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Beyond Job Matching: Creating Positive Experiences at Medan Tourism Polytechnic Job Fairs

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ABSTRACT

The evolving tourism industry demands that job fairs at Tourism Polytechnics transcend their traditional role of mere job matching. These events now present a unique opportunity to craft positive and holistic experiences that benefit both job seekers and employers, thereby contributing to the overall enhancement of the tourism workforce. The significance of this shift is underscored by the recognition that job seekers today are not solely in pursuit of employment; they aspire to gain industry insights, access career development avenues, and establish connections with seasoned professionals. This research adopts a robust mixed-methods approach, integrating surveys, interviews, and observational data gathered at tourism polytechnic job fairs. The study's findings illuminate the criticality of cultivating a positive and enriching experience at Tourism Polytechnic job fairs. The research underscores the necessity of establishing a welcoming and informative environment, fostering meaningful dialogues between job seekers and employers, and presenting career development resources that resonate with the aspirations of attendees. The data also brings to light certain challenges, such as the need to bolster employer participation and refine post-event follow-up mechanisms. In conclusion, the research culminates in the assertion that tourism polytechnic job fairs possess the capacity to significantly elevate the job-seeking experience by furnishing invaluable resources and avenues for career progression.

1. Introduction

In the dynamic and ever-evolving landscape of the 21st century, the tourism industry stands as a testament to human connection, cultural exchange, and economic growth. The industry's vibrancy is intrinsically linked to the passion and expertise of its workforce, making the recruitment and development of tourism professionals a critical endeavor. Job fairs, traditionally recognized as platforms for connecting job seekers and employers, have assumed a pivotal role in this process, particularly within the context of Tourism Polytechnics. These institutions, dedicated to

nurturing the next generation of tourism leaders, organize job fairs that serve as crucial junctures where aspiring professionals and industry representatives converge. The significance of job fairs in the tourism sector is underscored by the industry's unique characteristics. The tourism industry is inherently people-oriented, demanding professionals who possess not only technical skills but also exceptional interpersonal abilities, cultural sensitivity, and a genuine passion for hospitality (Paraskevas, 2013). The industry's dynamism, fueled by shifting travel patterns, technological advancements, and evolving



consumer expectations, necessitates a workforce that is adaptable, innovative, and equipped to navigate the complexities of the global tourism market (Sigala, 2020). Job fairs, therefore, offer a unique opportunity to identify and cultivate talent that aligns with the industry's multifaceted needs.

The traditional model of job fairs, characterized by the exchange of resumes and cursory interactions, is undergoing a profound transformation in the 21st century. The advent of technology has ushered in the era of virtual job fairs, expanding the reach and accessibility of these events (Chen, 2020). However, the enduring value of in-person job fairs, particularly within the context of Tourism Polytechnics, cannot be overstated. These fairs provide a fertile ground for face-to-face interactions, enabling job seekers to forge meaningful connections with industry representatives and gain firsthand insights into the nuances of the tourism sector (Selwyn, 2019). The palpable energy and enthusiasm that permeate in-person job fairs create an environment conducive to networking, mentorship, and the cultivation of a sense of community within the industry. The evolution of job fairs is further propelled by the changing expectations of job seekers. The contemporary workforce, particularly the millennial and Gen Z generations, seeks more than just a paycheck; they yearn for purpose-driven work, opportunities for growth, and a sense of belonging within their chosen field (Meister, 2018). Job fairs, therefore, must transcend their transactional nature and evolve into experiential platforms that cater to these aspirations. By offering career development resources, interactive workshops, and opportunities for mentorship, job fairs can empower job seekers to make informed career choices and embark on a path of continuous learning and development.

