.
4. **Risk of Bias:** If the training data includes biased information or demonstrates biases present in society, ChatGPT might inadvertently produce biased or discriminatory content. This is a significant concern, especially in recruitment, where fairness and non-discrimination are crucial.
5. **Inaccurate or Outdated Information:** ChatGPT can provide inaccurate or outdated information. It might not be aware of recent changes in hiring practices, legal requirements, or industry regulations.
6. **Lack of Personalization:** Recruitment involves understanding the unique needs of each employer and candidate. ChatGPT's responses might lack the personal touch and customization required for effective communication in recruitment scenarios.

7. **Limited Interactivity:** ChatGPT interactions are limited to text-based conversations, which might not fully replicate the interview or assessment process. In-person or video interviews provide a more comprehensive view of candidates' qualifications, communication skills, and demeanor.
8. **Evaluation of Soft Skills:** While ChatGPT can provide information about candidates' hard skills and qualifications based on their provided information, evaluating soft skills like teamwork, problem-solving, and emotional intelligence might be more challenging.
9. **Privacy and Data Security:** Sharing sensitive candidate information with an AI system raises concerns about data privacy and security. Ensuring compliance with data protection regulations becomes crucial.
10. **Misinterpretation and Ambiguity:** ChatGPT might misinterpret questions or responses due to ambiguous language or phrasing, leading to incorrect recommendations or advice.
11. **Candidate Experience:** Candidates might prefer direct human interaction during the recruitment process. Relying solely on an AI system could potentially lead to a negative candidate experience, affecting the company's reputation.
12. **Lack of Empathy:** While ChatGPT can simulate human-like responses, it lacks genuine empathy and emotional understanding that human recruiters can provide during interactions.

(Source: Author conversation with ChatGPT: <https://chat.openai.com/share/bacdco46-b4c5-44ce-8e3b-be2606620c80>)

Q8: What measures can be taken to ensure the privacy and security of candidate data during the interaction with ChatGPT?

Ensuring the privacy and security of candidate data during interactions with ChatGPT is crucial. Here are some measures that can be taken to enhance privacy and security:

1. **Data Encryption:** Use encryption protocols (such as HTTPS) to encrypt data transmitted between the user and the ChatGPT server. This ensures that any data exchanged during the interaction is secure and cannot be easily intercepted.
2. **Anonymization of Data:** Avoid sharing personally identifiable information (PII) or sensitive data in the interactions. If PII is not provided, there's less risk of exposing sensitive information.
3. **Use of Temporary Tokens:** Rather than using long-lived access tokens, consider using short-lived tokens that expire after a certain period of time. This reduces the window of opportunity for potential unauthorized access.
4. **Tokenization and Redaction:** Tokenize and redact sensitive information within the input text before sending it to ChatGPT. This helps in preserving the context of the conversation while excluding sensitive details.
5. **Access Control and Authentication:** Implement strict access control mechanisms to ensure only authorized personnel can access and manage the data and interactions with ChatGPT. Multi-factor authentication (MFA) can add an extra layer of security.
6. **Regular Security Audits:** Conduct regular security audits of your system and infrastructure to identify vulnerabilities and weaknesses that might compromise user data.
7. **Data Minimization:** Collect and retain only the minimum necessary data for the interaction. Avoid storing unnecessary personal or sensitive information.
8. **User Consent:** Obtain explicit consent from users before collecting, storing, or using any of their personal data. Clearly inform users about how their data will be used.
9. **Data Retention Policies:** Define clear data retention policies outlining how long user interactions will be stored. Once data is no longer needed, it should be securely deleted.

