

Micro-Meso-Macro Resilient Tourism and Hospitality Human Resource Management: A Bibliometric Analysis

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Abstract

In recent years, the business environment of the tourism and hospitality sector has changed radically. This has led to a business environment characterised by fragility, uncertainty about the future, difficulty attributing cause and effect, and the inability of traditional policies and strategies to address emerging challenges. Especially for tourism and hospitality businesses, this development increases operating costs, makes talent retention and recruitment harder, and worsens labour relations. To effectively respond to the challenges of this business environment, tourism and hospitality businesses need to develop policies and strategies that enhance their resilience. The human factor is particularly important for developing resilience in tourism and hospitality across the micro, meso, and macro levels. The objective of this study is, on the one hand, to identify and analyse the challenges that must be addressed at the micro-, meso-, and macro levels to develop resilient tourism and hospitality HRM, and, on the other hand, to propose policies to address these challenges in the contemporary business environment. To achieve this, a bibliometric analysis was employed, as it maps scientific knowledge and field evolution, providing valuable insights for future research. This study resulted in a codified inventory of significant challenges to developing resilient Human Resource Management at the micro-, meso-, and macro levels in tourism and hospitality, and the identification of specific policies at each level to address them. These results are original and have scientific and practical utility, providing a new map of current knowledge and future policy trends to improve HRM resilience in the tourism and hospitality sector. Scientifically, this helps researchers chart future research directions and identify the challenges they are likely to face when investigating this field. In practice, it highlights key factors for enhancing the resilience of the tourism and hospitality sector in the contemporary business environment.

Keywords: micro-meso-macro levels, resilience, human resources management, tourism, hospitality

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