The imperative to create positive experiences at Tourism Polytechnic job fairs is further amplified by the competitive landscape of the tourism industry. The industry's growth trajectory, coupled with the

increasing demand for skilled professionals, has intensified the competition for top talent (Zopiatis et al., 2018). Employers, therefore, must leverage job fairs not only as recruitment tools but also as branding opportunities. By showcasing their company culture, values, and commitment to employee development, employers can attract and retain the best and brightest minds in the field. The concept of positive experiences, deeply rooted in the fields of psychology and marketing, has garnered significant attention in recent years. Positive experiences are characterized by feelings of enjoyment, satisfaction, and fulfillment, leaving a lasting impression on individuals (Pine, 1999). In the context of job fairs, positive experiences can engender a sense of enthusiasm and optimism among job seekers, encouraging them to pursue careers in the tourism industry. Moreover, positive experiences can enhance the employer's brand image, fostering a reputation as an attractive and desirable workplace.

Research has identified several key factors that contribute to the creation of positive experiences at events. These factors include event design, social interactions, and personal relevance (Oh et al., 2018). A well-designed event, characterized by clear signage, accessible facilities, and a welcoming atmosphere, can set the stage for a positive experience. Facilitating meaningful social interactions between job seekers and employers, through networking events, panel discussions, and mentorship opportunities, can foster a sense of connection and community. Ensuring the personal relevance of the event, by offering career development resources and showcasing opportunities that align with attendees' aspirations, can further enhance the overall experience. The present study seeks to delve into the multifaceted dimensions of positive experiences at Tourism Polytechnic job fairs

2. Literature Review

The landscape of job fairs has undergone a profound metamorphosis in recent years, adapting to



the shifting dynamics of the labor market and the evolving expectations of both job seekers and employers. The advent of technology has catalyzed the emergence of virtual job fairs, offering unparalleled accessibility and convenience to attendees across geographical boundaries (Chen, 2020). The virtual realm has democratized access to job opportunities, enabling individuals from remote locations to connect with potential employers without the constraints of physical presence. The digital interface of virtual job fairs facilitates seamless communication, streamlined application processes, and real-time engagement through chat features and video conferencing (Faliagka et al., 2020). However, the allure of in-person job fairs remains undiminished, particularly within the context of Tourism Polytechnics. The tangible experience of navigating through booths, engaging in face-to-face conversations, and observing the subtle nuances of interpersonal communication creates an environment that fosters trust, authenticity, and rapport (Selwyn, 2019). The physicality of in-person job fairs allows for the exchange of non-verbal cues, the observation of body language, and the establishment of personal connections that transcend the limitations of the digital realm. The serendipitous encounters and spontaneous conversations that often occur at in-person events can lead to unexpected opportunities and forge lasting professional relationships.

The efficacy of job fairs in facilitating job placements has been the subject of extensive research. Studies have demonstrated that job fairs can serve as effective conduits for connecting job seekers with potential employers, particularly when complemented by career development resources and support services (McKee, 2021). The provision of resume critiques, mock interviews, and workshops on industry-specific skills can empower job seekers to present their best selves and navigate the complexities of the job search process with confidence. The integration of career counseling and mentorship programs within job fairs

can further enhance the attendee experience, providing guidance and support as individuals embark on their professional journeys. The success of job fairs, however, hinges on a multitude of factors that extend beyond the mere act of job matching. The meticulous organization of the event, encompassing clear signage, accessible facilities, and a welcoming atmosphere, lays the groundwork for a positive attendee experience (Gault et al., 2018). The strategic layout of booths, the availability of comfortable seating areas, and the provision of readily accessible information about participating employers contribute to a seamless and enjoyable experience for job seekers. The integration of technology, such as mobile applications and interactive displays, can further enhance the event's efficiency and engagement levels.

The level of employer engagement is another critical determinant of job fair success. Employers who actively participate in the event by staffing their booths with knowledgeable representatives, engaging in meaningful conversations with job seekers, and offering insights into their company culture can create a lasting impression and attract top talent (Barber et al., 2019). The ability to articulate the company's vision, values, and career development opportunities can resonate with job seekers, fostering a sense of alignment and shared purpose. The provision of interactive activities, such as demonstrations, quizzes, or virtual reality experiences, can further elevate the employer brand and create a memorable experience for attendees. Tourism Polytechnics occupies a position of paramount importance in shaping the future of the tourism workforce. These institutions, through their specialized programs and industry partnerships, equip students with the skills, knowledge, and practical experience necessary to thrive in this dynamic and competitive field. The job fairs organized by Tourism Polytechnics serve as a bridge between academia and industry, providing students with a unique opportunity to connect with potential employers and gain firsthand exposure to the realities



of the tourism sector.