10. **Server-Side Processing:** Whenever possible, perform sensitive operations and data manipulation on the server side rather than on the client side. This reduces the exposure of sensitive data to the client.
 11. **Regular Updates and Patching:** Keep the software and systems up to date with the latest security patches to prevent vulnerabilities from being exploited.
 12. **Third-Party Services:** If you're using third-party services for authentication, storage, or other purposes, ensure that these services follow robust security practices and comply with relevant privacy regulations.
 13. **Privacy Policy:** Have a transparent and detailed privacy policy that outlines how user data is handled, stored, and protected during interactions with ChatGPT.
 14. **Employee Training:** Train employees who have access to user data on privacy best practices, data protection protocols, and the importance of maintaining user confidentiality.
 15. **Legal and Regulatory Compliance:** Ensure that your interactions with ChatGPT comply with relevant data protection laws and regulations in your jurisdiction, such as GDPR, HIPAA, etc.
- (Source: Author conversation with ChatGPT: <https://chat.openai.com/share/1cc3e345-9c20-4f88-aabd-7aa38ba8e43f>)

Q9: How can hospitality stakeholders strike a balance between the use of ChatGPT and maintaining a human touch in the hiring process? How can they ensure that candidates feel valued and engaged throughout the recruitment journey?

Incorporating technology like ChatGPT into the hospitality hiring process can certainly enhance efficiency, but it's important to maintain a human touch to ensure candidates feel valued and engaged throughout the recruitment journey. Here's how hospitality stakeholders can strike that balance:

1. **Personalized Communication:** While ChatGPT can handle initial screening and basic questions, make sure to personalize communication as the candidate progresses. Humanize the interactions by using the candidate's name and referring to their specific qualifications and experiences.
2. **Transparent Process:** Clearly communicate the role of ChatGPT in the process and set expectations from the beginning. Let candidates know that while technology is being used, there will be ample human interaction as well.
3. **Use Technology Wisely:** Implement ChatGPT for tasks that require consistency and can be automated, such as initial application screening or scheduling interviews. Use human resources for tasks that require empathy, intuition, and nuanced understanding.
4. **Video Messages:** Use video messages from hiring managers or team members to introduce the company culture, values, and the team. This adds a personal touch and allows candidates to see faces behind the process.
5. **Virtual Tours:** Offer virtual tours of the workplace, whether it's a hotel, restaurant, or event venue. This helps candidates visualize themselves in the environment and creates a more personal connection.
6. **Diverse Interview Panel:** When it comes to in-person or virtual interviews, ensure that the interview panel represents the diversity of your team. This shows candidates that you value inclusivity and that your team is made up of real people with varying perspectives.
7. **Follow-Up Communication:** After assessments or interviews, send personalized follow-up messages. These can include thanking the candidate for their time, sharing feedback, and letting them know about the next steps.
8. **Feedback Process:** If possible, provide constructive feedback even to candidates who are not selected. This demonstrates respect for their efforts and helps them improve for future opportunities.

9. **Engagement Opportunities:** Keep candidates engaged by sharing insights about the company, industry trends, or any relevant content. This shows your commitment to their growth, even if they're not hired.
10. **Real-time Interactions:** For complex or sensitive questions, provide real-time chat options where candidates can directly interact with a human recruiter or hiring manager.
11. **Assessment Variety:** Incorporate different assessment methods to evaluate candidates. While technology can assist with some aspects, personal interviews, case studies, or role-specific tasks conducted by humans offer a deeper understanding of the candidate's potential.
12. **Timely Communication:** Strive to communicate throughout the process in a timely manner. Delays can lead to frustration and disengagement.
13. **Genuine Interest:** During interviews, demonstrate genuine interest in the candidate's experiences and career goals. Engage in active listening and ask follow-up questions to show that their input matters.
14. **Solicit Feedback:** After the recruitment process, ask candidates for feedback on their experience. This not only shows that you value their input but also provides insights for process improvement.

(Source: Author conversation with ChatGPT: <https://chat.openai.com/share/d5c683aa-baac-4941-8d5b-3bbccd1847cc>)

Q10: Provide me with interview questions based on the previous job description.

