

THE LABOUR MARKET ADAPTABILITY AND SITUATION OF “NEW TOURISM” AFTER THE PANDEMIC

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Keywords: labor market, digitalization, hotel industry, COVID-19, new tourism

JEL Classification: Z32, J21, J24

1 INTRODUCTION

The COVID-19 pandemic had a profound impact on the global tourism sector, significantly affecting employment patterns and labour market adaptability. In Hungary, the tourism industry faced severe challenges, leading to workforce reductions and operational restructuring [1, 2].

This study examines the post-pandemic labour market situation in the Hungarian tourism sector, with a special focus on the role of digital technologies, particularly artificial intelligence (AI), in cost optimization and revenue maximization. The research hypothesis suggests that digital advancements can enhance the adaptability and efficiency of tourism enterprises in a post-COVID environment.

2 MATERIAL AND METHODS

The research employs a mixed-method approach, combining secondary data analysis with qualitative primary data collection. Secondary data includes statistical reports, industry analyses, and academic literature on the impact of COVID-19 on the tourism sector [3, 4].

The primary research consists of structured interviews with key stakeholders, including hotel managers, tourism professionals, and industry experts, to assess their experiences and perspectives on digital adaptation.

The data is analysed using thematic content analysis to identify major trends and challenges in the post-pandemic labour market.

3 RESULTS

Findings indicate that digital technologies, particularly AI-driven automation and data analytics, play a crucial role in improving operational efficiency and cost management in the tourism sector [5, 6]. Businesses that invested in digital tools reported increased adaptability and enhanced customer experience [7, 8].

However, challenges such as skills shortages, resistance to change, and financial constraints were identified as barriers to widespread digital adoption.

The study also highlights that while AI can optimize labor costs, it does not completely replace human interaction, which remains vital in tourism services.

4 CONCLUSIONS

The research confirms that digital transformation, particularly AI applications, has the potential to enhance labour market adaptability in the tourism sector [9]. Companies that embrace technological innovations demonstrate greater resilience and competitiveness in the post-pandemic landscape.[10] However, successful implementation requires targeted workforce training and supportive policies to bridge the digital skills gap. Future research should explore long-term impacts and best practices for integrating digital solutions into tourism labour management.

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