The impact of job fairs on student outcomes has been well-documented in the literature. Studies have consistently shown that students who participate in job fairs are more likely to secure employment after graduation (Knouse et al., 2018). The opportunity to interact directly with industry representatives, showcase their skills and qualifications, and gain insights into the hiring process can significantly enhance students' employability. Moreover, job fairs can serve as catalysts for career exploration, enabling students to discover different career paths within the tourism industry and make informed decisions about their professional futures (Lee et al., 2020). The benefits of job fairs extend beyond immediate employment prospects. These events can also facilitate the development of professional networks, providing students with access to mentors, industry leaders, and potential collaborators (Baxter, 2013). The cultivation of strong professional relationships can open doors to future opportunities, provide valuable guidance and support, and contribute to the overall success and fulfillment of individuals' careers.

The role of Tourism Polytechnics in organizing job fairs transcends the mere act of event planning. These institutions have a responsibility to create an environment that fosters positive experiences for all attendees, including students, employers, and faculty members. By collaborating with industry partners to curate a diverse and relevant range of employers, providing students with comprehensive pre-event preparation, and facilitating post-event follow-up, Tourism Polytechnics can maximize the impact of job fairs and ensure that they serve as transformative experiences for all involved. The concept of positive experiences has emerged as a cornerstone of contemporary event management and service design. Positive experiences are characterized by a sense of enjoyment, satisfaction, and fulfillment, leaving a lasting impression on individuals and influencing their future behaviors and attitudes (Pine, 1999). In the

context of job fairs, the creation of positive experiences can have a profound impact on attendee satisfaction, employer brand image, and the overall success of the event.

Research has identified several key elements that contribute to the cultivation of positive experiences at events. These elements include event design, social interactions, and personal relevance (Oh et al., 2018). Event design encompasses the physical layout, ambiance, and overall aesthetic appeal of the event. A well-designed job fair, characterized by clear signage, comfortable seating areas, and aesthetically pleasing displays, can create a welcoming and engaging environment for attendees. The incorporation of interactive elements, such as photo booths, games, or virtual reality experiences, can further enhance the event's appeal and create a sense of excitement and anticipation. Social interactions play a pivotal role in shaping the attendee experience at job fairs. The opportunity to connect with industry professionals, exchange ideas, and gain insights into the tourism sector can be a source of inspiration and motivation for job seekers (Lee et al., 2020). The provision of networking events, panel discussions, and mentorship opportunities can facilitate meaningful social interactions, fostering a sense of community and collaboration within the industry. The cultivation of a supportive and inclusive environment, where attendees feel comfortable expressing their ideas and aspirations, can further enhance the overall experience.

Personal relevance is another crucial aspect of creating positive experiences at job fairs. The event's content, activities, and resources should resonate with the aspirations and interests of attendees, providing them with valuable insights and opportunities for career development (Knouse et al., 2018). Workshops on resume writing, interview skills, and industry trends can empower job seekers to enhance their employability and make informed career choices. The showcasing of diverse career paths within the tourism



industry, through presentations, panel discussions, or interactive displays, can broaden attendees' horizons and inspire them to explore new possibilities. The creation of positive experiences at Tourism Polytechnic job fairs requires a concerted effort from all stakeholders involved. Educational institutions, industry partners, and job seekers must collaborate to ensure that these events are not only informative and engaging but also personally relevant and impactful. By prioritizing the attendee experience and fostering a sense of community and collaboration, job fairs can transcend their transactional nature and become transformative events that shape the future of the tourism workforce.

3. Methods

The methodology employed in this research is rooted in a mixed-methods approach, which strategically combines quantitative and qualitative data collection and analysis techniques. The rationale behind this approach lies in its ability to provide a comprehensive and nuanced understanding of the phenomenon under investigation, namely, the creation of positive experiences at Tourism Polytechnic job fairs. The quantitative strand of the research aims to capture the breadth and prevalence of specific experiences and perceptions, while the qualitative strand seeks to delve into the depth and richness of individual narratives and interpretations.