“Here are some interview questions based on the provided job description for the Waiter position:

1. Can you describe your previous experience working as a waiter/waitress in a fine dining or upscale restaurant?
2. How do you ensure that guests feel welcomed and attended to when they arrive at the restaurant?
3. How do you handle guest inquiries and assist them in making menu choices? Can you provide an example of a time when you went above and beyond to assist a guest with their menu selection?
4. Describe your process for taking and accurately processing food and beverage orders in a fast-paced environment.
5. What steps do you take to ensure that food and beverages are served promptly, correctly, and with proper presentation?
6. How do you anticipate guests' needs and provide personalized attention to ensure a memorable dining experience? Can you share an example of when you successfully exceeded a guest's expectations?
7. How do you handle guest complaints and resolve issues promptly and courteously? Can you provide an example of a challenging situation you encountered and how you managed to resolve it?
8. Describe your experience collaborating with team members to ensure seamless service delivery. How do you ensure effective communication and coordination with other staff members?
9. How do you keep yourself updated on menu offerings, daily specials, and promotions? How do you use this knowledge to make recommendations to guests based on their preferences and dietary restrictions?
10. In what ways do you contribute to maintaining the cleanliness and tidiness of the dining area? How do you ensure that tables are properly set up before each service?
11. How do you handle high-pressure situations and effectively multitask in a fast-paced environment?

12. Describe your knowledge of proper table etiquette, serving techniques, and wine service. How do you ensure that you adhere to established service standards?
13. How do you prioritize tasks and manage your time effectively during a busy shift?
14. Can you demonstrate your familiarity with point-of-sale (POS) systems and basic computer skills commonly used in the food and beverage industry?
15. How do you handle working evening shifts, weekends, and holidays? Are you comfortable with the physical demands of standing, walking, and carrying trays for extended periods?
16. Knowledge of multiple languages is considered advantageous for this position. Are you proficient in any additional languages that may be beneficial in providing service to a diverse clientele?

These questions will help assess the candidate's experience, skills, and attitude in alignment with the requirements of the Waiter position in a five-star hotel's Food and Beverage Department".

(Source: Author's conversation with ChatGPT: <https://chat.openai.com/share/f9d624da-9473-4cb7-97ed-78f89549a29d>)

Q11: What is the future of AI and ChatGPT evolving in the hospitality industry's hiring practices? What potential challenges, risks and opportunities expected to happen?

The future of AI and ChatGPT in the hospitality industry's hiring practices holds several potential developments, along with associated challenges, risks, and opportunities. Here are some key points to consider:

1. **Automated Screening and Recruitment:** AI-powered systems like ChatGPT can assist in automating the initial screening and recruitment process. They can analyze applicant data, resumes, and responses to questions, enabling faster and more efficient candidate evaluations.
2. **Enhanced Candidate Experience:** ChatGPT can provide personalized interactions with job applicants, answering their queries, providing information about the organization, and offering insights into the role. This can improve the overall candidate experience and create a positive impression of the company.
3. **Skill and Personality Assessments:** AI algorithms can assess candidate skills and personality traits based on their responses during chat interactions. This can help identify candidates with the desired qualities and attributes, leading to more targeted hiring decisions.
4. **Language and Cultural Understanding:** AI models like ChatGPT can be trained to understand various languages and cultural nuances. This can be particularly beneficial in the hospitality industry, which often involves interacting with diverse customers and employees from different backgrounds.

Challenges:

1. **Bias and Fairness:** AI systems can inadvertently perpetuate biases present in the data they are trained on, leading to discriminatory outcomes in the hiring process. Care must be taken to ensure fair and unbiased AI algorithms by regularly monitoring and auditing the training data and models.
2. **Lack of Contextual Understanding:** Although AI models have made significant advancements, they can still struggle with understanding complex contexts, sarcasm, or implicit meanings. This limitation may affect the accuracy of candidate assessments and lead to potential misunderstandings.
3. **Ethical Considerations:** AI in hiring raises ethical questions regarding privacy, data security, and consent. Proper safeguards need to be implemented to protect candidate information and ensure compliance with privacy regulations.

Risks:

1. **Overreliance on Automation:** Relying solely on AI and ChatGPT for hiring decisions can lead to the neglect of human judgment and intuition. It is important to strike the right balance between automated processes and human involvement to avoid potential pitfalls.
2. **Negative Candidate Experience:** If AI interactions are not well-designed or lack human-like empathy, it may result in a negative candidate experience, potentially deterring qualified candidates from pursuing opportunities with the organization.

