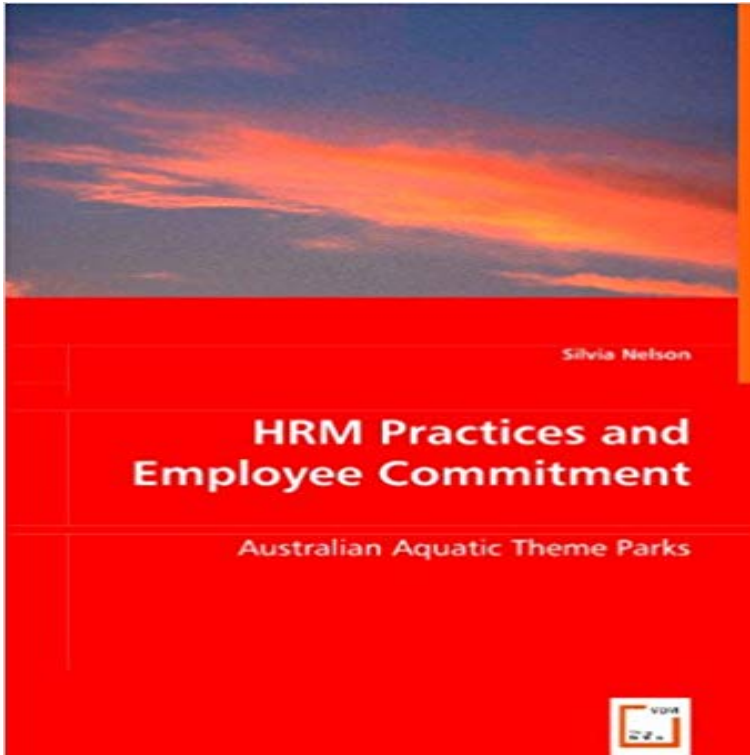


HRM Practices and Employee Commitment: Australian Aquatic Theme Parks



Tourism organisations, such as aquatic theme parks, need to rely on the commitment of a well-trained, multi-skilled workforce in order to achieve a competitive position, especially in terms of providing high quality customer service. This suggests that tourism organisations need to adopt HRM organisational practices that enhance the motivation of employees and improve organisational effectiveness. This book, therefore, examines the impact of organisational practices (training and communication) on organisational outcomes, especially employee commitment, within the Australian aquatic theme park segment, using a robust mixed methods methodology. The conclusions have the potential to impact positively on the tourism industry in general and on the aquatic theme park segment in particular. It is clear that the vibrancy of the tourism industry and the aquatic theme park segment can only be enhanced with more attention to communication and training, with an emphasis on improving employee self-efficacy, especially in the area of customer service. This book will be of significant interest to tourism industry strategists and to executives and Human Resource managers in the industry.

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