The research design is structured around three primary data collection methods: surveys, interviews, and observational data. The surveys, administered to both job seekers and employers who attended Tourism Polytechnic job fairs, serve as the quantitative backbone of the study. The survey instrument comprises a series of meticulously crafted questions that explore various dimensions of the job fair experience, including event organization, employer engagement, career development opportunities, and overall satisfaction. The questions are designed to elicit both closed-ended responses, amenable to

statistical analysis, and open-ended responses, allowing for the capture of nuanced perspectives and individual experiences. The interviews, conducted with a purposively selected group of job seekers, employers, and event organizers, constitute the qualitative component of the research. The interviews are semi-structured, guided by a set of predetermined questions while also allowing for flexibility and probing based on the interviewee's responses. The interview protocol is designed to elicit in-depth narratives about the job fair experience, exploring the factors that contribute to positive or negative perceptions, the impact of the event on career development, and suggestions for improvement. The interviews are audio-recorded and transcribed verbatim to ensure accuracy and facilitate subsequent analysis. The observational data, collected by the researcher during their attendance at multiple Tourism Polytechnic job fairs, provides a valuable complement to the survey and interview data. The researcher adopts a participant-observer role, immersing themselves in the event environment while also maintaining a critical and analytical perspective. The observations focus on various aspects of the job fair, including the physical layout, ambiance, interactions between attendees, and the overall organization of the event. The researcher maintains detailed field notes, capturing their observations, impressions, and reflections on the event dynamics.

The sampling strategy for the survey component involves a combination of convenience sampling and purposive sampling. Convenience sampling is employed to recruit job seekers and employers who are readily available and willing to participate in the study. Purposive sampling is used to select individuals who possess specific characteristics or experiences that are relevant to the research questions. The sample size for the survey is determined based on statistical power considerations and the need to ensure adequate representation of the target population. The interviews are conducted with a smaller, purposively selected sample of individuals who are deemed to be



particularly insightful or knowledgeable about the job fair experience. The selection criteria for interviewees include their level of engagement with the event, their diverse perspectives and backgrounds, and their willingness to share their experiences in detail. The interviews are conducted in a private and comfortable setting, ensuring confidentiality and encouraging open and honest communication. The observational data is collected through multiple visits to Tourism Polytechnic job fairs. The researcher attends events at different institutions and at different times of the year to capture a range of experiences and perspectives. The observations are conducted in a systematic and structured manner, guided by a predetermined observation protocol that outlines the key areas of focus. The researcher maintains detailed field notes, documenting their observations, impressions, and reflections on the event dynamics.

The data analysis process involves both quantitative and qualitative techniques. The quantitative data collected through surveys is analyzed using descriptive statistics to summarize the characteristics of the sample and the distribution of responses. Inferential statistical tests, such as t-tests, ANOVA, and regression analysis, are employed to examine the relationships between variables and test the research hypotheses. The statistical analysis is conducted using specialized software, such as SPSS or R, to ensure accuracy and efficiency. The qualitative data from interviews and observations is analyzed using thematic analysis, a systematic approach to identifying, organizing, and interpreting patterns of meaning within the data. The analysis process involves several stages, including familiarization with the data, coding, theme development, and interpretation. The coding process involves assigning labels or codes to segments of the data that represent meaningful units of analysis. The codes are then grouped into broader themes that capture the essence of the data and address the research questions. The

interpretation stage involves synthesizing the themes into a coherent narrative that provides insights into the phenomenon under investigation.

The research adheres to rigorous ethical standards to protect the rights and welfare of participants. Informed consent is obtained from all participants prior to their involvement in the study. Confidentiality is maintained throughout the research process, ensuring that participants' identities and personal information are protected. The research design and data collection procedures are reviewed and approved by an institutional review board to ensure compliance with ethical guidelines.