Opportunities:

3. **Time and Cost Savings:** Implementing AI in hiring practices can streamline the recruitment process, reducing time and costs associated with screening and initial candidate evaluations.
4. **Enhanced Decision-Making:** AI-powered systems can provide data-driven insights and analytics to assist hiring managers in making more informed decisions. This can result in improved candidate selection and higher-quality hires.
5. **Scaling and Standardization:** AI can enable scalability and standardization of hiring processes across multiple locations and positions, ensuring consistency in candidate evaluations and reducing bias.

(Source: Author's conversation with ChatGPT: <https://chat.openai.com/share/cbaa4b14-3839-404c-b4ce-3963e3fd1f23>)

Q12: Please provide a job description for a waiter in the food and beverage department of a five-star hotel.

“Position: Waiter

Department: Food and Beverage

Hotel Rating: Five-Star

Job Summary:

As a Waiter in the Food and Beverage Department of a prestigious five-star hotel, you will play a crucial role in ensuring exceptional dining experiences for guests. You will be responsible for providing professional, courteous, and efficient food and beverage service, delivering personalized attention to detail while maintaining the highest standards of service quality. Your primary goal will be to exceed guest expectations and contribute to the overall success of the hotel's dining establishments.

Duties and Responsibilities:

Guest Service:

- Welcome guests to the restaurant, escort them to their tables, and provide menus.
- Assist guests in making menu choices, suggesting suitable options, and answering their inquiries.
- Take and process food and beverage orders accurately and efficiently.
- Serve food and beverages promptly and correctly, ensuring proper presentation.
- Anticipate guests' needs and provide personalized attention to ensure a memorable dining experience.
- Handle guest complaints and resolve issues promptly and courteously, escalating when necessary.
- Collaborate with other team members to ensure seamless service delivery.

Product Knowledge:

- Possess a thorough understanding of the menu offerings, including ingredients, preparation methods, and allergen information.
- Stay updated on daily specials, promotions, and any changes in menu items.

- Make recommendations to guests based on their preferences and dietary restrictions.

Upkeep and Organization:

- Set up tables with appropriate utensils, linens, and tableware before each service.
- Ensure the cleanliness and tidiness of the dining area, including tables, chairs, and floor.
- Assist in preparing and arranging special dining setups for events, private parties, or VIP guests.
- Maintain stock levels of necessary supplies and communicate inventory needs to the supervisor.

Knowledge of Service Standards:

- Adhere to the hotel's established service standards, policies, and procedures.
- Demonstrate proficiency in proper table etiquette, serving techniques, and wine service.
- Follow all safety, sanitation, and hygiene guidelines to maintain a clean and safe working environment.
- Comply with all alcohol service regulations and monitor guests for signs of intoxication.

Teamwork and Communication:

- Collaborate with kitchen staff and bartenders to ensure smooth coordination of orders and service timing.
- Communicate guest preferences, special requests, and dietary requirements to the kitchen and other relevant staff.
- Maintain effective communication with colleagues and supervisors to ensure efficient operations.

Qualifications and Skills:

- High school diploma or equivalent; hospitality or food service-related certifications are a plus.
- Proven experience as a waiter/waitress in a fine dining or upscale restaurant.
- Exceptional interpersonal and communication skills.
- Outstanding customer service skills with a guest-oriented approach.
- Ability to work effectively in a fast-paced environment, multitask, and prioritize tasks.
- Strong attention to detail and excellent organizational skills.
- Knowledge of food and beverage menu items, including wine and cocktail offerings.
- Familiarity with point-of-sale (POS) systems and basic computer skills.
- Flexibility to work shifts, including evenings, weekends, and holidays.
- Physical stamina to stand, walk, and carry trays for extended periods.
- Knowledge of multiple languages is advantageous”.

(Source: Author's conversation with ChatGPT: <https://chat.openai.com/share/f9d624da-9473-4cb7-97ed-78f89549a29d>)

Q13: Create an advertisement for a waiter position in the food and beverage department of a five-star hotel.

