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13-Apr-2022

Dear Faeni, Dewi Puspaningtyas; Puspitaningtyas Faeni, Ratih; Fuji Oktavini, Retno; Alden Riyadh, Hosam; Yuliansyah, Yuliansyah,

"The COVID-19 Pandemic Impact on the Global Tourism Industry SMEs: A Human Capital Development Perspective"

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- Include the article abstract (see below).

This paper proposes a model for increasing human capital competitiveness in the tourism sector in emerging economies. Using Indonesia as an example, we study the extent of the COVID-19 pandemic's impact and the sector's resilience. Data was collected using a survey of 199 tourism workers in Magelang city in Central Java Island. The data was analyzed using Structural Equation Model with Smart-PLS. The results confirm that social and human capital influence business success. Furthermore, innovation moderates the influence of human capital and social capital on business success. By conducting a primary survey with the tourism workers and those who work and interact with the tourism industry in Indonesia, we show how a promising approach to creating and sharing agile knowledge can enhance the tourism industry micro, small and medium enterprises (SMEs) in emerging economies during and post- COVID-19 pandemic and after.

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