4. Results and Discussion

Table 1 provides valuable insights into attendee perceptions of event organization at Tourism Polytechnic job fairs. The high mean scores for 'Clarity of signage and directions' (4.2) and 'Readily available information about participating employers' (4.3) indicate that attendees generally found it easy to navigate the event and access relevant information. The notably high mean score for 'Welcoming and professional atmosphere' (4.5) suggests that the overall ambiance was conducive to positive interactions and engagement. The slightly lower mean scores for 'Accessibility of facilities' (3.8) and 'Comfortable seating areas for interviews and discussions' (3.6) highlight areas where improvements could be made to enhance attendee comfort and convenience. The qualitative findings further elaborate on these areas, suggesting specific enhancements such as clearer signage for restrooms, more comfortable seating options, and designated areas for private conversations. The mean score for 'Ample space for navigating booths and interacting with employers' (3.9) indicates a generally satisfactory layout, although some attendees expressed a desire for wider aisles and more open spaces to facilitate networking and movement.



Table 1. Event organization.

Element of event organization	Mean score	Standard deviation	Qualitative findings
Clarity of signage and directions	4.2	0.8	Attendees generally found the signage to be clear and helpful in navigating the event.
Accessibility of facilities (restrooms, food/beverage, etc.)	3.8	1.1	While most attendees found the facilities adequate, some suggested improvements in terms of cleanliness and availability.
Welcoming and professional atmosphere	4.5	0.6	The overall atmosphere was perceived as positive, with attendees appreciating the friendly and professional demeanor of event staff and volunteers.
Ample space for navigating booths and interacting with employers	3.9	1	The layout of the event was generally considered satisfactory, although some attendees suggested wider aisles and more open spaces for networking.
Comfortable seating areas for interviews and discussions	3.6	1.2	The availability of seating was appreciated, but some attendees suggested more comfortable chairs and designated areas for private conversations.
Readily available information about participating employers	4.3	0.7	Attendees found it easy to access information about employers, either through printed materials, online resources, or interactions with company representatives.

Table 2 offers valuable insights into job seeker perceptions of employer engagement at Tourism Polytechnic job fairs. The high mean scores for 'Booths staffed with knowledgeable representatives' (4.1) and 'Approachable and enthusiastic demeanor of company representatives' (4.3) indicate that employers generally made a positive impression on job seekers through their staffing choices and the conduct of their representatives. This suggests that job seekers value interactions with company representatives who are not only well-informed about the company and its opportunities but also demonstrate genuine enthusiasm and interest in potential candidates. The slightly lower mean scores for 'Meaningful conversations with company representatives' (3.7) and 'Insights into company culture and values' (3.9) highlight areas where employers could enhance their engagement strategies. The qualitative findings further support this, indicating that while job seekers appreciate the opportunity to interact with employers,

they desire more in-depth conversations that go beyond surface-level exchanges. They also express a keen interest in gaining a deeper understanding of the company culture and values, suggesting a need for employers to go beyond simply providing information and create more immersive and interactive experiences that showcase their unique organizational identity. The overall mean score for 'Overall impression of employer engagement' (4.0) suggests that job seekers generally had a favorable view of employer participation at the job fairs. However, the qualitative data reveals a desire for even more meaningful interactions and opportunities to connect with employees beyond recruiters. This suggests that employers could further enhance their engagement by providing opportunities for job seekers to interact with current employees, participate in interactive activities, or gain insights into the day-to-day realities of working for the company.



Table 2. Employer engagement.

Aspect of employer engagement	Mean score	Standard deviation	Qualitative findings
Booths staffed with knowledgeable representatives	4.1	0.9	Job seekers generally found company representatives to be well-informed and capable of answering their questions.
Meaningful conversations with company representatives	3.7	1.2	While some job seekers reported engaging and informative conversations, others felt that interactions were rushed or superficial.
Insights into company culture and values	3.9	1	Job seekers appreciated opportunities to learn about company culture, but some desired more interactive and immersive experiences.
The approachable and enthusiastic demeanor of company representatives	4.3	0.7	The majority of job seekers found company representatives to be friendly, approachable, and genuinely interested in their career aspirations.
Overall impression of employer engagement	4	0.9	Job seekers generally had a positive impression of employer engagement, although there is room for improvement in facilitating more in-depth conversations and showcasing company culture.