“[Hotel Logo]

Join Our Team! Waiter Position Available Food and Beverage Department Five-Star Hotel

Are you passionate about providing impeccable service in a luxurious setting? Do you thrive in a dynamic environment where attention to detail and guest satisfaction are paramount? If so, we have the perfect opportunity for you!

We are seeking a skilled and enthusiastic Waiter to join our esteemed five-star hotel's Food and Beverage Department. As a member of our team, you will have the privilege of delivering extraordinary dining experiences to our discerning guests. From elegant fine dining to stylish cocktail lounges, our establishments are renowned for their exceptional service and exquisite cuisine.

Responsibilities:

- Provide professional, personalized, and attentive service to our esteemed guests.

- Assist guests in selecting menu items and ensure their preferences and dietary restrictions are catered to.
- Take and process food and beverage orders accurately and efficiently.
- Serve food and beverages with precision, ensuring impeccable presentation.
- Anticipate guests' needs and provide personalized attention to exceed their expectations.
- Resolve guest complaints promptly and courteously, ensuring complete satisfaction.
- Collaborate seamlessly with our skilled team to ensure flawless service delivery.

Qualifications:

- Previous experience as a waiter/waitress in a fine dining or upscale restaurant.
- Exceptional interpersonal and communication skills.
- A passion for delivering outstanding customer service with a guest-oriented approach.
- Strong attention to detail and organizational skills.
- Knowledge of food and beverage menu items, including wine and cocktails.
- Familiarity with point-of-sale (POS) systems and basic computer skills.
- Flexibility to work shifts, including evenings, weekends, and holidays.
- Physical stamina to handle the demands of the position.

Joining our Food and Beverage team offers a unique opportunity to showcase your talent in a prestigious and dynamic environment. You will be part of a dedicated team committed to delivering unforgettable experiences and creating lasting memories for our valued guests.

We offer competitive compensation, comprehensive benefits, and opportunities for career growth within our renowned hotel chain. Come join us and be a part of an exceptional team that sets the standard for luxury and hospitality.

To apply, please submit your resume and cover letter to [Email Address]. We can't wait to hear from you!

[Hotel Name]

[Hotel Address]

[Phone Number]

[Website]

[Social Media Handles]".

(Source: Author's conversation with ChatGPT: <https://chat.openai.com/share/f9d624da-9473-4cb7-97ed-78f89549a29d>)

Q14: Compose a rejection email for a candidate who applied for a waiter in the food and beverage department of a five-star hotel.

Subject: Application Status Update - Waiter Position at [Hotel Name]

Dear [Candidate's Name],

I hope this email finds you well. I want to personally thank you for taking the time to apply for the Waiter position at [Hotel Name]. We genuinely appreciate your interest in becoming a part of our team and contributing to our renowned food and beverage department.

After a thorough review of all applications received, we regret to inform you that we have decided to move forward with other candidates whose skills and experiences more closely align with the specific requirements of the position.

Please understand that our decision was not an easy one, as we received a significant number of applications from highly qualified individuals. Your application stood out, and we acknowledge the effort you put into showcasing your abilities.

We genuinely value your interest in joining [Hotel Name] and encourage you to keep an eye on our careers page for future opportunities that match your profile. Our organization is continuously growing, and we would be delighted to see you apply again should a suitable opening arise.

Thank you once again for considering [Hotel Name] as a potential employer. We wish you the very best in your ongoing job search and your future endeavors.

Warm regards,

[Your Name]

[Your Title]

[Hotel Name]

[Contact Information]

(Source: Author conversation with ChatGPT: <https://chat.openai.com/share/d2c5178d-550a-46d8-8353-c9b8914f8c16>).

Q15: In an interview for a waiter in the food and beverage department of a five-star hotel, please assume the role of the employer.

“Certainly! As the employer, I will now conduct the interview for the Waiter position in the food and beverage department of our five-star hotel. Please keep in mind that this is a simulated interview, and I will be assessing your suitability for the role based on your responses. Let's begin:

Interviewer: Welcome and thank you for joining us today. Can you please introduce yourself and share your relevant experience in the hospitality industry?

