

Foreword

Welcome to the latest issue of the Jurnal Manajemen Perhotelan dan Pariwisata (JMPP, Volume 6, Number 2). In 2023, the hotel and tourism industry will continue to explore and innovate in response to global dynamics, leading to rapid development. This publication features various articles and research that highlight the diverse and complex challenges encountered by professionals and scholars in this discipline.

In the post-pandemic era, management strategies in the hospitality and tourism sector are shaped by evolving consumer behavior, sustainability challenges, and technological advancements. The articles in this volume examine different aspects of management, including customer service, product innovation, human resource management, and marketing strategies that are applicable to current industrial dynamics.

These articles aim to offer comprehensive understanding to readers and encourage practical actions for enhancing the performance and contribution of the hospitality and tourism sector. We express our gratitude to all the authors, reviewers, and contributors for their valuable contributions in compiling this edition.

We anticipate that the JMPP, Volume 6 No 2, 2023, will serve as a valuable resource for individuals interested in gaining insights and addressing obstacles within the ever-changing hotel and tourism sector.

Regards,

Dr. A.A. Ngurah Yudha Martin Mahardika

Editor in Chief JMPP