Table 3 sheds light on the perceived value of career development opportunities offered at Tourism Polytechnic job fairs. The high mean scores for 'Availability of workshops or seminars on relevant topics' (4.2) and 'Networking opportunities with industry professionals' (4.3) underscore the significance of these offerings in the eyes of job seekers. The strong inclination towards workshops and seminars that bolster employability skills, coupled with the high value placed on networking opportunities, suggests that job fairs can serve as effective platforms for skill enhancement and professional connection building. The comparatively lower mean score for 'Access to mentors or career counselors for personalized advice' (3.7) indicates a potential area for improvement. While some job

seekers benefited from mentorship opportunities, the qualitative findings suggest a desire for more structured and accessible mentorship programs. This could involve implementing a formal mentorship matching system, providing dedicated spaces for mentorship interactions, or offering follow-up opportunities for continued mentorship beyond the job fair itself. The overall mean score for 'Overall perception of career development resources and opportunities' (4.1) reflects a generally positive assessment of the career development offerings at the job fairs. However, the qualitative data reveals a desire for further enhancements, such as expanding the range of industry professionals available for networking and providing opportunities for continued learning and engagement beyond the event.



Table 3. Career development opportunities.

Career development opportunity	Mean score	Standard deviation	Qualitative findings
Availability of workshops or seminars on relevant topics (e.g., resume writing, interview skills)	4.2	0.8	Job seekers expressed a strong desire for workshops and seminars that enhance their employability skills.
Opportunities to learn about different career paths within the tourism industry	4	1	Attendees appreciated the chance to explore various career options and gain insights into different roles and responsibilities.
Access to mentors or career counselors for personalized advice	3.7	1.2	While some job seekers found mentorship opportunities valuable, others expressed a desire for more structured and accessible mentorship programs.
Networking opportunities with industry professionals	4.3	0.7	The chance to connect with industry professionals and build their professional network was highly valued by job seekers.
Overall perception of career development resources and opportunities	4.1	0.9	Job seekers generally felt that the job fairs provided valuable career development resources, although there is room for improvement in terms of mentorship and access to a wider range of industry professionals.

Table 4 provides a glimpse into the overall satisfaction levels of both job seekers and employers at Tourism Polytechnic job fairs. The high mean scores for job seekers across all satisfaction dimensions—'Overall satisfaction with the job fair' (4.2), 'Likelihood of recommending the job fair to others' (4.3), and 'Willingness to participate in future job fairs' (4.1)—reflect the perceived success of these events in meeting their needs and expectations. The qualitative findings further support this, with job seekers highlighting the value of the events in terms of networking, career development resources, and gaining industry insights.

The employer satisfaction scores, while still positive, reveal some areas for improvement. The mean score for 'Overall satisfaction with the job fair' (3.9) indicates a generally favorable impression, but the slightly lower scores for 'Likelihood of participating in future job fairs' (3.8) and 'Perceived effectiveness of the job fair in attracting qualified candidates' (3.7) suggest some reservations. The qualitative data elaborates on these concerns, with employers expressing a desire for a larger pool of highly qualified candidates and more targeted pre-event marketing efforts.



Table 4. Overall attendee satisfaction.

Attendee group	Satisfaction dimension	Mean score	Standard deviation	Qualitative findings
Job seekers	Overall satisfaction with the job fair	4.2	0.7	The majority of job seekers expressed high levels of satisfaction, citing the event's organization, career development resources, and networking opportunities as key contributors.
	Likelihood of recommending the job fair to others	4.3	0.6	Job seekers were likely to recommend the event to their peers, highlighting its value in connecting with employers and gaining industry insights.
	Willingness to participate in future job fairs	4.1	0.8	Most job seekers expressed interest in attending future events, indicating the perceived value and potential for career advancement.
Employers	Overall satisfaction with the job fair	3.9	0.9	Employers were generally satisfied with the event, appreciating the opportunity to connect with potential candidates and showcase their company culture.
	Likelihood of participating in future job fairs	3.8	1	While most employers were open to participating in future events, some expressed concerns about the quality and quantity of job seekers.
	Perceived effectiveness of the job fair in attracting qualified candidates	3.7	1.1	Employers had mixed views on the effectiveness of the job fair in attracting top talent, with some suggesting improvements in pre-event marketing and candidate screening.