Candidate: Thank you for having me. My name is [Your Name], and I have been working in the hospitality industry for the past [number of years]. I have had the privilege of working as a waiter in several upscale and fine dining restaurants, where I have gained valuable experience in providing exceptional service and ensuring guest satisfaction.

Interviewer: That's great to hear. In a five-star hotel, attention to detail is crucial. How do you ensure that guests receive personalized attention and have a memorable dining experience?

Candidate: I believe in providing personalized attention to guests by actively listening to their needs and preferences. I make an effort to understand their expectations and tailor their dining experience accordingly. I pay attention to small details such as remembering their preferred seating, special occasions, or dietary restrictions. By going the extra mile and anticipating their needs, I aim to create memorable experiences and exceed guest expectations.

Interviewer: Excellent. In a busy restaurant, it's essential to handle multiple tasks simultaneously. How do you prioritize and manage your responsibilities during peak hours?

Candidate: During busy periods, I prioritize tasks based on urgency and importance. I ensure that guests are promptly greeted, seated, and provided with menus. Taking and processing orders efficiently is crucial, as is coordinating with the kitchen staff to ensure timely delivery of food. Simultaneously, I maintain clear communication with my colleagues to ensure seamless service. By staying organized and remaining focused, I can handle multiple responsibilities without compromising the quality of service.

Interviewer: That's impressive. As a waiter, you may encounter challenging situations or guest complaints. How do you handle such instances, and can you provide an example of how you resolved a difficult situation?

Candidate: When faced with challenging situations or guest complaints, I remain calm, attentive, and empathetic. I actively listen to the guest's concerns, allowing them to express themselves fully. I apologize sincerely and assure them that their feedback is valuable to us. Then, I take immediate action to rectify the situation, whether it's by involving the kitchen staff, offering alternatives, or providing additional assistance. By demonstrating genuine concern and a proactive approach to resolution, I aim to turn any negative experience into a positive one. An example of this is when a guest expressed dissatisfaction with the temperature of their food. I promptly addressed the issue, notified the kitchen staff, and ensured a fresh and properly prepared replacement was served promptly. The guest appreciated our swift response and left the restaurant satisfied.

Interviewer: That demonstrates your ability to handle challenging situations effectively. Collaboration with the team is crucial for delivering exceptional service. How do you communicate and coordinate with other staff members to ensure a seamless dining experience?

Candidate: I believe in maintaining open and clear communication with my colleagues. Effective communication ensures that orders are accurately conveyed to the kitchen and that service timing is coordinated with the bartenders. I actively share relevant guest preferences, special requests, and dietary requirements to ensure a smooth flow of information. By fostering a supportive and collaborative environment, we work together to provide seamless service and create memorable experiences for our guests.

Interviewer: Thank you for sharing those insights. Lastly, why do you want to work in our prestigious five-star hotel's food and beverage department?

Candidate: Your prestigious five-star hotel has a well-established reputation for providing exceptional service and creating memorable experiences. Working here would allow me to be part of a team that upholds the highest standards”.

(Source: Author's conversation with ChatGPT: <https://chat.openai.com/share/f9d624da-9473-4cb7-97ed-78f89549a29d>)

3. Discussion

It remains largely unexplored how new technologies impact the recruitment process (Sulagan & Ramsaroop, 2023; Truong & Van My, 2023). Ibrahim and Hassan (2019) and Rahman et al. (2022) noted that new technologies may cause growth in the labour market in the coming years. Due to the contemporary nature of the topic, this study follows an interview approach to investigate the potential of using ChatGPT technology for employment in the hospitality sector, including its positive aspects, shortcomings, and implications for employers and job seekers. This interview with ChatGPT was conducted to understand the possibility of incorporating ChatGPT into the hospitality hiring process as a form of human and technological co-working. The responses can be categorised into benefits and risks for recruiters and benefits and risks for job seekers.

