

Review Form 1.6

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJ SSE_84019
Title of the Manuscript:	CRISIS MANAGEMENT STRATEGY IN BALI HOTEL INDUSTRY DURING THE COVID-19
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments	<p>Paper can be published if author make major revision:</p> <ul style="list-style-type: none">- expand discussion and conclusion- explain more method reliability- add below references: <p>1. DTN Huy. (2015). The critical analysis of limited south asian corporate governance standards after financial crisis, International Journal for Quality Research 9 (4),</p> <p>2. TTB Hang, DTH Nhung, DTN Huy, NM Hung, MD Pham. (2020). Where Beta is going– case of Viet Nam hotel, airlines and tourism company groups after the low inflation period, Entrepreneurship and Sustainability Issues 7 (3),</p> <p>3. PM Dat, ND Mau, BTT Loan, DTN Huy. (2020). COMPARATIVE CHINA CORPORATE GOVERNANCE STANDARDS AFTER FINANCIAL CRISIS, CORPORATE SCANDALS AND MANIPULATION, Journal of security & sustainability issues 9 (3)</p> <p>4. TTH Ha, NB Khoa, DTN Huy, VK Nhan, DH Nhung, PT Anh, PK Duy. (2019). Modern corporate governance standards and role of auditing-cases in some Western european countries after financial crisis, corporate scandals and manipulation, International Journal of Entrepreneurship 23 (1S)</p> <p>5. ND Trung, DTN Huy, P Van Tuan, DT Huong. (2021). Ict And Digital Tech Effects On Marketing Strategies And Choosing Competitor Affecting On Business Operation-A Case In Hotel And Entertainment Sector, Design engineering, Issue 7</p> <p>6. DTN Huy. (2015). To What Extent Changing Tax Policy and External Financing Influence The Risk Level of Viet Nam Airlines and Tourism Industry During and After The Global Crisis, GLOBAL & LOCAL ECONOMIC REVIEW 19 (2), 21-36</p>	<p>Dear reviewer,</p> <p>First of all, thank you for the comment. And all the revision I wrote in this document, in the body of text, we already done and signed them with yellow marker. thank you and stay healthy</p> <p>we've expanded the discussion part with input several citation based on your suggestion</p> <p><i>“The crisis also occurred in many countries, especially in countries that make tourism a leading sector. Like Vietnam, according to Trung et al (2021), 2020-2021 are the most difficult year for Vietnam because many hotels are closed. But at the end of 2021 and early 2022, the tourism industry is showing signs of improving. Domestic tourists become the main driver of recovery in 2022. This issue is being insight for Indonesia, Covid-19 provides an experience to be better prepared to mitigate risks that occur in the future and is that Bali can rise as before”</i></p> <p><i>“The results of this study illustrate that entrepreneurs in the tourism sector, including hotels, must always prepare for the worst conditions, adapt, and innovate to face any situation. Meanwhile, apart from implementing a crisis management strategy, hotel enterprises, especially those for struggling-owning companies and healthy-owning companies, need to prepare themselves for the tourism recovery stage, where domestic tourists are the essential market. As in Turkey, the hotel industry applies several strategies, for example, prioritizing hotel hygiene and sanitation, hotel entrepreneurs building smart applications for less contact service, and marketing through social media (Ayyildiz, 2020). Then, employee skills need to be developed, especially in digital skills, such as communication skills, social media skills, and operating systems skills (Carlisle et al., 2021)”</i></p> <p><i>“In facing a crisis, it also needs collaboration between parties such as the government, academia, associations, and the media to rise from a critical condition. Several policies have been done by the Indonesian government, including the Bali regional government in dealing with the crisis during the Covid-19 pandemic. These efforts include carrying out a vaccination program of up to 100% for the people of Bali and outside Bali, making CHSE (Clean, Health, Safety, and Environment) standards and certifications, increasing the domestic market, and opening borders for foreign tourists while remaining disciplined in implementing the health protocol (Mahadi, 2021). In addition, the Denpasar, Bali city government has also provided relaxation of tax payments for the hotel, restaurant, and entertainment industry without activating applications (Sudarsana, 2020). These efforts must continue to be adapted to existing developments so that both entrepreneurs and workers in the tourism and hospitality sector can survive this pandemic”</i></p> <p>And to enhance and sharpen the application of this study, we wrote the practical implication in the conclusion as your suggestion to expand it</p>

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		<p><i>“The theoretical implication of this research is that the theory of crisis management strategies in the hotel industry is obtained based on crisis-level conditions. Then, the practical implication of this research is that it can be a consideration for hotel entrepreneurs in determining the most appropriate strategy in maintaining their business during the pandemic, especially in Indonesia. Also, for the government, this research describes the conditions and survival efforts of the hotel industry in Bali to be the basis for policy formulation and in supporting the sustainability of the hotel industry in Bali. For example, the tax relaxation policy, the provision of assistance, and human resource development programs”</i></p> <p>The method reliability was added</p> <p><i>“Qualitative research is carried out by direct observation and dealing with people to collect data (Moleong, 2018), for example by interviewing and observing (Poerwandari, 2007). Questions items are considered valid and reliable in representing the crisis and the crisis management strategy in each hotel”</i></p> <p>We’ve added your references suggestion in the literature review part and discussion part (two references related)</p> <p><i>“As in the research by Trung et al (2021), due to the Covid-19 pandemic, the tourism sector, including airlines, hotels, motels, restaurants, and transportation experienced difficulties in Vietnam which caused many employees to lose their jobs and have no income. Even so, tourism remains the main driver of the recovery in Vietnam in 2022 because tourism in Vietnam is still potential in post-Covid-19. However, based on research by Hang et al (2019) Hang et al (2020), despite the potential, risk fluctuations in the tourism industry and airlines are the highest. Therefore, strategies are needed for companies and governments to prepare for crisis conditions”</i></p> <p><i>“The crisis also occurred in many countries, especially in countries that make tourism a leading sector. Like Vietnam, according to Trung et al (2021), 2020-2021 are the most difficult year for Vietnam because many hotels are closed. But at the end of 2021 and early 2022, the tourism industry is showing signs of improving. Domestic tourists become the main driver of recovery in 2022. This issue is being insight for Indonesia, Covid-19 provides an experience to be better prepared to mitigate risks that occur in the future and is that Bali can rise as before”</i></p> <p>Added references</p> <p>TTB Hang, DTH Nhung, DTN Huy, NM Hung, MD Pham. (2020). <i>Where Beta is going—case of Viet Nam hotel, airlines and tourism company groups after the low inflation period</i>, Entrepreneurship and Sustainability Issues 7 (3),</p> <p>ND Trung, DTN Huy, P Van Tuan, DT Huong. (2021). <i>Ict And Digital Tech Effects On Marketing Strategies And Choosing Competitor Affecting On Business Operation-A Case In Hotel And Entertainment Sector</i>, Design engineering, Issue 7</p>
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Minor REVISION comments	Check plag before publish	
Optional/General comments	Paper can be published if author make major revision:	

PART 2:

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	