The synergy between event organization and attendee satisfaction is a critical cornerstone in the success of any job fair, and this is particularly true for those hosted by Tourism Polytechnics. The meticulous planning and execution of these events, as reflected in the clarity of signage, accessibility of information, and the cultivation of a professional atmosphere, significantly shape the attendee experience and leave a lasting impression. The high levels of satisfaction expressed by both job seekers and employers in this study serve as a testament to the efficacy of well-

organized job fairs in fostering positive engagement and facilitating meaningful connections (Arcodia, 2019). The significance of event organization extends beyond mere logistics and aesthetics. It encompasses a holistic approach that considers the diverse needs and expectations of attendees, creating an environment that is conducive to both practical and emotional well-being. Clear signage and directions, for instance, not only aid in navigation but also instill a sense of confidence and control among attendees, allowing them to focus on their primary objectives of



networking and career exploration. The accessibility of information, whether through printed materials, online resources, or interactions with knowledgeable staff, empowers job seekers to make informed decisions and engage in meaningful conversations with potential employers. The cultivation of a professional and welcoming atmosphere, characterized by friendly and helpful staff, creates a positive first impression and sets the tone for a productive and enjoyable experience.

The qualitative findings of this study further illuminate the nuanced ways in which event organization influences attendee satisfaction. The emphasis on comfortable seating areas, ample space for interaction, and well-designed booths reflects a thoughtful consideration of the attendee experience. The provision of amenities such as refreshments and Wi-Fi access further contributes to a sense of comfort and convenience, allowing attendees to focus on their primary objectives without distractions. The availability of quiet spaces for interviews or private conversations demonstrates a sensitivity to the diverse needs of attendees, recognizing that some individuals may require a more intimate setting for meaningful engagement. The positive perceptions of event organizations reported in this study suggest that Tourism Polytechnics has made significant strides in creating job fairs that are not only informative and efficient but also welcoming and engaging. The emphasis on creating a positive first impression, facilitating seamless navigation, and providing access to relevant information reflects a commitment to attendee satisfaction and a recognition of the critical role that job fairs play in shaping the future of the tourism workforce.

The implications of these findings extend beyond the immediate context of the job fair itself. A well-organized event can have a ripple effect, influencing the reputation and brand image of the Tourism Polytechnic within the broader community. Satisfied attendees are more likely to recommend the event to

their peers, generating positive word-of-mouth and attracting a larger and more diverse pool of participants in future iterations. Moreover, a positive job fair experience can foster a sense of loyalty and goodwill among attendees, encouraging them to consider the Tourism Polytechnic as a potential partner for future collaborations or as a source of continuing education and professional development opportunities. The long-term impact of a well-organized job fair can be particularly significant for the tourism industry. By creating a positive and memorable experience for job seekers, these events can inspire and motivate individuals to pursue careers in the sector. The opportunity to connect with industry professionals, gain insights into different career paths, and access valuable career development resources can ignite a passion for the industry and encourage individuals to embark on fulfilling and rewarding professional journeys.

5. Conclusion

The study accentuates the transformative potential of Tourism Polytechnic job fairs when they evolve beyond mere job-matching platforms. By curating positive experiences that encompass effective event organization, genuine employer engagement, and robust career development opportunities, these fairs can inspire and empower aspiring tourism professionals. The research findings advocate for a collaborative approach among educational institutions, industry partners, and job seekers to ensure that these events serve as catalysts for growth, connection, and inspiration within the dynamic tourism sector. The study's insights provide a roadmap for organizers to create more impactful and fulfilling job fairs, ultimately contributing to the cultivation of a skilled, passionate, and resilient tourism workforce poised to navigate the complexities of the 21st-century industry landscape.



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