3.1 Benefits and risks for recruiters

It is explained by Javaid et al. (2023) that recruiters can spend less time and effort by using ChatGPT to eliminate unqualified applicants during the first phase of the hiring process. The collaboration between HR professionals and ChatGPT can automate certain aspects of the hiring process, thereby increasing productivity and reducing expenses. The claims from ChatGPT's interview, specifically Q3, indicate that ChatGPT can spend less time in the screening phase by engaging applicants in conversation, scanning applicants' skills and experiences, and evaluating their responses. This automation may reduce the time and effort required by humans to review resumes and conduct preliminary evaluations. For example,

ChatGPT answers the interview questions to give ideal responses by focusing on keywords that can be used in employment interviews.

Cave (2023) noted that ChatGPT could help by copying and pasting applicants' CVs and cover letters, entering keywords related to job requirements, asking how well they match, and requesting a list of the applicant's strengths and weaknesses. ChatGPT may analyse applicants' documents automatically to identify the most qualified (Headworth, 2023) who match employment requirements (Cave, 2023). The answers to Q3, Q4, and Q7 emphasise ChatGPT's assistance in the hiring stage and enable HR departments to devote more time to the strategic and human dimensions (Cathey, 2023). However, human oversight is still necessary to ensure accuracy, address complex questions, and reduce bias, as relying solely on ChatGPT without human oversight may result in an insufficient evaluation. Thus, ChatGPT demonstrated its ability to screen through the conversational environment, but the user's instructional capabilities are also necessary.

The examples in Q11 and Q12 are consistent with a recent announcement by a British recruitment firm (Hiring people, 2023) that ChatGPT can be instructed to write job descriptions, advertisements, and candidate screenings. This assists the recruitment team in writing detailed job posts (Miller, 2023). The current study noted that the provided job description was comprehensive and well-organised. ChatGPT crafted an enticing job advertisement that addresses the most crucial points based on the provided instructions.

Also, the answer to Q14 highlights ChatGPT's ability to generate emails. This supports the findings of Mich and Garigliano (2023) regarding the usefulness of ChatGPT when writing emails in multiple languages (De Angelis et al., 2023; Gursoy et al., 2023; Mich & Garigliano, 2023). It was also the case in one of the United Kingdom's recruitment agencies, where ChatGPT assisted recruiters by composing emails about requests for additional information, offer letters, and rejection emails (Hiring People, 2023). In this study, when researchers instructed ChatGPT to create an example of a rejection email, it created an informative email that included a greeting, an expression of gratitude, a rejection notification, commending qualifications and experience, encouragement and a positive outlook, thanks and well wishes, an invitation for feedback, and a closing/salutation. However, ChatGPT cannot send interview schedule emails to applicants because artificial intelligence technology cannot access information, calendars, documents, resumes, and cover letters (Zappyhire, 2022).

The answer to Q3 underlines ChatGPT's risks that its interview-generated questions contain variable bias levels. As anticipated by recruiters, AI models such as ChatGPT maintain unintentional biases in training data. If the training data reflect societal biases, the model may produce biased responses or make discriminatory hiring decisions. For instance, if previous data indicates that certain demographics were given preference in hiring decisions, the model may learn to replicate these biases (Gasztowicz, 2023). ChatGPT does not present the truth regarding the risks associated with its use by recruiters, as it failed to disclose that it cannot analyse a candidate's tone of voice or body language because it relies solely on the provided data (Gasztowicz, 2023).

3.2 Benefits and risks for Job seekers

Job seekers can use ChatGPT as an interactive conversational tool to answer their questions. This is consistent with the findings of Zappyhire (2022), Cave (2023), Dowling and Lucey (2023), and Khalil and Er (2023). ChatGPT enhances the candidate experience during the hiring process by enabling them to ask questions, obtain clarifications, and receive instant responses through conversations. It is a tool that is accessible at all times, regardless of location or time.

ChatGPT provides sufficient information about an organisation's perks and work environment, which facilitates onboarding by answering questions (Stokel-Walker & Van Noorden, 2023) and providing new hires with the required materials to learn their roles (Nuzula & Amri, 2023). This was demonstrated by the prompt responses to inquiries about this research topic at various times. For example, Q₃ and Q₁₅ support the idea of candidates receiving automated feedback based on their responses, allowing them to understand why they may or may not have advanced to the next stage.

