

The Lighthouse for Hospitality



The first lighthouse constructed in the United States also marked the end of an era as it became the final beacon to rely solely on a human keeper. Sally Snowman, the custodian of this historic light on Little Brewster Island near Boston, relinquished her role as the world transitioned into 2024.

Established in 1716, the Boston Lighthouse on Little Brewster Island has stood as a guiding presence for seafarers. While the lighthouse's duty will persist, it, along with its fellow lighthouses, is embracing complete automation.

Lighthouses, scattered across our waterways, continue to fulfill their noble purpose. Their luminous beacons guide solitary captains through the darkness of stormy nights, providing solace, warmth, and encouragement to anxious hearts, all without the need for human intervention.

Yet, there exists a distinct category of lighthouse that persists, requiring human involvement.

With the retirement of the last lighthouse keeper, a crucial question emerges: **who will be responsible for the future hiring landscape in the realm of hospitality? Will it be humans or automation, and can AI extend the same comfort and support to those on the sidelines of employment?**

An anecdote paints a vivid picture of a powerful battleship navigating through the night. Spotting a light directly in its path, the captain commands the approaching ship to change course. The defiant response demands the battleship alter its trajectory. Infuriated, the captain radios, "I am a battleship with the power to obliterate you; you change course." The swift retort arrives, "I am a lighthouse, your call."

At Renard International, we consider ourselves the keepers of a lighthouse that remains steadfast in its course. While other hiring methods may be faster and more sophisticated, the enduring human interaction we provide distinguishes our approach.

As the professional landscape evolves, our commitment to the timeless value of human connection remains unwavering, guiding both employers and job seekers through the ever-changing seas of opportunity.