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TOURISM EMPLOYMENT AND MARKETING IN PARADISE-BALI

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ABSTRACT

The Bali Journal of Hospitality, Tourism and Culture Research features articles on tourism employment and marketing research in this volume. The journal aims to present a range of insightful articles that explore the intersection of tourism, employment, and marketing. As the global tourism industry continues to evolve and expand, it is imperative to examine the intricate relationship between tourism activities and their impact on employment and marketing dynamics (Subadra, 2019). It shifts the focus towards the contemporary landscape of tourism employment investigating the influence of technological advancements, changing consumer behaviours, and sustainability considerations. This section aims to explain the changing nature of tourism-related jobs, including the emergence of new roles, in-demand skills, and the impact of digitalization on employment patterns within the tourism sector. It also covers marketing topics related to consumer behaviour, satisfaction, loyalty, and digital marketing.

INTRODUCTION

Tourism is a rapidly expanding and diverse sector of the global economy. Tourism has a significant impact on employment opportunities and creation in various regions and countries (Subadra, 2019). Direct employment is generated through services provided to tourists, such as hotels, restaurants, transport, and guides. Indirect employment is also created through the supply of goods and services to the tourism industry, such as agriculture, manufacturing, and construction. Furthermore, tourism has the potential to stimulate the growth of other sectors, such as education, health, and culture, by generating demand and improving infrastructure. Additionally, tourism can encourage entrepreneurship and innovation, while also promoting social inclusion and empowering local communities. Therefore, tourism can significantly contribute to job creation and improve the quality of life for individuals worldwide.

Hotel operation is a complex and dynamic process that requires coordination and cooperation among various departments and employees. Employee performance is a crucial factor that influences the quality of service, customer satisfaction, and hotel profitability (Eringa & Paredes, 2022; Gao et al., 2020; Prentice et al., 2023). Efficient and courteous service provided by high-performing employees is crucial to the smooth operation of the hotel. This includes tasks such as checking-in guests, handling requests, and resolving complaints. In addition, employees must ensure the cleanliness and safety of all hotel facilities, such as rooms, lobby, restaurant, and pool. It is also essential to support hotel management and administration, including accounting, marketing, and human resources. Creating a positive atmosphere,

promoting loyalty, and generating referrals are crucial for enhancing the hotel's reputation and image (Hernández-Mogollón et al., 2020; Zhang et al., 2019). Therefore, the performance of employees is crucial in supporting the hotel's operations and achieving its goals and objectives.

The COVID-19 pandemic has posed unprecedented challenges and risks to the hospitality industry and society as a whole (Bui et al., 2021; Subadra, 2021a; Subadra & Hughes, 2022). In response to this crisis, many hotels have implemented Corporate Social Responsibility (CSR) programs to support their stakeholders and communities. These programs include providing free or discounted accommodation and meals to frontline workers, such as healthcare professionals and emergency responders. Surplus food, supplies, and equipment can be donated to local charities, food banks, and shelters. The hotel provides flexible cancellation and rebooking policies for guests affected by travel restrictions or health issues. Enhanced health and safety protocols, including social distancing, sanitization, and temperature checks, have been implemented to protect the well-being of guests and employees (Subadra, 2021b). Furthermore, the hotel is committed to reducing its carbon footprint and waste generation through various environmental initiatives, including the use of renewable energy, recycling, and composting. These initiatives demonstrate the hotel's dedication to addressing the COVID-19 pandemic and promoting global social and environmental welfare.

This volume is a comprehensive resource for scholars, policymakers, and industry professionals interested in the intricate relationship between tourism and employment. The articles presented herein offer diverse perspectives and rigorous research methodologies, contributing to a deeper understanding of the dynamics, challenges, and opportunities inherent in the symbiotic connection between tourism and employment. This volume is a testament to the significance of ongoing research in shaping policies, promoting sustainable tourism practices, and fostering inclusive economic growth in the tourism sector through employment and marketing.

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