Q₁₅ demonstrated that ChatGPT could interact with candidates during the job application preparation phase if asked to simulate the role of the interviewer (Headworth, 2023; Nuzula & Amri, 2023). It simulates a conversation between an employer and a candidate, including anticipated questions and responses, in order to prepare candidates for interview questions (Mich & Garigliano, 2023). ChatGPT can also compose various letters (e.g., cover letters, motivation letters, etc.) and application emails for job seekers. The current study supports Cathey (2023) about ChatGPT's capability, but human oversight is still necessary to ensure that it provides what is required and is appropriate for the candidate (Dwivedi et al., 2023), as ChatGPT's responses can be modified if the prompt questions are changed.

Risks for job seekers are similar to recruiters, as AI interactions are poorly designed or lack human-like empathy and may lead to negative candidate experiences. This is in line with the concerns raised by Guo (2023), who argued that a significant disadvantage of AI is that it eliminates human interaction during the hiring process, resulting in a diminished capacity for empathy and a negative experience for applicants. The answers from ChatGPT in our study warned of the same risk and proposed making AI a supplement to human interaction instead of a replacement. Candidates must be able to communicate with hiring managers and receive individualised feedback on their resumes and cover letters. In addition, our study suggests regular monitoring and auditing of training data to improve the fairness and impartiality of AI algorithms. This is because errors or inappropriate responses may impact screening. The process and final selection have the potential to harm the organisation's reputation; therefore, human oversight is necessary to produce what is required according to the provided instructions.

4. Conclusion

This study expands the theoretical contribution to knowledge regarding the integration of ChatGPT technology in the hospitality industry's hiring process. It shows great promise for boosting productivity, improving candidate experiences, and making more informed decisions. To the best of our knowledge, this paper is one of the first to delve into the potential of ChatGPT technology for recruitment in the hospitality industry, examining its benefits, drawbacks, bias reduction capabilities, and safeguards for candidate data privacy. AI's immense knowledge base and data processing capabilities can analyse a range of factors such as trends, worker behaviour patterns, and economic indicators. The study's interview process with ChatGPT also offers unique insights into the technology's potential disruptive effects on hospitality recruitment. These findings have significant implications for the industry, and future research could explore other innovative research methods for engaging industry stakeholders.

This paper provides a number of practical guidelines regarding the advantages, opportunities, and challenges of AI-generated applications. Employers and recruiters can use AI's potential to streamline their hiring processes, increase competition for top talent, and make more informed decisions regarding which candidates to pursue by anticipating and addressing potential threats. Hospitality organisations should provide sufficient training (e.g., workshops) for their HR managers and employees on AI applications to ensure their ability to use them, as maintaining a human element in the hiring process while integrating AI requires striking a balance between both (Nuzula & Amri, 2023). Also, ChatGPT allows users to combine various resources into a single text that provides comprehensive responses to

inquiries. Using ChatGPT, employers can create job descriptions, interview questions, and rejection emails in a timely and precise manner to help in the planning of the hiring process. Moreover, job seekers/candidates can benefit from ChatGPT by practising interviews, writing CVs and cover letters, and familiarising themselves with the company's services and products.

This study is limited by a lack of empirical data, which may prevent a comprehensive evaluation of the impact of ChatGPT on the hospitality industry. Due to the rapid development of AI, the limitations and capabilities of GPT may change in the future. There is an obvious need for research into the most efficient use of the technology and generative AI applications, their risks, and their implications for employment processes. Field research, such as questionnaires and interviews with employers and recruiters, can reveal their acceptance of recent technologies and how they intend to use them. In this regard, further studies may connect technological theoretical lenses, such as Technology Acceptance Model (TAM) (Davis, 1989), Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003), and Innovation Diffusion Theory (IDT) (Rogers, 1962; 1983), AI Device Use Acceptance (AIDUA) (Gursoy et al, 2019), with AI applications. Moreover, future studies could empirically investigate the dark side of ChatGPT, particularly its limitations regarding emotional intelligence and emotional dissonance, from the perspectives of job applicants/employees during the hiring process. Future work may also employ generative AI applications in various HR functions, such as training and performance evaluation, and develop an integrated structure framework for content and significance.

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